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VOL. 41. NO. 76 — NEW YORK, THURSDAY, APRIL 1, 1937 — TEN CENTS

K. R. S. Report Hits Control By the Crown

British Distributors in Attack on Moyne

By BRUCE ALLAN

LONDON, March 23.—The annual report of the Kinematograph Renters' Society, just issued, contains an outspoken criticism of the recommendation in the Moyne report on the Films Act for the establishment of an official films commission.

Stressing that the main object of the Moyne Committee was the encouragement of British production but that the suggested powers of the films commission amount to "initiative and control" over a much wider field, the report states that the recommendation under this head, "is important for the whole industry, British and American alike, and, if accepted by the Government, will have far-reaching effects upon the progress of the industry, many of which may be the reverse of beneficial.

"Having regard to the national importance of the industry," the report continued, "it may be that a more intimate contact on the part of the Government with the industry is considered essential, and such contact, properly organized, might be productive of good results, but one does view with grave misgivings for the

(*Continued on page* 6)

Famous Players Net Shows Big Increase

TORONTO, March 31.—Famous Players Canadian Corp., yesterday reported net profit for 1936 of $578,193, which compares with net profit for 1935 of $285,676. The 1936 net is equal to $1.45 per share on 397,254 common shares outstanding, against 72 cents the previous year.

The 1936 balance was listed at $337,725, which, added to the surplus of $3,907,907 brought forward from 1935, made a total of $4,245,632. The

(*Continued on page* 4)

Pennsylvania 6-Day Theatre Bill Signed

HARRISBURG, March 31.—A bill requiring theatres to give employes at least one full day a week off, which was sponsored by Representative John Yourishin of Luzerne, was signed by Governor Earle today. Most metropolitan theatres in the state are already on a six-day week for employes but a number of houses in rural districts will be affected.

Paley Is All Smiles as CBS Captures 4 of 6 Air Awards

William S. Paley, president of CBS, arose with monotonous regularity from his seat on the dais at the Women's National Radio Committee luncheon at the St. Regis yesterday afternoon to accept the parchment scrolls of honor awarded to programs on his network. Paley, however, obviously did not mind, for his smile grew increasingly wider with each award.

Of the six programs selected to receive the Women's National Radio Committee's annual awards, four were CBS programs. The remaining two were NBC. In addition to the six scheduled awards, two previously unannounced were presented. One went to WOR-Mutual for its outstanding contribution to serious music through its presentation of the Stadium concerts and operas during the past summer. The other surprise award went to Dr. Walter Damrosch, dean of American musicians, in recognition of his service to music through radio.

The award winners were:

1. Best musical program—The Ford Motor Co. for its "Sunday Evening Hour," broadcast on CBS.
2. Best variety program—Rudy Vallee's "Varieties," sponsored by Standard Brands, and broadcast Thursdays on the NBC-Red network. This program received a similar award last season.
3. Best educational program—NBC's Chicago University "Round Tables," broadcast Sundays as a sustaining program on the Red.
4. Best news program—Philco Radio and Television Corp. for Boake Carter's news presentations broadcast five times each week on CBS.
5. Best children's program—CBS for its sustaining series "Children's Corner," presented by Dorothy Gordon three times weekly.
6. Best drama program—Lever Bros., for the "Lux Radio Theatre," broadcast Mondays on CBS.

Additionally, several programs received honorable mention. They were: General Motors Symphony, winner of a 1935 award, presented on

(*Continued on page* 7)

Additional Developments in Radio—Page 7

FHA Modernization Loans Discontinued

WASHINGTON, March 31.—F.H.A. Loans for modernization and repair were discontinued tonight with the expiration of title of the National Housing Act, bringing to a conclusion the emergency activities of the administration.

Under the modernization loan plan, put into effect in August, 1934, more than 1,000 theatre loans totaling approximately $2,500,000 were made for alterations, repairs, decorating, improvements and new equipment.

Because of improved economic conditions, particularly in the construction industry which this portion of the act primarily sought to assist, no consideration was given to continuance of the modernization loan plan.

Brecher Urges Roxy Increase Admission

Prices at the Roxy should be raised to the level maintained at the Capitol and Paramount if the theatre obtains the 20th Century-Fox franchise under consideration, Leo Brecher, local theatre operator, testified yesterday in the hearings on the Roxy reorganization plan before Special Master Addison S. Pratt.

Harold P. Seligson, counsel for the Tipton bondholders' committee,

(*Continued on page* 4)

Ontario Orders Ban Upon March of Time

TORONTO, March 31.—The Ontario Board of Censors today banned the March of Time releases because they do not contain the required 35 per cent of British and Canadian news subjects, under the Ontario regulations covering topical films.

The announcement of the ban came from O. J. Silverthorne, chairman of the board today.

Ralph Rolan, March of Time executive in New York, declared yesterday that the ban on the reel was ordered two years ago, in February, 1935, following the release there of the first two issues, which were then handled by First Division here and

(*Continued on page* 4)

New Warner District Head Will Be Named

Appointment of a district manager for New Haven, Boston, New York, Brooklyn and New Jersey exchanges is expected to be made by Roy H. Haines, eastern division sales head of Warners, at the company's annual sales convention this summer.

Albany, formerly included in the upstate district, was recently turned over to Ben Kalmenson. The combination of New England and Greater New York exchanges is a new district.

Report Loew Will Expand Circuit Here

Say Several Sites Are Under Consideration

Loew's is reported in a new move to expand its circuit locally. Several sites are understood to be under consideration, but no negotiations have been started, it is said. The move will be a combination of new building and acquisition of theatres already in operation, it is reported.

Within the past few months, Loew's has acquired the Cameo, New Rochelle, a small theatre formerly operated by an independent. The circuit is now building a 1,100-seat house at Fenton Ave. and Boston Road, which is expected to be completed by next August. Loew's Fenton probably will be the name.

In line with a policy adopted some time ago, the name of Loew's is gradually being added to many of its present properties. The "A" Poli houses in Bridgeport, Hartford, Meriden, New Haven, Springfield, Waterbury, and Worcester, Mass., now have the name of Loew's before the Poli. Other houses in the New England group will add the circuit name from time to time.

Preparations are being made to reopen the Plaza, Worcester, some time this month. Harry Shaw, Loew's division manager in New England, has returned to New Haven after conferring with home office executives on the theatre earlier in the week.

Tri-States-Blank Merger Pact Near

A tentative agreement which would bring A. H. Blank's Central States circuit into an operating combine with Tri-States circuit, jointly owned by Paramount and Blank, was reached during the recent gathering of Paramount's theatre associates at Miami,

(*Continued on page* 4)

Extension of Duals By Skouras Is Seen

Extension of dual features instead of curtailment in the local territory is seen with the change of policy for two theatres recently acquired by the Skouras circuit.

When Skouras took over the Scarsdale, Scarsdale, and Bronxville,

(*Continued on page* 2)

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DAILY
(Registered U. S. Patent Office)

Vol. 41 April 1, 1937 No. 76

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Committee Named on Framing Standards

Hollywood, March 31.—The Academy Research Council has named a committee to establish standards for framing in photography and projection. It is headed by Grover Laube.

Other members are: John Aalberg, Sydney Burton, Frank Cahill, Wallace Castle, Merle Chamberlain, Byron Haskin, Ray June, Arthur Miller, Virgil Miller, Thomas Moulton, Emil Oster, Harry Rubin, William Rudolph, Homer G. Tasker and Gordon S. Mitchell.

The committee held its organization meeting tonight.

20th-Fox Board Meets

The monthly meeting of the board of 20th Century-Fox was held yesterday. Only routine business was transacted at the session which lasted less than an hour, company officials said.

ATTORNEY, age 37, having twenty years extensive experience in the entertainment field (motion pictures, radio and the theatre in all its branches) desires connection, legal or commercial. Superior education and references. Box 965, MOTION PICTURE DAILY.

◂ Purely Personal ▸

George W. Weeks, G. B. general sales manager, left yesterday for points west where he will visit the company's exchanges. Clinton M. White, assistant to Weeks, headed for Boston and Albany while Reg Wilson entrained for Oklahoma City and Dallas.

•

Maurice Lehmann, administrator general of Les Distributors Francaise, is in town for a stay of several weeks. He will visit the coast before returning and will make his headquarters at World Pictures Corp.

•

J. Aaron Fuchs, comptroller of Robert S. Taplinger, Inc., will arrive from the coast by plane Monday to confer on expansion of the local publicity office.

•

Stanton Griffis, chairman of the Paramount executive committee, returned yesterday from Washington where he was a guest at the White House.

•

Blair Hill has resigned from the advertising department of Dictograph Products Co., Inc., to be editorial director of *Hearing Aid News.*

•

Arthur Sanchez of the Trans-Oceanic Film Export Co. has acquired American distribution rights to the French picture "Jenny."

•

Karl MacDonald, of Warners, returns today on the *Eastern Prince* from a tour of the company's offices in South America.

•

William Sussman, who is now visiting the Cincinnati and Cleveland exchanges of 20th Century-Fox, is due back Saturday.

•

Ketti Gallian, who recently finished work in "Shall We Dance?" for RKO, is in town for a vacation.

•

Edmund Lowe and William O'Brien, the latter of Pathe News, sail today on the *Ile de France.*

•

Morton Sellner has been named director of advertising and publicity for Astor Pictures.

•

Herbert J. Ochs, Warner southwestern sales manager, is due today at the home office.

•

Clyde Beatty was guest of honor at the Saints & Sinners at the Commodore yesterday.

•

Paul Small of the William Morris office yesterday flew to Boston.

•

Adolph Zukor plans to leave for the coast tomorrow.

To Talk Insurance Plan

Blanket insurance plans for members of M. P. Associates, their families and relatives will be discussed by the membership at the next meeting, to be held shortly, Joe Lee, president, stated yesterday. The organization has a membership of close to 150 salesmen, branch managers, exhibitors and supply dealers. The deal has been in negotiation with Bankers Insurance Co.

It's G. P. S. Weeks

George P. Skouras happens to have a birthday on April 23.

So what?

So the Skouras Theatres men got together and decided to set aside the last two weeks in April as G.P.S. Birthday Weeks.

Skouras Men Moved; Some Are Promoted

Several switches and promotions in managerial staffs have been made in the Skouras circuit.

They include: Harry Knoblauch, from manager at Nyack, to supervisor at Ossining; Nick Kerry, appointed manager of the Rockland, Nyack; Struges Perry, assistant at Westwood, to manager at the Broadway, Haverstraw; William Bolger, manager of the Bronxville, Bronxville, recently acquired; Lou Turchen of the Academy, to assistant manager at the Blenheim; Teddy Rodis, back on the job again after an absence as manager of the Grand, Astoria; Mitchell Proffit, from doorman at the Riverside, to assistant manager of the Nemo; Bob Goodfried, assistant manager at the Crotona, to manager of the Monticello, Jersey City; George Posner, chief usher at the Riverside, now assistant manager at the Liberty; Tom Burns, formerly of the State, Jersey City, now assistant manager of the Capitol, same city.

Fred Bartholdi has returned after an illness to the job of assistant manager at the Crotona. He was formerly in the same job at the Blenheim and Liberty.

Extension of Duals By Skouras Is Seen

(*Continued from page 1*)

Bronxville, from Nick Paley and Jack Rosenthal, the theatres were featuring single bills. Within the past few weeks another feature has been added to programs.

Meanwhile, the Manhassett, Manhassett, L. I., continues on a single picture plan. George Skouras, who has been vacationing at Golden Beach, Fla., is due back within two weeks.

Defer Sales Tax Meet

A meeting of distribution company attorneys projected for this week for further discussion of future legal procedure in connection with the application of the two per cent municipal sales tax to city film rentals will not be held until next week, it was stated yesterday. Company attorneys are not agreed on the advisability of continuing to contest the tax in the courts, but further study is being given possible procedures.

Omaha Men to Celebrate

Omaha, March 31.—M-G-M's local exchange is planning a party to celebrate winning the recent national sales drive with a 62 per cent increase. Branch Manager Harry Shumow won a $500 bonus and an extra week's salary, District Manager Harris P. Wolfberg of Kansas City received a $750 bonus and week's salary and 24 other employes received a week's salary. The Omahans won despite bad weather some weeks ago.

Brandt-Loew Action Will Be Heard Today

Hearing on the injunction action brought by Harry Brandt and operators of 33 other independent houses in New York against Loew's, Inc., and six major film companies was adjourned yesterday until today when the matter will be submitted to Justice Ernest E. L. Hammer in N. Y. Supreme Court. The plaintiffs allege that they are confronted with unfair competition because Loew's first run neighborhood has changed its week split to five and two days instead of four and three days as heretofore.

Postpone Fox Argument

Argument on a defense motion to defer prosecution of a $300,000 suit brought in N. Y. Supreme Court by Joseph E. Cohen, president of the Sentry Safety Control Corp., against William Fox and the Fox Film Corp., was adjourned yesterday until tomorrow when the matter will be submitted to Justice Timothy A. Leary. The suit is based on an alleged breach of a contract executed between the litigants in 1927. Fox wants the trial of the action postponed until after bankruptcy proceedings involving him have been adjudicated.

Sues to Recover Rents

Lester R. Bachner, trustee in bankruptcy of Fair Deal Enterprises, Inc., and Jaydo, Inc., filed two suits in Federal Court yesterday to recover rent payment made by the insolvent corporations to landlords on the ground that such payments constitute illegal preference. Fair Deal, which operated the Majestic prior to its bankruptcy in June, 1936, paid $8,812 to Helen Roosevelt Robinson, while Jaydo paid $3,344 to Joma Realty Corp. for rental on the Gem.

A. J. Balaban in Chicago

Chicago, March 31.—A. J. Balaban has returned from Switzerland and is now mapping out plans with his associates for returning to the exhibition field on a large scale.

Conferences with Harry C. Arthur for the purchase of an interest in F. & M. in St. Louis are expected to get under way shortly.

"Waikiki" Take $60,000

"Waikiki Wedding" and Eddy Duchin and his orchestra on the stage finished a first week at the Paramount with approximately $60,000. The fourth week of "Lost Horizon" at the Globe at two-a-day garnered about $15,000. The Rialto on the second week of "Sea Devils" took in close to $9,000.

Ampa Meeting Today

The Ampa will hold a closed business meeting at the Hotel Edison today, the final business session prior to the election of new officers. The meeting will hear the report of the committee on arrangements for the second annual awards dinner dance.

Kennedy Now Eligible

Washington, March 31.—President Roosevelt yesterday signed a joint resolution making Joseph P. Kennedy eligible for appointment as chairman of the Maritime Commission.

"THE KING AND THE CHORUS GIRL"

BETTE DAVIS in "MARKED WOMAN"

"CALL IT A DAY"

WAIT 'TIL YOU HEAR ABOUT

NO. 4!

JUST PREVIEWED AND IT'S **BIG** DRAMA

(to follow your big comedy, "Call It a Day")!

JOSEPHINE HUTCHINSON • GEORGE BRENT

in

"MOUNTAIN JUSTICE"

with

Guy Kibbee • Mona Barrie

Robert Barrat

Directed by Michael Curtiz

A First National Picture

DON'T BE AMAZED by this tremendous succession of big shows—it's the new working order of the company that won almost twice as many Academy awards this year as any other producer—**WARNER BROS.**

Ed.N. M15/08

Tri-States-Blank Merger Pact Near

(*Continued from page* 1)

Y. Frank Freeman, Paramount vice-president, said yesterday on his return to the city from the south.

The new combination would include more than 70 theatres in Iowa, Nebraska and southern Illinois. The agreement would also place Blank's operations in connection with Paramount on a permanent basis through the elimination of the option under which Paramount was privileged to repurchase Blank's half interest in the circuit. This is the last of the theatre operating deals made by Paramount which includes the stock repurchase option.

The terms of the new agreement with Blank may be completed within the next two or three weeks, Freeman said. A 60-day extension of the present agreement, now in force, expires May 6.

Denver Moves Shift First Run Control

Denver, March 31. — With the acquisition of the seven Harry Huffman houses on long-term leases, Intermountain Theatres invades the downtown first run situation for the first time. Up to now, the circuit has had only second runs. Four of the Huffman theatres, the Paramount, Denver, Aladdin and Broadway, are first runs, which gives Intermountain a dominating position here.

Policies of the former Huffman houses will be retained. Intermountain now has a total of 60 in this territory, 12 of which are in Denver. Gerald Whitney has been promoted from city manager to manager of the northern district. William Agren will be city booker.

Brandt Takes Theatre

Harry Brandt has taken over the Polk at 2nd Ave and 12th St., and will rename it the Century. The owning corporation is headed by David Weinstock, president; Brandt, vice-president; Ben Weinstock, secretary, and Emanuel Hertzig, treasurer.

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Out Hollywood Way

Hollywood, March 31. — Oscar Straus will remain here for the rest of the year and make his permanent home here.

Paul Kelly replaces Richard Arlen in "It Happened Out West," Sol Lesser. . . . Herbert Stothart, composer, and Mike McLaughlin, sound engineer, to Mexico City for musical atmosphere for "The Firefly," M-G-M. Pandro Berman signs Mitzi Green for starring role in "Love Below Freezing," RKO. . . . M-G-M to star Wallace Beery in "Stand Up and Fight," pioneer railroad building yarn. . . . Frank Borzage's first assignment under new M-G-M contract "Three Rooms in Heaven."

Irene Dunne set for "The Joy of Living," RKO. . . . Sally Eilers resting after completing work in "We Have Our Moments," Universal. . . . Dimitri Tiomkin on score for "Life of Johann Strauss," M-G-M. . . . Bess Meredith going to South America in April on vacation from 20th Century-Fox. . . . James Wong Howe, cameraman, given long term contract by Selznick International.

✚

Casting—Florence Rice assigned feminine lead in "All Is Confusion," by David L. Loew. . . . June Travis, scheduled for the role, is ill. . . . Helen Lind in "Topper," Hal Roach. . . . Claudia Simmons and Jane Chamberlain in "In the Deep South," Mervyn LeRoy, for Warners. . . . Ben Welden, Donald Crisp and Hugh O'Connell in "That Certain Woman" and Anita Louise in "First Lady," Warners.

Bruce Cabot in "Love Takes Flight," George Hirliman. . . . Howard Lang in "The Prisoner of Zenda," Selznick International. . . . Raymond Massey in "The Hurricane," Samuel Goldwyn.

✚

Writers—Johnny Gray on "There Goes My Girl" and Gertrude Purcell assigned to "Super Sleuth," RKO. . . .Irving Brecher on screenplay of "New Faces of 1937" and Robert McGowan doing gags for "Vivacious Lady," also at Radio. . . . Jesse Lasky signs James Edward Grant and Maxwell Shane for "Born to Sing" script. . . . Selznick International writer roster now includes: Sidney Howard, Donald Ogden Stewart, Wells Root, Robert Carson, John L. Balderston, John Lee Mahin, Jane Murfin, Everett Rhodes Castle, Donald Henderson Clarke, John V. A. Weaver, Ring Lardner, Jr., and Budd W. Schulberg.

✚

Story Buys—"She Married for Money," by Thames Williamson, Radio. . . . "Career in C Major," by James M. Kane, and "Armored Taxi," by Jack Andrews, 20th Century-Fox.

✚

Director—Elliott Nugent signed by Columbia for "Thanks for Nothing."

✚

Title Change—"Everybody Sing" changed to "Sing and Be Happy," 20th Century-Fox. . . . "You Can't Buy Luck" release title of "Borrowed Time."

Famous Players Net Shows Big Increase

(*Continued from page* 1)

company wrote off the whole balance of goodwill, listed at about $1,500,000. The gross profit from all sources in 1936 exceeded $2,000,000, a substantial increase from the $1,730,000 listed for 1935. Depreciation accounted for $462,000, salaries for $142,000 and interest on bonds for $450,000. The last figure was down from $522,000 for 1935, due to redemption of old bonds and the issuance of new, now totaling $7,000,000. Dividends on common stock in 1936 amounted to $238,000, compared with $189,000 in the previous year.

No Selznick-Shearer Deal

Hollywood, March 31.—Both David O. Selznick and Norma Shearer today announced the withdrawal of Miss Shearer from consideration for the role of Scarlett O'Hara in "Gone With the Wind."

Miss Shearer is expected to start work shortly in "Marie Antoinette" for M-G-M.

Two Theatres Opening

Zimmetbaum, Knoble and Yoost will open the new Schuler at 84th St. and Columbus Ave. tomorrow night. Springer & Cocalis will reopen the Loyal, formerly the Majestic, in Washington Heights, simultaneously.

Ontario Orders Ban Upon March of Time

(*Continued from page* 1)

by Regal in Canada. No attempt has been made since that time to offer the reel in Canada, and no permission has been sought looking to possible release there, Rolan declared. He expressed himself as at a loss to explain the sudden declaration of the censor board chairman.

Rolan pointed out, however, that under the present March of Time production setup, it would be possible for the reel to meet the censor regulations, since the English issues carry one English episode.

Reich Bans "Chan" Film

Berlin, March 31.—The Reich censor has banned "Charlie Chan at the Opera" from showing in Germany. The nature of the objection was not cited.

Capa, Chicago, to Dance

Chicago, March 31.—The Chicago Amusement Publicists' Ass'n will hold their second annual "April Foolies" party at the Bal Tabarin, Hotel Sherman, April 10.

Condor Gets New Space

Condor Pictures, Inc., has leased office space in the Empire Trust Bldg., 580 5th Ave., through Harold E. Wolf.

Brecher Urges Roxy Increase Admissions

(*Continued from page* 1)

drew from Brecher the statement that long term franchises are subject to considerable uncertainty. The Roxy plan contemplates a 20-year first run franchise with 20th Century-Fox. Brecher revealed that he may attempt to obtain a first run franchise from 20th Century-Fox if the Roxy deal fails. He expressed the opinion that the proposed plan is perfect and said that he could suggest no improvements.

Brecher declared 20th Century-Fox received a minimum rental of $2,500 with a 50-50 split on grosses over $30,000 for films shown at the Roxy during 1936. He estimated the receipts for the past six months at between $40,000 and $45,000 weekly. The proponents of the plan are expected to finish their case this week, when objecting bondholders will present their evidence.

Grand Central House Start Set for May 3

Opening of the new newsreel theatre in Grand Central Terminal has been set for May 3. Work on the 212-seat show place is nearing completion. It is located on the upper level opposite Track 17.

Cartoons and shorts are to be included in the programs and occasional previews of major releases. Officers of the new corporation are: John Sloan, Donald Bayne, W. Wallace Lyon and Harold A. Ley.

To Confer on Hospital

Harold Rodner left yesterday for Saranac and will confer there this weekend with A. H. Schwartz, executive head of the Century circuit, on details for a new operating room at the Will Rogers Memorial Hospital. Schwartz will leave tomorrow for Lake Placid where he has a winter home.

Wall Street

Board Gains ⅛ to 13 Points

	High	Low	Close	Net Change
Columbia	34	33¾	34	+1¼
Columbia, pfd.	42¼	42¼	42¼	+ ¼
Consolidated	4½	4⅜	4⅜	.....
Eastman	164	164	164	.....
Eastman, pfd (6)	157	157	157	.....
Gen. T. Equip.	30¼	30	30¼	+ ¾
Loew's, Inc.	80	78½	79¾	+1¼
Loew's, pfd.	106½	106½	106½	— ⅜
Paramount	25¼	22⅞	25⅛	+2
Paramount 1 pfd.	174	165	174	+13
Paramount 2 pfd.	22⅝	20¾	22⅝	+2
Pathe Film	8¾	8½	8⅝	+ ⅛
RKO	8⅝	8	8⅜	+ ½
20th Century-Fox.	38⅞	37⅝	38½	+ ⅞
20th Century, pfd.	48	46⅞	47¾	+1⅜
Warner Bros.	15⅛	14	15	+ ⅞
Warner, pfd.	62	62	62	+1

Technicolor Rises on Curb

	High	Low	Close	Net Change
Grand National	3⅛	3⅛	3⅛	.....
Sonotone	1¾	1¾	1¾	— ⅛
Technicolor	22¼	21⅝	22	+ ⅜
Trans-Lux	4¾	4⅝	4⅝	.....
Universal Pict.	10	10	10	—1

Bonds Up Lightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	+ ½
Loew's 3½s '46	98½	98½	98½	.....
Paramount Pict. 6s '55	100⅛	100	100⅛	.....
RKO 6s '41 pp.	113	112½	113	+ ½
Warner Bros. 6s '39 wd	96½	96½	96½	.....

(Quotations at close of March 31)

"A PICTURE THAT ~~SHOULD~~ will BE SEEN BY EVERY GOOD AMERICAN"

ED KUYKENDALL
President M. P. T. O. A.

TIMELY!
VITAL!

BIG SCENES!

Revolutionary War heroes return to find their new nation in anarchy!

State fights state with tariff barriers on every state line and people starve . . . the young Union bankrupt!

5,000 red-coats along the Great Lakes, coiled to spring upon "this ridiculous Yankee democracy"!

George Washington's sturdy hand at the riotous Constitutional Convention!

How two branches of Congress came into being!

Benjamin Franklin's astute compromise saves the day!

The birth of the Supreme Court!

How the founders of the Constitution provided for today's emergency!

Metro-Goldwyn-Mayer's
Two-Reel Showmanship Special

"SERVANT OF THE PEOPLE"

The Story of the Constitution of the United States

The most *vital* issue before the American public today becomes the most *timely* picture you've EVER put upon your screen!

BOOK IT EARLY!
BILL IT BIG!
APRIL 9th RELEASE!

K. R. S. Report Hits Control By the Crown

(*Continued from page* 1)

future the setting up of a control board having bureaucratic powers."

Expressing doubt whether a "cure all" will be found in Government assistance, the report suggests that any legislation should in the first instance deal with producers only. "If," it says, "attempts are made to control or shepherd production along certain lines by legislation, the producers . . . are either safeguarded by monopoly or they are forced to take measures and arrange the methods by which their predominant financial position may be maintained."

The membership on Dec. 31, last was 25, with three resignations and two new members elected during the year.

In the list of council members, not in the report, both Fox Films Co., Ltd., and Gaumont British Distributors are eliminated.

Maxwell Combining Names of Companies

London, March 23.—The titles of Wardour Films, British International Pictures and B. I. P. Export are being dropped by the John Maxwell organization.

The general title of Associated British Pictures Corp. will in future be used for the group, with production, distribution and export departmental headings.

Censor in Australia Asks Quality Clause

By CLIFF HOLT

Sydney, March 11.—The inclusion of a quality clause in the British quota law was urged by Cresswell O'Reilly, Australian censor, in his annual report for 1936. A quality clause, he said, "would appear to be eminently desirable and would help to raise standards of British films."

He declared that pictures have shown marked improvement in entertainment value and technical quality, and that British films varied from a censorship and entertainment standpoint more than the product of other countries.

Only eight films from all countries were rejected during the year out of a total importation of 1,684 films of all classes. Of these 1,084 came from the United States and 489 from the United Kingdom. Nineteen films were rejected in the first instance, 11 of which were subsequently passed either on appeal or after cutting. Comparative figures show that 64.4 per cent of films were imported from the United States and 29 per cent from the United Kingdom, practically the same as in the previous year. The percentage of rejections from the United Kingdom was 2.9 as against 1.4 from the United States.

Police Act on Bingo

Toronto, March 31.—Charity Bingo games, the bane of theatre owners in Ontario, have been officially discouraged by the police of Toronto, Hamilton Windsor.

Second Theatre Bill Now Up in Wisconsin

Madison, Wis., March 31.—A companion bill to the theatre divorcement measure presented in the Senate by Allied has been introduced in the House by Assemblyman Earl Hall of Monroe.

The Senate bill is still in the hands of the Committee on State and Local Government, which has not turned in its recommendation on the measure following a recent hearing. The Senate bill is identical with the Assembly measure.

Abolish Washington Tax

Seattle, March 31.—The state of Washington tax of one cent on all theatre admissions of 10 cents has been abolished. Governor Clarence D. Martin, in signing a Senate bill as passed by the recent session of the legislature, has decreed that the charge shall end on July 1 of this year. The bill does not change in any other regard the present five per cent admission tax on all amusements.

Of 10 bills affecting the industry in the session just ended, only one, requiring fireproof projection booths for the showing of films in any public meeting place, failed to pass despite exhibitor efforts. Action on the

Hold Hartford Petitions

Hartford, March 31.—Thirty thousand petitions asking for Sunday afternoon shows signed by patrons of local theatres two months ago, are still on file in the office of Henry Neeles, Warner district manager. Addressed to the mayor, they probably will not be used until a bill authorizing early openings throughout the state comes up for hearing before a legislative committee. Hearings were first scheduled for March 18, but were postponed because of the M.. P.

Connecticut Bills Up

Hartford, March 31. — Hearings have been scheduled for April 8 by the House Judiciary Committee on several bills affecting the industry. Two would require two men in a booth and two others would permit Sunday vaudeville. The finance committee will hold a hearing April 13 on a proposed 10 per cent tax on theatre tickets to be paid by patrons.

Propose New Maine Taxes

Augusta, Me., March 31.—A tax on billboards has been proposed in the Maine legislature. The proposed levy is 50 cents a square foot on outdoor advertising boards.

Theatre admissions are also threatened by two other bills, one to tax each ticket one cent and another to tax all tickets and passes 10 per cent.

Kill Albany Seating Bill

Albany, March 31.—The Asembly Codes Committee has killed the Rossi bill prohibiting the sale of a seat in public assembly without having one actually available and making the penalty not less than $24 or more than $100. As there is no companion bill in the Senate this means the bill is dead for this year.

Wants Picketing Defined

Boston, March 31.—A bill to define and legalize picketing has been filed by Morris Berson of Boston who claims that, with strikes breaking out all around, picketing is not properly defined on the statute books.

Too Much Delay

Providence, March 31.—There is only one thing wrong with "Maytime," according to Mrs. Isaac N. Eddy, 84, and that is that Nelson Eddy's entrance is delayed a bit.

Mrs. Eddy is Nelson's grandmother and she was given a royal reception when she attended the opening of the film at Loew's State. She posed for pictures, spoke over the radio and had a grand time. She is not a bit hesitant in telling the world that her favorite actor is Nelson Eddy.

Denver Defers Vote Upon Daylight Time

Denver, March 31.—Because of the controversial nature of the issue, the City Council has tabled an ordinance that would legalize daylight saving time in Denver. The council wants to test public sentiment further.

Denver tried daylight time in 1920, and the next spring when it was put to a vote, the daylight time was dropped by a huge majority. Radio stations want it, as it will lessen the confusion of making over schedules to conform with daylight time in the east, where most of the chain programs originate.

Theatres are against it.

Savini to Reissue Films

Robert M. Savini of Atlantic Pictures has closed a deal with the Pickford Corp., whereby Atlantic will reissue "Rain," "Street Scene," "The Locked Door" and "The Bat Whispers," in the U. S., Canada, Hawaii and Alaska. The films will be distributed through Atlantic franchise-holding exchanges at the rate of one a month starting May 1.

Report N. O. Union Drive

New Orleans, March 31.—It is reported that organizers for the American Federation of Labor are seeking to unionize the employes of exchanges here. It is understood that demands for a cut in working hours and an increase in wage scales would follow union organization.

Frank Roberts Injured

Pittsburgh, March 31.—Frank Roberts, Warners' manager in Steubenville, O., was injured there in an automobile accident when another car crashed into his auto.

With Roberts at the time were his wife and son, both of whom were hurt.

Honor Coston at Party

Chicago, March 31.—More than 100 friends of James A. Coston joined in paying him tribute at a testimonial dinner in the House On The Roof at the Hotel Sherman.

It was the anniversary of his seventh year with the Warner circuit as zone manager.

RKO Transfers Mayer

Kansas City, March 31.—Louis Mayer, publicity and advertising man at the Mainstreet here, is being transferred to the east by RKO. Mayer will take a week's vacation in Omaha and then will go to New York.

"Cheyney" on Dual High in Boston Slump

Boston, March 31.—"The Last of Mrs. Cheyney," on a dual with "Dangerous Number," was about the only attraction to make a showing as grosses hit the skids in the face of cold weather and the last week of Lent. The combination went $1,000 over the line on a take of $13,000 in its second week at Loew's Orpheum, and made $11,000 par at Loew's State.

The only other house to get over the line was the Fenway with "Doctor's Diary" and "Head Over Heels in Love." The $5,100 take was up by $600.

Total first run business was $89,600. Average is $88,500.

Estimated takings for the week ending March 25:

"DOCTOR'S DIARY" (20th-Fox)
"HEAD OVER HEELS IN LOVE" (G.B.)
FENWAY—(1,392), 30c-50c, 7 days. **Gross:** $5,100. (Average, $4,500)

"LOVE IS NEWS" (20th-Fox)
"WINGS OF THE MORNING" (20th-Fox)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days, 2nd week. **Gross:** $13,000. (Average, $12,000)

"LAST OF MRS. CHEYNEY" (M-G-M)
"DANGEROUS NUMBER" (M-G-M)
LOEW'S ORPHEUM—(2,970), 25c-45c-65c, 7 days, 2nd week. **Gross:** $13,000. (Average, $12,000)

"LAST OF MRS. CHEYNEY" (M-G-M)
"DANGEROUS NUMBER" (M-G-M)
LOEW'S STATE—(3,537), 25c-45c-65c, 7 days, 2nd week. **Gross:** $11,000. (Average, $11,000)

"THE GOOD EARTH" (M-G-M)
COLONIAL—(1,643), 55c-85c-$1.10-$1.65, 7 days, 2nd week. **Gross:** $10,000.

"NANCY STEELE IS MISSING" (20th-Fox)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Benny Davis and his "Star Dust" revue. **Gross:** $19,500. (Average, $22,000)

"WISE WOMAN" (20th-Fox)
RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: Cab Calloway and his band. **Gross:** $21,000. (Average, $21,000)

"DOCTOR'S DIARY" (20th-Fox)
"HEAD OVER HEELS IN LOVE" (G.B.)
PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $7,000. (Average, $7,000)

"Love News" Tops Buffalo, $13,000

Buffalo, March 31.—"Love Is News" at the Buffalo led the downtown parade with $13,000, $1,000 above average.

The Century's dual, "Clarence" and "Crack-Up," climbed $900 over par to reach $6,700. "Thunder" and "Come Closer, Folks," at the Lafayette, pulled $6,100, topping par by $100.

Total first run business was $39,500. Average is $38,400.

Estimated takings for the week ending March 27:

"LOVE IS NEWS" (20th-Fox)
BUFFALO—(3,000), 30c-50c, 7 days. **Gross:** $13,000. (Average, $12,000)

"READY, WILLING AND ABLE" (W.B.)
"FAIR WARNING" (20th-Fox)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $7,300. (Average, $7,300)

"MEN ARE NOT GODS" (U.A.)
"TRANSATLANTIC MERRY-GO-ROUND" (U.A.)
GREAT LAKES—(3,000), 25c-40c, 7 days. **Gross:** $6,400. (Average, $7,500)

"CRACK-UP" (20th-Fox)
"CLARENCE" (Para.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,700. (Average, $5,800)

"THUNDER" (G.B.)
"COME CLOSER FOLKS" (Col.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $6,100. (Average, $6,000)

◂ Radio Personals ▸

IF NBC and the Frank Presbry agency can get together on the use of a broadcasting wire from New York to Chicago, Ralph Kirberry will do the Lipton Tea commercial which has just been contracted for over WMAQ. Kirberry has been broadcasting for the tea sponsor on WEAF for the past year . . . Joe Penner will guest appear on Jack Oakie's Camel cigarette program April 6 . . . Ditto Conrad Nagle on CBS "Hit Parade" April 3 . . . Fernand Gravet, Warner star, will be heard from Paris on Sunday's NBC "Magic Key" program . . . Glen Gray's orchestra booked to play the Coronation ball in New York May 12. . . .

✠

Ralph Kirberry has been signed to make discs for Irving Mills records . . . WHN's Elena Jimenez has become engaged to Charles Redlick, who is in California . . . Herbert L. Petter, WHN's associate director, has returned from Washington . . . William Weisman, vice-president and general counsel for WMCA, will be chairman of the debate on the proposed Supreme Court reforms on WMCA today at 9 P.M. . . . Sam Hearn will be the guest star on WOR's "All Star Varieties" Saturday . . . Lillian Gish set for "Shell Show" Saturday night. Bob Feller, Cleveland baseball pitcher, set for the same program April 17 . . .

Mutual Network Reaches 54 Total

HOLLYWOOD, March 31.—With the addition of KHSL, Chico, Cal., and KCVC, Redding, Cal., Mutual's network of broadcasting stations will total 54, it was stated today by Don Lee and Louis Weiss, general manager of KHJ, Los Angeles.

Ask New Omaha Station

WASHINGTON, March 31.—The F. C. C. today received an application from Sam Klaver and Nathan Belzer for authority to construct a new station at Omaha, to operate on 1,420 kilocycles with 100 watts power.

WOW to Observe Anniversary

OMAHA, March 31.—Station WOW will celebrate its 14th anniversary Friday. Featuring the jubilee will be Gene Carroll and Glenn Rowell, who have the "Gene and Glenn" program over WHO at Des Moines.

KOIN Takes CBS Programs

PORTLAND, March 31.—KOIN will begin using four and a quarter hours weekly from CBS starting Friday, states Charles W. Myers, president.

Expand Station in Philadelphia

PHILADELPHIA, March 31.—Expansion work at WIP, to cost $60,000, has been started.

LEO SAYS:
WHN starts baseball for Wheaties on April 22nd.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Series with Ameche Starring Confirmed

J. Walter Thompson agency yesterday confirmed MOTION PICTURE DAILY'S report of two weeks ago that Don Ameche will headline the new variety program selected to succeed the current "Do You Want to Be an Actor?" series sponsored by Chase and Sanborn and heard Sundays from 8 to 9 P. M., E.S.T., on the NBC-Red network. Chase and Sanborn will continue as sponsor.

The new program, as yet untitled, will make its first appearance May 9, with Ameche, Edgar Bergen and Werner Janssen's orchestra in the permanent cast. Film guest artists will appear weekly. The program will originate in Hollywood.

The series, with the above cast, will remain through the summer season. In all likelihood Nelson Eddy will head a replacement Chase and Sanborn series in the fall.

To Air Anderson Award

Maxwell Anderson will receive the second annual award of the New York Drama Critics' Circle for his play "High Tor" during a special program from a dinner at the Algonquin tomorrow, from 8 to 9 P. M., E.S.T., on the NBC-Blue network. Burns Mantle, *News* drama critic, will make the citation.

Scenes from the play will be presented by Peggy Ashcroft, Burgess Meredith and Charles D. Brown.

"Emo Club" Moves Quarters

"Emo Movie Club" has moved to new quarters and located in the Knickerbocker-42nd St. Bldg. The company is now serving 87 broadcasting stations with screen gossip and personality continuities. WINS and the New York State network are the latest subscribers.

For It

"I wish to take this opportunity to congratulate you on the radio section which you have added to your very good paper, which I am sure will be very beneficial to the radio field and also assure closer cooperation between the motion picture industry and radio which unfortunately is not yet very satisfactory."—*W. H. Voeller*, vice-president, Conquest Alliance Co., Inc.

Thomas Sailing for Coronation April 28

Lowell Thomas, NBC commentator, will sail for England April 28 to cover the Coronation for his network. Thomas's first broadcast will be aired April 30 from the *Europa* at sea. Thereafter he will be heard May 5 from Paris, May 12, Coronation day, from London; May 18 from London, and May 21 from the *Queen Mary* at sea.

He will be heard at his usual time—6:45 to 7 P. M., E.S.T., on the Blue network.

Aid Philadelphia Drive

PHILADELPHIA, March 31.—Radio men and advertising agencies are aiding the United Campaign to be launched in April for the support of 141 local charities. Among those on the committee are: Benedict Gimbel, Jr., president of WIP; Ted Schlanger, Warner zone manager; H. A. Batten, president of N. W. Ayer & Son; Charles H. Eyles, president of Richard A. Foley Advertising Agency; Al Paul Lefton, head of the agency which bears his name, and Edmund H. Rogers, partner in Jerome B. Gray & Co.

Paley Is All Smiles as CBS Captures 4 of 6 Air Awards

(Continued from page 1)

NBC; Wallenstein's "Sinfonietta," Mutual; Kraft "Music Hall," presented on NBC; George V. Denny's "American Town Meeting of the Air," an NBC award winner last year; "Metropolitan Opera" broadcasts, NBC; Lowell Thomas, NBC; H. V. Kaltenborn, CBS; Kathryn Craven, CBS; "Wilderness Road," children's program award winner last year, CBS; and "Singing Lady," NBC.

Presentation of the awards and brief speeches from Paley, Alfred J. McCosker, Mutual president; Margaret Cuthbert, director of women's activities, NBC and Mme. Yolanda Mero-Irion, president of the Women's National Radio Committee, were broadcast on NBC, CBS, and Mutual networks.

Mrs. William H. Corwith, Chairman of the Awards Committee, made the presentations. In her talk Mme. Mero-Irion denied the oft-repeated allegation that the organization was a "reform" or "highbrow" group.

"We are in actuality a few million intelligent American women who are conscious of the infinite possibilities of radio for good and bad." She added that the committee had worked quietly for the past three years at improving radio standards, and that there were definite evidences of progress.

Continuing, Mme. Mero-Irion pleaded with the agency and network officials not to underrate the level of intelligence of the radio audience. "We do not want to be fed programs which are concocted from 25 per cent sentimental bosh, 25 per cent loud jazz, 25 per cent low comedy, and 25 per cent pure nonsense," she concluded.

Seated on the dais were Radio Committee officials, Mrs. Francis D. Pollak, Mrs. Ruth Haller Ottaway, Mme. Mero-Irion, Mrs. Corwith, Mrs. Harold Vincent Milligan, Mrs. Edgar B. Meritt, and McCosker, Paley, Miss Cuthbert, Dr. Damrosch, Lucrezia Bori, Grover Whalen, Mrs. Vincent Astor, Vallee and Denny.

The Women's National Radio Committee represents 27 national groups of women's clubs and claims to represent 15,000,000 clubwomen. The Radio Committee was formed in September, 1934, and held its first annual awards luncheon that year.

Representatives of all the networks, as well as advertising agency executives with local offices, attended the luncheon.

Propose Amendment For Copyright Laws

WASHINGTON, March 31.—Amendment of the Copyright Law to provide specifically for infringements by broadcasting is proposed in legislation introduced in Congress by Senator Sheppard of Texas.

The measure would provide for assessment of damages by the courts, but would restrict responsibility and liability for the use of copyrighted material by networks to the originating station.

In the case of transcriptions and other records made exclusively for broadcasting purposes, responsibility would rest solely with the maker and his agents who distributed the discs to the broadcasters.

It is expected that the bill will be considered with other measures on copyright which have been introduced when the Senate Patents Committee holds hearings. No date has yet been set for copyright hearings, however.

"Showboat" May Go to Coast

Maxwell House "Showboat" stands a fifty-fifty chance of changing its point of origin to Hollywood, depending on Hershell Williams' report to the agency and client on his return here from the coast this weekend. Williams planed to the coast early this week to survey Hollywood possibilities for the program. Benton and Bowles is the agency.

To Revamp Ford Program

The NBC Ford Motor Co. "Universal Rhythm" program, which has undergone considerable revision since its network inception some months ago, will again be revamped beginning April 10, when Countess Olga Albani and the "Caroleers" leave the series. They will be replaced by Richard Bonelli and Alec Templeton. Rex Chandler's orchestra and the Landt Trio remain. N. W. Ayer is the agency.

Report Barrymore Program End

A reliable report has it that the Ethel Barrymore program for Sterling Products will fade from the air April 7, to be replaced the following week with a new dramatic script series featuring Helen Menken. The new program will continue to sell Bayer Aspirin. Blackett-Sample-Hummert is the agency.

George Reid Quits KQV

PITTSBURGH, March 31.—George Reid, for the last two years program director of KQV and also a performer on that station, as well as WJAS, has resigned to join KDKA as staff artist and to assist in handling and producing acts for both personal appearances and radio work.

To Expand Coast Programs

LOS ANGELES, March 31.—Several of the important Pacific coast CBS network programs are scheduled for coast-to-coast expansion, it has been indicated here.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

CARL HOFF
and THE HIT PARADE orchestra

BAND
NO. 1

SWING IS IN THE AIR!

They'll love this parade. Youthful stars (and what stars!) in a story with young ideas. Top hit tunes by the top spot bands of the air waves. New faces. New funsters. New as television!

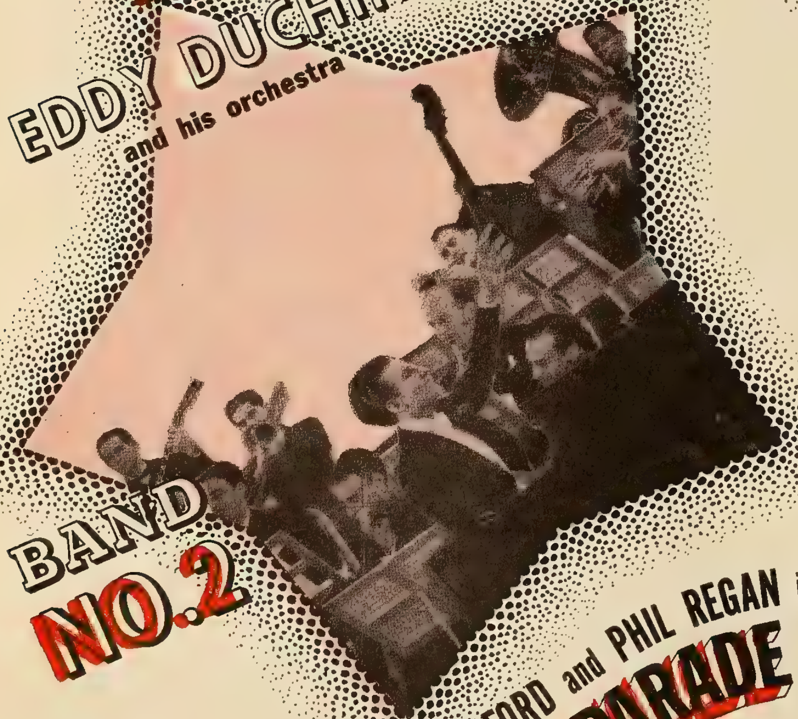
in

THE HIT PARADE

DUKE ELLINGTON
and his band with Ivie Anderson

BAND
NO. 3

EDDY DUCHIN
and his orchestra



BAND
NO. 2

FRANCES LANGFORD and PHIL REGAN in

THE HIT PARADE

with

AL PEARCE and his gang • PICK & PAT • LOUISE HENRY • GEORGE GIVOT
MOLASSES 'N' JANUARY • VOICE OF EXPERIENCE • ED THORGERSEN
PERT KELTON • THE GENTLE MANIACS • ROY SMECK • TIC TOC GIRLS
EDWARD BROPHY • MAX TERHUNE • INEZ COURTNEY • OSCAR & ELMER

Directed by GUS MEINS. Screen play by Bradford Ropes, Samuel Ornitz. Original story by Bradford Ropes

PRODUCED BY NAT LEVINE

4
HIT TUNES

WAS IT RAIN?
LOVE IS GOOD
for anything that ails you
LAST NIGHT
I Dreamed of You
SWEET HEARTACHE

REPUBLIC PICTURES

REPUBLIC

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 77 NEW YORK, FRIDAY, APRIL 2, 1937 TEN CENTS

Court Is Told RKO's 8-week Net $714,000

Information Divulged at Allowances Hearing

RKO had an indicated net profit, after all charges, of $714,000 for the first eight weeks of this year, O. C. Doering, of counsel for the RKO trustees, told Federal Judge William Bondy yesterday during a hearing on petitions of the trustee and its counsel for partial allowances for reorganization services.

Doering said that the eight-week profit compares with a net of $68,351 for the same period last year. The January-February earnings include a net of $179,000 for RKO Radio Pictures and subsidiaries, against a loss of $169,139 for the first eight weeks of 1936; a loss of $5,300 for Pathe News, against a profit of $4,408 last year, and earnings of $65,000 for RKO, the parent company, against $60,534 a year ago. The balance of the indicated net for 1937, or approximately $470,000, was derived from the company's theatre subsidiaries.

Doering said that the recent agreement approved by the Federal court, under which Keith-Albee-Orpheum

(*Continued on page* 6)

Para. at Work on 7 for New Season

Seven features for Paramount's new season schedule are already in various stages of production or preparation and are bracketed with the studio's top flight product for 1937-'38, the company stated yesterday coincident with Adolph Zukor's current conferences with home office officials on next year's lineup.

Delayed in his original plan to leave for the coast today, Zukor now expects to take the Century west tomorrow, accompanied by Chris Dunphy, studio publicist. Zukor attended

(*Continued on page* 11)

Grand National to Have 65 Next Year

Grand National will increase its new season schedule to 65 features, as compared with the 52 announced for the current season, Edward Peskay, general sales manager, said yesterday.

The company's national sales convention will be held in Los Angeles

(*Continued on page* 6)

British Units In Discussion Of Trade Body

KRS, CEA Heed Warning From Government

By BRUCE ALLAN

LONDON, April 1.—The Kinematograph Renters' Society (distributors) and the Cinematograph Exhibitors' Assn. today in a joint meeting at the offices of the latter group here, exchanged views relative to the possibility of a single governing body for the industry in England.

The meeting today, which was reported to have resulted in some degree of progress, is seen as strongly indicative of the serious reaction on the part of the trade to the blunt hint recently leveled at the industry by Dr. E. Leslie Burgin, Parliamentary

(*Continued on page* 6)

Allied Convention Delayed to May 26

MILWAUKEE, April 1.—The annual convention of Allied States, scheduled for the Hotel Pfister here, has been postponed two weeks to May 26-28. P. J. Wood, secretary of the I. T. O. of Ohio, chairman of the national convention committee, has revealed the following committee chairmen:

General convention, Edward F. Maertz; banquet, Max Krofta; entertainment, Merrill Devine; publicity, Arnold Brumm; reception, George Langheinrich; exhibits, Ross

(*Continued on page* 6)

Tough on the Tigers

Hollywood, April 1.—Darryl F. Zanuck is going to Africa in August for a six-week vacation, if tiger hunting can be called a vacation. With him is going Douglas Fairbanks, Sr., and just to keep their hands in, the pair will tote a load of equipment to make a film of their tiger hunt—if they can find a tiger.

The film is described as "for private circulation" — probably in case they miss.

Spitz Slated for Hays Directorate

Leo Spitz, RKO president, is scheduled to be elected to the board of M. P. P. D. A., succeeding M. H. Aylesworth, former RKO chairman, at the Hays organization's annual meeting today. Indications are that Ned E. Depinet, RKO distribution head, and David Sarnoff, RCA president, will be reelected to the board.

Whether Barney Balaban, Paramount president, and George J. Schaefer, United Artists vice-president, will be added to the board could not be definitely ascertained yesterday. Balaban and Schaefer, like Spitz, assumed their present posts since the last annual meeting of M. P. P. D. A. Ordinarily, eastern heads of the member companies are elected to the board. Adolph Zukor and Harry D. Buckley are the present Paramount and United Artists representatives on the Hays board. The reelection of all other directors and the present slate of officers is expected. Officers

(*Continued on page* 11)

CBS Has Plan on World's Biggest Television Unit

CBS apparently has been playing 'possum on the subject of television, for after repeatedly asserting that it had no concrete television plans for the immediate future, the network yesterday applied to the F. C. C. for permission to construct one of the world's most powerful combined television and sound transmitters at the top of the Chrysler Bldg. here.

Additional developments in radio on pages 10 and 11.

When completed the proposed station will operate at a peak strength of 30 kilowatts. This power is equal to that of a television transmitter soon to be constructed on the Eiffel Tower in Paris, which was to have been the most powerful television station in the world.

The transmitter, which is to be located on the 74th floor of the Chrysler Bldg., will incorporate the latest developments in high power wide band design. It will operate on a frequency somewhere between 42 and 56 megacycles. This is a wave band which can be picked up only as far as the distance from the antenna to the horizon, which will provide coverage within a radius of approximately 40 miles over a total area of 4,800 square miles.

The antenna will be built immediately below the steel needle atop the building, a distance of less than 100

(*Continued on page* 11)

Selznick and U. A. Talking New Contract

Proposed Pact to Extend For Period of Years

David O. Selznick is now negotiating a new contract with the United Artists board of directors, it was learned yesterday from official sources. The deal will extend for a period of years to be determined upon and will start as soon as his present pact expires next year. Dr. A. H. Giannini, president and chairman of the board, and a number of other directors are sitting in on the discussions.

Selznick plans to produce eight next season for U.A. release. Included in the group will be "Gone With the Wind," which will be placed in production in the latter part of the summer. George Cukor, who will direct, is now in the south looking for a new personality to play the role of Scarlett O'Hara. He will also make tests of a number of other possibilities for leading roles. Cukor is expected to leave the south for Hollywood next week.

Reports have been current that Selznick has been looking favorably upon a deal to rejoin M-G-M with "Gone With the Wind" as his first with Norma Shearer in the starring role. The idea has been dropped as well as the proposal to cast Miss Shearer for the role of Scarlett O'Hara.

"U" Position Best In Years: Cowdin

HOLLYWOOD, April 1.—With release of a feature a week set for the next several months Universal has attained its best operating position in years, during the 12 months following the transfer of control of the company to the new Universal Corp., J. Cheever Cowdin, chairman, said today.

The formal transfer of control of

(*Continued on page* 11)

Demurrer Filed in Action on 20th-Fox

SEATTLE, April 1.—A demurrer against the $250,000 damage suit instituted last week by Lieutenant-Governor Victor A. Meyers has been filed in Superior Court here by 20th Century-Fox, the Evergreen State Amusement Co., and Cascade Theatres Corp., defendants.

The demurrer contends that Meyers'

(*Continued from page* 4)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 2, 1937 No. 77

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Wells in Publicity Job

Linton Wells, former foreign correspondent for the New York *Herald-Tribune* and other newspapers, has been appointed publicity and advertising director for Samuel Goldwyn. Foreign publicity also will come under his supervision. He assumes the post vacated by Lynn Farnol three years ago.

Wells' autobiography "Blood on the Moon" will be published this month by Houghton, Mifflin, Inc. He also has written several original stories and has sold them to Paramount and Mack Sennett.

Bell Wins 'Allah' Contest

Ray Bell, manager of Loew's Capitol, Washington, has been named by Monroe Greenthal as winner of the nation-wide exploitation contest on "The Garden of Allah." He will receive tickets for himself and Mrs. Bell to Italy and return.

ATTORNEY, age 37, having twenty years extensive experience in the entertainment field (motion pictures, radio and the theatre in all its branches) desires connection, legal or commercial. Superior education and references. Box 965, MOTION PICTURE DAILY.

Under the Desert Moon

By RED KANN

GARNET, CAL., April 1.—In England, so goes the legend at any rate, Gracie Fields collects $250,000 a picture. In Hollywood, continues that legend, Darryl F. Zanuck is paying Britain's No. 1 star, $300,000 a picture to be made in seven weeks on a deal calling for two a year over a two-year period. In other words, $600,000 a year for 14 weeks' work and $1,200,000 in two years and four films.

To sing two songs, or maybe three, Miss Fields could have collected $5,000 a broadcast with 10 of them available which sums up into a tidy $50,000. But she is on vacation here, preparatory to starting her first for 20th Century-Fox in July and decided otherwise.

But the full moon that cast its silvery rays over the desert surrounding the B-Bar-H Ranch the other evening began to weave its spell with results unusual and vastly diverting. This is how it came about:

Charlie Bender, the "B" to Lucien Hubbard's "H," planned a night picnic. That means broiled steaks and chops, beans and bacon, ranch-cooked muffins and ranch-concocted salad, coffee and home-made pies and it makes for quite an array. Up past the ranch road and across the desert to Two Bunch, which is a way of describing a double clump of palms thriving mightily and mysteriously in the brush, gathered the group, some film people, some not.

◆

There was Jimmy, the cowpuncher and his guitar, and Tommy, the stableman, plus Starlight, his horse; Jack Kriendler of "21," flamingly arrayed in Levi Strausses, which means denim pants, a shirt in plaid blocks, city-size, accuracy in cowpuncher boots and a Stetson as wide as his brother Mac's smile.

There were others. Si Seadler, in two sweaters, a sweat shirt and Hubbard's hat—the one Lucien wore back in '25 and has refused to foreswear since, was around, doing his favorite rhumba on sand and planked table. Mrs. E. H. Griffith, in a sort of Alpine hat that threatened to disappear with the night air, fringed leather skirt and fancy riding boots; Ernest Gann of Major Prod. in the pancake hat Gary Cooper must have worn in "The Plainsman"; Townsend Netcher, and Max Schuster, the New York publisher and president of the B-Bar-H Pamperers' Club, vaguely wondering what the proletariat was doing on a night like this.

It seems it is customary on outings of this kind for Jimmy to strum his guitar and sing cowboy songs. He did and they were good. Shortly then, the community sing idea gathered hold and the warbling became general. Disregarding Zanuck, the Fox contract and the effect of the cool night zephyrs on the vocal chords, came the inevitable "Sing us a song, Miss Fields."

◆

She did. She sang many songs, as a matter of fact. She did "River, Stay Away from My Door," then swung into "Just a Song at Twilight," which it wasn't at all; that one-time popular number about the isle of Capri, "Ave Maria," "Annie Laurie" and finally into her own type of number for which she is famous in England and Australia. One was called "I Never Cried Before" and related the plaintive tale of the Cockney who went to the movies and hissed at the villain, as she wept over the heroine. Next a Scotch piece of mimicry called "Grandfather's Bagpipes" and a sad, sad love ditty wherein she wondered if her sweetheart would love his lamb when she turned to mutton.

For an hour and well beyond, in this entrancing setting with snow-clad mountain peaks shining eerily in the moonlight and the city cowboys ringed around a roaring fire went the concert while in the rear, Monty Banks, her manager, bemoaned the peculiarities of woman at large and of Miss Fields in particular who had turned down $50,000 in radio money and now was entertaining a bunch of people neither one of them probably would ever see again.

Enthusiasm ran high as you might have anticipated. Jimmy strummed his guitar in appreciation and took a courtly bow from the waist. Starlight, under the urgings of Tommy who loved the horse so much he said he regretted she didn't also cook, bent a leg in gracious acknowledgment and the evening came to a close.

"Seventh Heaven" at $100,000 First Week

"Seventh Heaven" garnered $100,000 for its first week at the Music Hall. The picture is now in its second week and will be followed by "Quality Street."

"Top of the Town" tallied $57,000 for the first seven days at the Roxy. The gross is the third largest for any picture in the four and a half years Howard S. Cullman has been operating under the court's supervision.

The second week of "Maytime" at the Capitol finished up with $52,000. The picture is now in its third stanza. "History Is Made At Night" enters a second week tomorrow. The first week is expected to wind up tonight with about $30,000.

The Paramount this week tipped the opening price for "Waikiki Wedding" from 25 cents to 35 cents.

Strikers Again Meet Yates to Talk Terms

Representatives of striking employes of Consolidated Film Industries' Fort Lee laboratory met again yesterday with H. J. Yates, president, to discuss further the grievances advanced at earlier meetings, with no vital change in the strike situation reported, as a result.

It was stated that, while a number of those who walked out of the plant a week ago have returned to their work, others have not. Despite this, laboratory rush and time work has been delivered on schedule.

Keith Memorial Loss Cut

BOSTON, April 1.—The Keith Memorial Theatre Corp. here has reported a net loss of $83,033 after all charges for 1936, which compares with a net loss of $108,100 for 1935.

Circuits Pledge Aid For the Rogers Fund

Five major and eight independent circuits have pledged their support for the annual Will Rogers Memorial Fund drive. The circuits which have signified their intention to cooperate are RKO, Loew's, Paramount, National Theatres, Warners, Skouras Theatres, Randforce, Springer & Cocalis, Cocalis Amusement Co., Trans-Lux Theatres, Brandt Bros., Prudential Playhouses and Rapf & Rudin.

Bob Goldblatt of Tarrytown, and John E. McNamara of Atlantic Highlands, N. J., have also notified William A. Scully, local M-G-M district manager in charge of the drive for the metropolitan district, they will cooperate.

Scully yesterday held a meeting at the New York Film Board of Trade to discuss the collection drive which will start in theatres the week of April 30. Attending the session were Harold Rodner, Joe Lee, Jack Levin, David Snaper, Leon Rosenblatt, John Benas, Sam Rinzler, Harry Brandt, Arthur Rapf, Dave Levy, Joe Seider, Bob Fannon and Edward Bell.

Charles J. Weaver Dead

Charles J. Weaver, executive of RCA until his retirement last January, died in Florida Tuesday following an operation, it was learned here yesterday.

Weaver was superintendent of RCA Communications central radio office until his retirement. He joined the Marconi Co., which later became RCA, in 1903. He was manager of the station at Siasconset, Nantucket, about 28 years ago, when a junior operator named David Sarnoff joined his staff.

Mrs. Mary Garland Dies

DENVER, April 1.—Mrs. Mary Garland, 70, mother of R. J. Garland, booker for Fox Intermountain, died here as a result of injuries sustained in an automobile accident on March 25.

W. A. Simons Dies at 72

MISSOULA, Mont., April 1.—W. A. Simons, who has operated theatres in Idaho and Montana for the past 20 years, died at his home here. He was 72.

Hear Ampa Dance Plans

Plans by committees on the annual dinner dance, slated for May 1 at the New Yorker, were discussed yesterday at the Ampa meeting at the Edison. The nominating committee reported progress and is expected to have its proposed slate ready within the next week.

Baynes in Distribution

George McL. Baynes, former head of Eastern Service Studio, has formed the Golgotha Corp. here to distribute the Julien Duvivier production, "Golgotha," made abroad. The picture recently received the "exceptional" designation of the National Board of Review.

Danubia Opens Offices

Danubia Pictures, distributor of Hungarian films, has opened new offices in Chicago and Pittsburgh. The company's latest release here, "Sister Marie," will open April 8 at the Modern Playhouse.

YOWSAH, "WAKE UP AND LIVE" WILL THRILL YOU IN SPITE OF WINCHELL! WITHOUT WINCHELL IT'S GRAND – WITH WINCHELL I'LL NEVER SEE IT! – BUT GEE WHIZ, KIDS, IT'S THE MOSTA ENTERTAINMENT DARRYL ZANUCK EVER PACKED INTO ONE FILM! ALL THE LADS AND THE OLD MAESTRO ARE HERE TO SAY THAT "WAKE UP AND LIVE" IS THE MOSTA OF THE BESTA, YOWSAH! AND A GOOD, GOOD EVENING – LADIES AND GENTS – TO YOU IS IN STORE WHEN YOU SEE IT! YOWSAH!

Yowsah! Ben Bernie is tipping his best friends (*and you'll be one of them when you play this picture*) that 20th's **"WAKE UP AND LIVE"** is something to cheer about. ***Keep listening, Mr. Exhibitor, next week we tell all!***

20th CENTURY FOX

**THE KEYSTONE
OF YOUR FUTURE**

Demurrer Filed in Action on 20th-Fox

(Continued from page 1)

suit is not based upon a legitimate cause for action, and that the $250,000 asked is far in excess of damages incurred, if any. The suit was based upon a character's statement in "Thanks a Million" which Meyers contends has ruined his political possibilities and held him up to public ridicule.

Says Majors Seek Control

It would be impossible for any Broadway house to obtain a first run franchise from any major company unless the company maintained control over the theatre, Leo Brecher testified yesterday in his second day as a witness in the hearings on the Roxy reorganization plan before Special Master Addison S. Pratt. He estimated the Roxy could gross $25,000 weekly with a 20th Century-Fox franchise.

Sues 20th-Fox on Song

Charles McCord filed an infringement suit in U.S. District Court yesterday against 20th Century-Fox, Robbins Music Corp., and Mack Gordon and Harry Revel. McCord asks $50,000 damages. He claims his song "I'll Always Remember Ronkonkomo" which he wrote in 1936, was infringed by the song, "Goodnight, My Love" used in the picture, "Stowaway."

Decision Reserved In Brandt's Action

Counsel for major companies yesterday denied before Justice Ernest L. Hammer in N. Y. Supreme Court that there ever was a contract stipulating that Loew's circuit should run pictures on a divided week basis of four and three days instead of five and two days. Decision was reserved on a motion by Harry Brandt and the operators of 33 other New York independent theatres for an order which would enjoin Loew's from continuing the five-two division which the circuit recently instituted in many houses.

Counsel for the plaintiffs told the court that if a theatre did not buy pictures from the eight companies it could not remain in business long because the public had been trained to believe that those companies supplied most of the pictures of "great entertainment value." He declared that by the time a picture had played Broadway and first run neighborhood houses there was only a small public left for the plaintiffs' business, so that a five-day run of a picture in their neighborhood would prove a serious handicap. He also argued the five-two split is a violation of existing contracts.

Seven attorneys denied these allegations in behalf of the defendants and argued that the four-three division in question never was general.

They contended further that there is nothing in existing contracts binding the defendants to any set number of days during which pictures should run in Loew theatres. Justice Hammer reserved decision.

Brunswick Wins Motion

The Brunswick Record Corp. yesterday was granted by default its request that Arthur Tracy, the singer, supply a bill of particulars in his suit for $24,300. The motion was granted by Justice Timothy A. Leary in N. Y. Supreme Court. Tracy alleges that Brunswick failed to pay him royalties for records made by him between 1932 and 1934 in accordance with a contract. The defendant denies the allegations and asserts the singer was paid in full for his services.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Another Dawn"

(*Warners*)

HOLLYWOOD, April 1.—"Another Dawn" is a sophisticated romance-drama. The film's success will be dependent on the pulling power of Kay Francis and Errol Flynn. Action is held to a minimum save in one battle sequence. Smart dialogue is the main interpretative medium. The picture is basically a triangle drama in which the involved trio—Miss Francis, Flynn and Ian Hunter—go about their work in a serious vein. Meager comedy contrast is provided by subordinate players.

Hunter brings Miss Francis, his bride, to a British army post in the desert. It immediately becomes evident that Flynn and Miss Francis are infatuated with each other. In Hunter's absence, the romance develops in a restrained manner with much dialogue devoted to discussions of ethical and unethical love. As all concerned understand the dangerous situation, Flynn and Hunter decide that the only solution is for one man to eliminate himself. Flynn's application for a transfer is denied. Raiding Arabs offer a way out. The officers toss a coin to decide who will go on a dangerous mission. Flynn wins, but Hunter commandeers an airplane. Radio messages flash the news of his death and Flynn and Miss Francis are left to work out their destiny.

The entire story is carried by the three leads who perform with subdued dignity. Frieda Inescourt's participation in the affair is difficult to understand, as she is eliminated from the plot without explanation. Herbert Mundin supplies comedy which is climaxed by his heroic sacrifice in the "Lost Patrol" atmosphere of a desert battle.

Production Code Seal No. 2,254. Running time, 70 minutes. "A."

"Navy Blues"

(*Republic*)

HOLLYWOOD, April 1.—"Navy Blues" offers entertainment suitable for neighborhood business. The picture can stand speeding up in places, but performances, direction and story, particularly dialogue, are good.

The story starts with a bet and winds up in an espionage plot tangle. Dick Purcell is a conceited gob who thinks he can win any girl. His pals make a bet that he can't take Mary Brian, a librarian, to a certain dance joint they frequent on shore leave. Through a series of prevarications Purcell wins her over, sees her potentialities without her customary spectacles and ancient wearing apparel, and as a result of his lies suddenly finds himself the center of a naval espionage plot, which gains momentum through the criminal activities of Edward Woods.

In the windup Purcell manages to expose a plot to kill a member of the foreign diplomatic corps and wins the girl and promotion.

Performances of Purcell, Miss Brian, Warren Hymer, Joseph Sawyer, Horace MacMahon, Chester Clute, Lucille Gleason and Woods make the situations believable. Ralph Staub directed with a nice balance of drama and comedy. Gordon Kahn and Eric Taylor penned an amusing original screenplay. Jack Marta's photography was above average.

Production Code Seal No. 3,188. Running time, 55 minutes. "G."

(*Additional Reviews on Page 8*)

Charge Capra Broke Bird Law

LOS ANGELES, April 1.—Frank Capra today was indicted and a warrant issued for his arrest for alleged violation of the migratory bird law which is based upon a treaty with Mexico. The specific offense charged is the possession of 20 ducks and one mud hen.

Cockrill Leases Four

DENVER, April 1.—Dave Cockrill has leased four local theatres, the Denham, a first run, the Plaza, Alpine and Palm. The Plaza is a 15-cent theatre on Curtis St. and the other two are neighborhood houses.

St. Louis MPTO in Score Charge Attack

ST. LOUIS, April 1.—Fred Wehrenberg, president of the M.P.T.O. of St. Louis, Eastern Misouri and Southern Illinois, has named a committee to complete plans for resistance on the part of the organization to the payment of score charges next season. No specific action was indicated.

The unit also determined to address a protest to Will Hays, M.P.P.D.A. president, protesting overemphasis on sex in forthcoming pictures. The basis of the complaint was an article from Hollywood in the St. Louis *Globe-Democrat,* headed, "Is Sex Coming Back to Hollywood?"

Mayer Drive Chairman

DES MOINES, April 1.—Stanley J. Mayer, branch manager for 20th Century-Fox here, has been appointed chairman of the Iowa division of the Will Rogers Memorial Fund drive.

About 300 to Attend 20th-Fox Coast Meet

LOS ANGELES, April 1.—A minimum of 300 will attend the annual 20th Century-Fox convention at the Ambassador here starting May 31. Several National Theatres executives from the field will attend in addition to 11 foreign representatives from England, Australia, Norway, the Far East, Central America and European countries.

Truman Talley and five of his associates on Movietone News will also be on hand for the sessions. District managers, branch managers, salesmen, ad salesmen, bookers, assistant bookers and office managers are included in the list scheduled to attend.

The special train from New York is due to arrive May 30 with the first meeting to open the following day. There will be three business sessions, and on the fourth day the entire contingent will visit the studios. A farewell dinner dance will probably be held on the night of June 3. The return trip east will begin June 4.

Several pictures on the 1937-'38 lineup are expected to be completed and shown to the sales force during the convention.

20th-Fox Schedule Nearing Completion

HOLLYWOOD, April 1.—With "Thin Ice," now in work, Darryl F. Zanuck has practically completed his production schedule at 20th Century-Fox for the year.

Sol Wurtzel has also completed his schedule with the exception of "One Mile From Heaven," now in work. The company now has enough product on hand to meet release dates until the end of June.

Ferguson Will Take Staff to M-G-M Meet

LOS ANGELES, April 1.—William R. Ferguson, head of exploitation for M-G-M, will bring his 26 field men to the annual sales convention which will get under way at the Ambassador on May 2. This will be the first time in the history of the company that its field exploiteers have been invited to sit in at the sales sessions.

Fighting Time Change

DENVER, April 1.—Local exhibitors are lining up forces in a fight against daylight saving time. Radio stations, oil companies, the local Chamber of Commerce and stock brokers are sponsoring a campaign for the change in time with theatre men opposed. The newspapers have taken no stand on the issue to date.

Buffalo Bans All Prizes

BUFFALO, April 1.—Police Commissioner James W. Higgins has ordered a ban on Bank Night, Bingo and other theatre games. The order is effective April 3. Higgins stated that theatres found to be playing any chance games after that date will face loss of licenses.

Ginsberg to New York

HOLLYWOOD, April 1.—Henry Ginsberg, general manager of Selznick International, flies to New York Thursday for a visit with his family and is due back here Monday.

Night Must Fall

(and so must your house records)

Because M-G-M *dares* again and comes through with a thrill-hit! *Different! Unique! Startling!* Nothing to compare with it! And remember this: Robert Montgomery's daring, terrifyingly brilliant new role will steal dramatic acting honors this year! The next BIG attraction from Roaring Leo!

Robert Montgomery *and* **Rosalind Russell** *in* **NIGHT MUST FALL** *with* Dame May Whitty • Alan Marshall • Merle Tottenham Kathleen Harrison • *Produced by* Hunt Stromberg • *Directed by* Richard Thorpe • Based on the astonishing international stage success • An M-G-M Picture

Purely Personal

L. JACK SCHLAIFER will return from Chicago today after a three-week tour of U. A. exchanges in connection with the George Schaefer sales drive.

•

Lawrence Beatus, district manager for Loew's, yesterday celebrated his silver anniversary with the circuit and took his family to Atlantic City to celebrate.

•

Richard Aldrich and Richardson Myers have acquired the rights to "The Spell," by Baroness Lili Hatvany and Charles Beahan for fall production.

•

Nat Pendleton is due from the coast tomorrow. He sails Monday on the *Queen Mary.* While abroad he will do a picture at the G.B. studios.

•

Harry and Jimmy Ritz will leave for the coast this weekend to join the third member of the trio for a new film at 20th Century-Fox.

•

James R. Grainger, head of Universal distribution, left yesterday for product conferences on the coast with Charles R. Rogers.

•

Warren Conner, Erpi Philadelphia district sales representative, has returned to duty after recovery from a major operation.

•

Robert K. Goodhue has been named to head the literary, script and scenario department of the William Morris Agency.

•

Bertram Bloch, play editor for M-G-M, has returned from Hollywood where he did some special writing.

•

Alfred Santell, Paramount director, left Hollywood yesterday for a vacation in New York.

•

Charles Stern, eastern district manager of U.A., went to Washington yesterday.

•

Fritz Lang has arrived from the coast for a vacation and glimpse at plays.

•

George Schenck, Loew's district manager, has returned from the coast.

•

Ralph Poucher of Consolidated Film was on the sick list yesterday.

•

Ruth Selwyn plans to sail for England next week.

•

Harry Gold is due from Miami on Monday.

•

. . . Denver

A. K. Shepherd, new manager of the Mercury exchange in Salt Lake City, planning a trip over his territory soon, expecting to contact every exhibitor.

H. W. Graham back from a trip through the southern part of the territory.

Sebe Goodlet of National Screen Service in town for a couple of weeks.

George Coby, Universal auditor, will be at the local exchange for about a month.

Out Hollywood Way

Hollywood, April 1.—Herbert R. Ebenstein, New York insurance man, hies east shortly . . . Louis B. Mayer to Arrowhead for a couple of days rest, accompanied by Howard Strickling . . . E. H. Griffith planning a New York visit shortly, having just completed "Cafe Metropole" for 20th Century-Fox. In the meantime inquiring about Regina Crewe and Herb Cruikshank . . . Jack Friendler, in town for two days, back to the B-Bar-H for a windup of his holiday, then to New York . . . Jack Alicoate here for another 10 days, then east . . . Bob Sisk, Lee Marcus and Lou Lusty a luncheon threesome . . .

Mrs. Robert Montgomery recovering from operation at Good Samaritan Hospital . . . Alexander Kahle signed by Samuel Goldwyn as still man for Samoan unit on "The Hurricane" . . . Max Aleadner, Grand National producer, postpones "The Shadow" pending the signing of a leading man and leading woman for four features with the radio characterization.

Maurice Conn starts "Whistling Bullets" . . . Lionel Barrymore and Freddie Bartholomew will be teamed in "Kim" by M-G-M . . . Frank McHugh replaces Hugh Herbert in "Ever Since Eve," Warners.

+

Casting—Leila MacIntyre, Dick Elliott and Tom Herbert in "Topper," Hal Roach . . . Spencer Charters and Richard Carle in "Make a Wish," Sol Lesser . . . William Demarest in "The Ascending Dragon," B. P. Schulberg . . . Vernon Downing, Herbert Evans and Evan Dennison in "The Emperor's Candlesticks," M-G-M.

+

Writers—Barry Trivers doing screenplay of "Scoop," Universal . . . Robert Harari at work on story of Lily Pons' next, still untitled, and Maxwell Shane doing the script of "Ballyhoo Artists," and Bert Granet on "Certified," all at Radio . . . Donald Henderson Clark assigned by M-G-M to write for the Michael Fesser unit . . . Rudolph Friml and Gus Kahn complete song for "The Firefly," M-G-M . . . Harry Warren and Al Dubin to write music for Mervyn LeRoy's "Mr. Dodds Takes the Air," Warners.

+

Song Writers—Jack Stern and Harry Tobias sell two numbers to B. F. Zeidman, Grand National.

Grand National to Have 65 Next Year

(Continued from page 1)

about the middle of May and details of the new program will be set by that time. Peskay will decide on the exact date for the meeting within the next few weeks, prior to leaving for the coast at the end of April. New producers will be added to the company's roster to handle the larger schedule.

Work on a new type of musical, the Gilbert and Sullivan operetta, "The Girl Said No," was begun at the Grand National studio this week, with Robert Armstrong, Irene Hervey and Paula Stone in the cast and Andrew Stone directing. Gilbert and Sullivan players and music are being used. The company states that it will be the first feature of its kind to be completely recorded by the new Western Electric Mirrophonic equipment. If completed on time the picture will be released on the current season's schedule, it was said.

Work will also be begun in the next few weeks on the first feature to employ the new Keller-Dorian process.

Allied Convention Delayed to May 26

(Continued from page 1)

J. Baldwin; transportation and hotel, George Fischer; convention arrangements, A. C. Berkholtz; credentials, Gene Goderski; women's activities, Mrs. Frank Fischer.

In addition to Wood, the national convention committee is composed of Ray A. Tesch, secretary; Nathan Yamins, Lee W. Newbury, W. A. Steffes, M. B. Horwitz, William D. Davis, Roy Bair, F. J. McWilliams, H. M. Richey, Aaron Saperstein, Col. H. A. Cole and Walter Littlefield.

A program of special events has been arranged and there will be a display of the latest developments in theatre equipment and accessories.

British Units Talk Forming Trade Body

(Continued from page 1)

secretary of the Board of Trade, to the effect that if the industry could not establish agreement in its own ranks, the Government would step in and accomplish it for the trade.

The discussion among the representatives of the two leading trade bodies today centered about a governing body along the lines suggested by Dr. Burgin at the C.E.A. banquet at Grosvenor House. A second meeting has been scheduled for next Monday.

A further indication of the willingness of the K.R.S. to cooperate in the development of such an internal body was seen in the recent annual report of the distributor group, in which the suggestion of the Moyne committee for a revision of the Films Act which would include, among other things, a Government film commission, was sharply scored. In part, the report viewed "with grave misgivings for the future the setting up of a control board having bureaucratic powers." An industry body is seen as the only alternative to threatened Government supervision.

Reciprocity Possible

Representing the K.R.S. at today's meeting were: D. E. Griffiths, president; Francis W. Baker, Sam Eckman, John C. Graham and C. M. Woolf, all ex-presidents, and Maurice Silverstone. For the C.E.A. were: Charles P. Metcalf, Ken Nyman, A. J. Gale and Theodore H. Fligelstone.

The possibility is seen of the K.R.S. and the F.B.I. Film Group getting together on a reciprocity arrangement as an alternative to the Moyne suggestions. The Board of Trade is believed to be receptive to any plan genuinely supported by American film interests, by which British product would be assured of playing time in the United States.

Court Is Told RKO's 8-week Net $714,000

(Continued from page 1)

completes the transfer of its Orpheum Circuit holdings to Stadium Theatres Corp., an RKO subsidiary, and cancels claims against Orpheum of more than $3,000,000, would net RKO $890,000.

The allowances sought were $60,000 by Irving Trust Co., RKO trustee, and $85,000 by Donovan, Newton, Leisure & Lumbard, trustee's counsel, which are for services rendered from July 2, 1936. Previous allowances of $150,000 have been made to Irving Trust in the RKO reorganization proceedings, and $290,000 to counsel.

George L. Schein, counsel for an RKO stockholders' protective committee, objected to the allowances, asserting that there is no basis on which a fair fee can be gauged until all claims against RKO have been settled. Judge Bondy reserved decision on the petitions, indicating that he would grant a partial allowance by stating that it might be advisable to withhold complete payment of the fees in order to speed acceptance of a plan of reorganization for RKO.

Academy Asks Ad Credits for Writers

Hollywood, April 1.—Credits are to be given writers on all 24-sheets and in trade paper advertising prepared after the allotment of credits under the terms of an amendment to the producer-writer agreement proposed by the Academy.

On the trade paper advertising this will apply where credit is given to a supervisor or director. A committee of three writers and three producers' representatives will settle controversial points.

Wall Street

Board Gains Predominate

	High	Low	Close	Net Change
Columbia	34¾	34½	34¾	+ ¾
Consolidated	4½	4½	4½	+ ⅛
Consolidated, pfd.	15⅛	15⅛	15⅛	.....
Eastman	164	162½	162½	—1½
Eastman, pfd.	157	157	157	.....
Gen. T. Equip.	30½	30	30	— ¼
Loew's, Inc.	80¾	79½	80⅝	+ ⅞
Paramount	25¾	24⅝	25½	+ ⅜
Paramount 1 pfd.	177	175½	175½	+1½
Paramount 2 pfd.	23	22¼	22⅞	+ ¼
Pathe Film	8¾	8½	8⅝	.....
RKO	8⅝	8⅛	8½	+ ⅛
20th Century-Fox	38½	37⅞	38½	.....
20th Century, pfd.	48	47½	48	+ ¼
Warner Bros.	15⅛	14⅝	14¾	— ¼

Universal Best Curb Advance

	High	Low	Close	Net Change
Grand National	3	3	3	.....
Sonotone	1⅞	1¾	1¾	.....
Technicolor	21⅞	21⅝	21⅞	— ¼
Trans-Lux	4¾	4⅝	4⅝	.....
Universal Pict.	13¾	12	13¾	+2¼

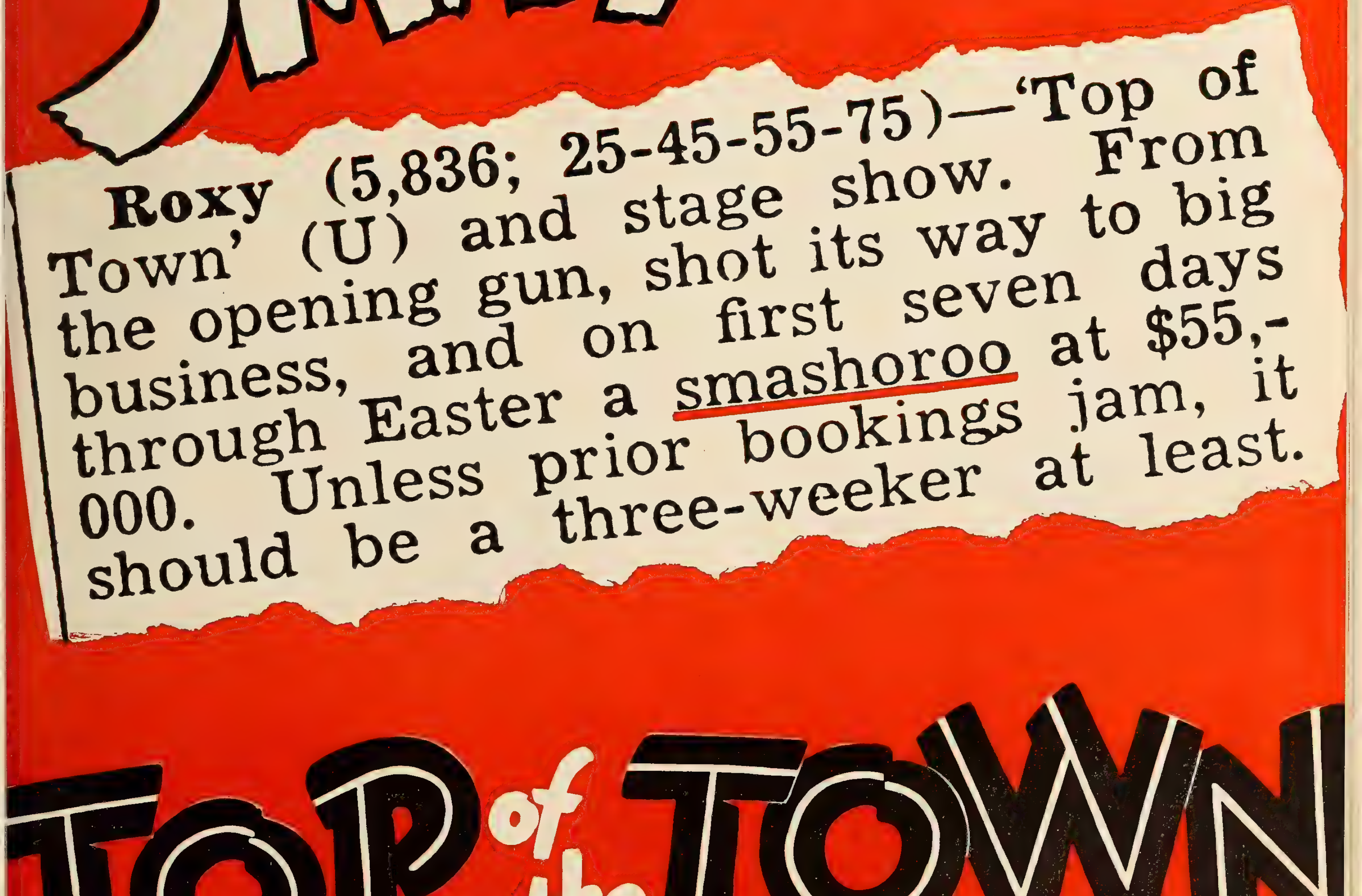
RKO Bonds Up ⅞

	High	Low	Close	Net Change
Loew's 3½s '46	98¼	98	98¼	— ¼
Paramount B'way 3s '55	73¾	73½	73½	— ¼
Paramount Pict. 6s '55	100⅛	100	100⅛	— ⅛
RKO 6s '41 pp.	113⅞	113	113⅞	+ ⅞
Warner Bros. 6s '39 wd	71⅝	71½	71⅝	— ⅜

(Quotations at close of April 1)

Variety coins a new word for it–

"SMASHOROO!"



Roxy (5,836; 25-45-55-75)—'Top of Town' (U) and stage show. From the opening gun, shot its way to big business, and on first seven days through Easter a smashoroo at $55,000. Unless prior bookings jam, it should be a three-weeker at least.

TOP of the TOWN

like the New Universal

IS THE TALK OF THE TOWN

"Don't Tell," Waring, K.C., Pull $15,300

Kansas City, April 1. — "Don't Tell the Wife" and Fred Waring and His Pennsylvanians made the only real showing of the week. The combination pulled $15,300 at the Mainstreet, up $6,300.

Other first runs were shy of average, although "Swing High, Swing Low" and "Outcast" did $6,500, only $500 shy of the mark, in its second week at the Newman.

The weather was a handicap.

Total first run business was $39,900. Average is $39,000.

Estimated takings:

Week Ending March 25:

"DON'T TELL THE WIFE" (RKO)

MAINSTREET—(3,100), 25c-35c-55c, 7 days. Stage: Fred Waring & His Pennsylvanians, featuring Poley McClintock, Rosemary Lane, Priscilla Lane, Johnny Davis, Gene Conklin, McFarland Twins, Charles Newman, Larry Best, Scotty Bates, etc. **Gross:** $15,300. (Average, combination bill, $9,000)

"FIRE OVER ENGLAND" (U. A.)
"LET'S GET MARRIED" (Col.)

MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $7,500. (Average, $11,500)

"SWING HIGH, SWING LOW" (Para.)
"OUTCAST" (Para.)

NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. **Gross:** $6,500. (Average, $7,000)

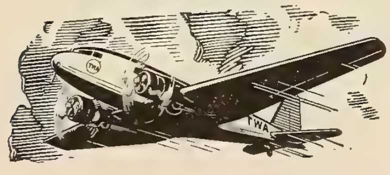
"WE HAVE OUR MOMENTS" (Univ.)

TOWER—(2,200), 25c-40c, 7 days. Stage: Radcliffe & Rogers, Ruskin & Norman, Estelle Kew, and Rudy Kahoe. **Gross:** $6,600. (Average, $7,000)

Week Ending March 26:

"GREEN LIGHT" (W. B.)

UPTOWN—(2,000), 25c-40c, 8 days, 2nd week in Kansas City. **Gross:** $4,000. (Average, 8 days, $4,500)



Ship it

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

Looking 'Em Over

"Fury and the Woman"

(Rialto-Syndicate)

The spectacular activities of lumber camps in the north woods provide an exciting background for the unfolding of this story. It is a yarn of brawling men, dangerous work and excitement. It should find more than favorable reception in the lesser spots.

William Gargan, posing as a lumber hand, descends on his father's holdings. Before the story unreels farther he meets Molly Lamont, and finds romance. But there is plenty of work to be done before he can develop this lighter interest. The foreman of his lumber camp is revealed to be perpetrating some double dealing with a rival outfit. Gargan does some research and a little later appears on the scene as superintendent of the rival interests. In that post he garners other facts concerning the aforementioned skullduggery and shortly after uses them to his advantage. A short while later his company's lumber is shipped on time and Gargan finds romantic fulfillment with Miss Lamont. The story is projected with vigor against realistic settings.

Lewis D. Collins directed. The cast includes James McGrath, Reginald Hincks, J. P. McGowan, Libby Taylor, Harry Hastings and David Clyde.

Production Code Seal No. 2,532. Running time, 60 minutes. "G."

"What Price Vengeance?"

(Rialto-Syndicate)

Here is a film that should do well on double bills. It is a melodrama which starts with a swift pace and holds its speed throughout. The story is obvious but the extra measure of excitement injected into the scenario takes care of that.

In successive flashes the story establishes itself. Lyle Talbot, a policeman, sets out to capture a band of bank robbers after they injure his nephew, Wally Albright, while making their getaway. Talbot in plain clothes works himself in with the gang. With much undercover work, he succeeds in running down the gangsters. Wendy Barrie turns in a convincing performance as Talbot's sweetheart.

The supporting cast includes Eddie Acuff, Reginald Hincks, Lois Albright, Lucille Lund, Robert Rideout and Arthur Kerr. The screenplay is by J. P. McGowan. Del Lord directed.

Production Code Seal No. 2,577. Running time, 55 minutes. "G."

"Maytime" a Smash Hit in Cincinnati

Cincinnati, April 1. — "Maytime" led all competitors last week with a smash $22,000, roughly 85 per cent over the RKO Albee average of $12,000. This rated a holdover, an exception at this house.

"Parole Racket" and "Bulldog Drummond Escapes" did an aggregate $2,600 at the RKO Family, where the full week figure is $2,450. The other houses were weak. Weather warm.

Total first run business was $57,900. Average is $58,700.

Estimated takings for the week ending March 25:

"MAYTIME" (M-G-M)

RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $22,000. (Average, $12,000). Held over.

"STOLEN HOLIDAY" (F. N.)

RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $8,000. (Average, $10,000)

"THEY WANTED TO MARRY" (RKO)

RKO SHUBERT—(2,150), 40c-60c, 7 days. Stage: "Spices of 1937." **Gross:** $11,500. (Average, $12,000)

"JOHN MEADE'S WOMAN" (Para.)

RKO CAPITOL—(2,150), 35c-42c, 7 days. **Gross:** $3,900. (Average, $6,500)

"WOMEN OF GLAMOUR" (Col.)

RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $4,000. (Average, $6,500)

"CLOISTERED" (Best)

RKO GRAND—(1,200), 25c-40c, 7 days. **Gross:** $1,700. (Average, $2,750)

"PAROLE RACKET" (Col.)

RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,400. (Average, $1,250)

"BULLDOG DRUMMOND ESCAPES" (Para.)

RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,200. (Average, $1,200)

"PLOUGH AND THE STARS" (Radio)

KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $4,200. (Average, $6,500)

"Swing High" Dual $5,700 at Spokane

Spokane, April 1.—"Swing High, Swing Low," on a dual with "Rembrandt" at the Fox, pulled a good $5,700, about $500 over par, and led the town.

"Lloyds of London" struggled through three days of a second week and took $2,100 at the State. It was replaced by "On the Avenue" which got off to a brisk start by taking $3,000 the first four days.

"Let's Make a Million" drew $2,200 at increased prices with five acts of eastern vaudeville on the stage at the Orpheum three days over the weekend.

Total first run business was $14,650. Average is $13,800.

Estimated takings:

Week Ending March 25:

"SWING HIGH, SWING LOW" (Para.)
"REMBRANDT" (U. A.)

FOX—(2,300), 25c-40c, 7 days. **Gross:** $5,700. (Average, $5,200)

"SECRET VALLEY" (20th-Fox)
"MYSTERIOUS CROSSING" (Univ.)

ORPHEUM — (1,200), 20c-30c, 3 days. **Gross:** $1,000. (Average, $1,000)

"ON THE AVENUE" (20th-Fox)

STATE—(1,000), 30c-40c, first 4 days. **Gross:** $3,000. (Average, 7 days, $4,800)

"TRAIL DUST" (Para.)

EMPRESS—(300), 25c-40c. Stage: "Shuffle Along," 3 days. **Gross:** $650. (Average, $600)

Week Ending March 22:

"LLOYDS OF LONDON" (20th-Fox)

STATE—(1,000), 30c-40c, 3 days, 2nd week. **Gross:** $2,100. (Average, 7 days, $4,800)

"LET'S MAKE A MILLION" (Para.)

ORPHEUM — (1,200), 25c-35c, advanced prices, vaudeville, 3 days. **Gross:** $2,200.

D. C. Tax Measures Would Hit Theatres

By BERTRAM F. LINZ

Washington, April 1.—Declaring his intention of pressing for the adoption of nine tax bills for the District of Columbia which he has introduced, including one imposing a two per cent tax on film theatre receipts, Representative Collins of Mississippi today declared that his theatre tax would raise some $200,000 a year. A total of $12,000,000 is sought through the nine measures.

The theatre tax, effective beginning July 1, next, would be two per cent of monthly gross receipts, less Federal admission tax collections, and is aimed directly at the picture houses, including those showing vaudeville. The levy is to be paid by the exhibitor, the bill prohibiting any increase in admissions to compensate for the tax.

If the bill is enacted into law all film houses will be required to file a statement with the district assessor showing the total capacity of the theatre and secure a certificate to operate.

Fight Wisconsin Tax Bill

Madison, Wis., April 1.—A three per cent amusement tax might ruin the small theatre operator in Wisconsin, it was testified by exhibitor representatives before the Assembly Committee on Taxation in connection with a hearing on the Balzer bill, which seeks to tax theatre receipts.

B. J. Miller, Milwaukee, representing the Fox-Wisconsin and Warner-Saxe Theatres appeared against the measure, as did F. J. McWilliams, Madison, representing the Independent Theatres Protective Ass'n. of Wisconsin and Upper Michigan.

It is estimated the bill would raise about $500,000 annually, which would be used to alleviate the state old-age pension problem. The committee withheld its recommendation.

Promise No Florida Taxes

Tallahassee, Fla., April 1.—Judging from the stand Gov. Fred P. Cone and Comptroller J. M. Lee have taken, Florida theatre owners have no need for worry over additional taxes for the next four years. Cone had previously asserted that he does not intend to sign any sales, or amusement tax measures.

In a prepared statement Lee said: "I am fully convinced that with proper distribution of the proceeds of present revenue sources this state can carry on without impairing any branch of government and meet requirements of old age pensions without tapping any new source of revenue."

New Orleans Games Continue

New Orleans, April 1.—Despite the fact that Bank Nights have been outlawed by the State Supreme Court, the drawings are being held two and three nights a week, and Bank Night insurance companies are collecting 10 cents a drawing from patrons who are too weary to attend the theatre.

The district attorney says he will take no action until specific charges are lodged with him.

Defeat Sunday Measure

Concord, N. H., April 1.—An attempt to open New Hampshire theatres at 6 P.M. on Sundays, instead of 4 P.M., as at present, has been defeated in the House of Representatives, 197 to 156.

"SEVENTH HEAVEN" PROVES BOXOFFICE HEAVEN IN NATION-WIDE ENGAGEMENTS!

Everywhere Simone Simon and James Stewart are weaving their thrilling romantic spell to net exhibitors tremendous grosses...as ecstatic word-of-mouth builds great business even greater.

For instance in **NEW YORK**'s Radio City Music Hall, where it's bigger than "Lloyds" and "On the Avenue." Held over, of course. In **PHILADELPHIA**, where it's held over after first smash week. In **DENVER**, beating "On the Avenue." In **TULSA**, topping "Girls' Dormitory." In **RICHMOND**, where day-and-date opening beat "Love Is News." And in **DETROIT**, **ST. LOUIS**, **SPRINGFIELD**, **PITTSBURGH**, **SALT LAKE CITY**, **BRIDGEPORT**, where latest figures show it pulling ahead of such pictures as "Lloyds," "One in a Million," "Love Is News" or "On the Avenue."

That's business! . . . but you expect business from 20th Century-Fox hits!

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

◂ Radio Personals ▸

MORTON DOWNEY and his wife sail April 14 for Europe on the *Normandie*. During his concert tour Downey will make a series of 26 transcriptions for Radio Luxenbourg. . . . Ted Hammerstein is looking for a summer theatre. . . . Andre Kostelanetz has been appointed honorary musical director of the Greater Texas and Pan-American Exposition opening in Dallas June 12. . . . "Husbands and Wives" celebrates its second year on the networks April 6. . . . Diana Gaylen of the "Frederika" cast will appear on Pat Barnes' WINS program this morning at 11 A. M. . . . "Grand Hotel" leaves the networks after Sunday's broadcast. . . .

◆

Dean Bailey of WIBW, in Topeka, has been transferred to the New York office of the station owners, the Capper Publishing Co. . . . Gertrude Niesen has been set for a vaudeville tour by the CBS Artists Bureau. She will appear in Chicago the week of April 9, and at the Fox Theatre in Detroit the following week . . . Alexander Semmler, CBS concert artist, will make his Town Hall debut April 7 . . . Al Williamson, NBC publicity head in Chicago, is en route to Texas for a few weeks . . . And Bill Ray of Williamson's staff will leave for a Bermuda cruise with his wife in mid-April . . . Jean Sablon, NBC singer, will open at the Loew house in Montreal April 9 . . . The Revellers will be Nellie Revell's guests April 13 . . .

◆

Buddy Rogers, back from England where he made a picture for British International, left for Hollywood yesterday to re-appear on the "Twin Star" series". . . Mitzi Mayfair, Elizabeth Lennox and Arthur Carron will be the "Hammerstein Music Hall" guests April 6 . . . General Pershing and Ex-Congresswoman Jeanette Rankin will appear on the CBS war anniversary program April 4 at 1:30 P. M., E.S.T. . . . Victor McLaglen and Florence Lake will be Bing Crosby's guests next Thursday on the CBS Kraft "Music Hall" series . . .

Esquire Program Musical

The new *Esquire* program starting on WOR, Tuesday, will be a straight musical presentation featuring Nat Brusiloff's orchestra and Larry Taylor, baritone. It will be heard Tuesdays from 8 to 8:30 P.M. and will be known as "Esquire on the Air." Batten, Barton, Durstine and Osborn is the agency.

Steiner in New Series

The Steiner Bottle Co. has signed for a new series to begin May 18 on WEAF only, from 7:30 to 7:45 P. M., E.S.T. It will be a musical show. The U.S. Advertising agency placed the contract.

Add "Hollywood Hotel" Talent

Miriam Hopkins and Louis Haywood will re-enact scenes from "The Woman I Love" on the "Hollywood Hotel" broadcast April 9. Ken Murray and Oswald will also appear on the program as added guests.

"Expert"

"I have observed, with keen interest, the development of your new radio department in *Motion Picture Daily*, and I want to congratulate you on the expert and thorough manner in which you are covering the field.

"Obviously, the screen and radio have many interests in common and more and more are inter-dependent in promoting the growth and progress of both industries. It is only logical, therefore, that *Motion Picture Daily* should branch out and include the realm of radio in its coverage."—*Jesse L. Lasky*, associate producer, Radio Pictures.

Radio Ad Cost 15.6% Of '35 Agency Total

PHILADELPHIA, April 1.—Radio networks, spot broadcasting and air program talent costs accounted for 15.6 per cent, or $63,307,000 of the total billings of advertising agencies to clients for advertising in all media during 1935, it has been reported here by William L. Austin, director of the Federal Census Bureau, in publishing a report on agencies for 1935, compiled here as part of the current business census.

The report shows a total of $405,888,000 charged to clients by agencies during 1935. Newspapers led the field, with a total of $153,152,000, or 37.7 per cent, while general magazines, agricultural papers and religious publications handled 26.5 per cent or $107,330,000. It was pointed out that the establishments covered were limited to those which contract for space or other media and place advertising on a commission or fee basis.

Air Inquiry Sure, Declares O'Connor

WASHINGTON, April 1.—Congressional investigation of the broadcasting situation was today assured by Chairman O'Connor of the House Rules Committee.

Explaining that he was asking Representative Connery of Massachusetts, author of the probe resolution, to advise whether he desired further hearings, O'Connor denied reports that the committee would take adverse action and asserted that those who were spreading such rumors "would be surprised."

WQXR Signs Four Deals

The following commercials were signed by WQXR, New York, within the past week: Oxford University Press, a half-hour weekly series; renewal by Venida Products for 39 weeks; a series of spot announcements for Hurok Attractions; and a series of five-minute transcriptions for the Gardner Nursery Co.

Weidenhammer Party Guest

BRIDGEPORT, March 29.—A farewell party has been tendered here in honor of Carlton Weidenhammer at the Hotel Stratfield. Weidenhammer, studio manager for WICC in New Haven during the past four years, will become affiliated with WOR as staff announcer on April 4.

Three New Stations Join NBC Networks

Three new stations will be added to the NBC networks April 15. The stations are WDEL, Wilmington, Del.; WORK, York, Pa. and KSOO, Sioux Falls, S. D. The annexations will make a total of 124 stations in the NBC fold.

WDEL operates on a power of 500 watts by day, 250 at night. It will join the basic Red group.

WORK has a power of 1,000 watts, day and night, and will be offered optionally on the Red or Blue networks.

KSOO is a 2,500-watt station. It too will be offered optionally Red or Blue.

WDEL and WORK are owned by the Mason Dixie Radio Group Inc., of Lancaster, Pa. Col. J. Hale Steinman, newspaper publisher, heads the broadcasting group. C. R. McCullough is the president of both stations and general manager of the Mason Dixon Group. WDEL was established in 1922; WORK in 1932.

The Sioux Falls Broadcast Assn., Inc., owns and operates KSOO.

The annexations mark the first direct network service in all three cities.

Cohen to Do Scripts On Fleischmann Sho

Octavus Roy Cohen will write the scripts for the new Fleischmann Yeast series beginning April 9 on the NBC-Blue network, from 9 to 9:30 P. M., E.S.T.

Originally set to feature the Cotton Club revue on the series, the agency and client experienced a last minute change of heart and yesterday signed Louis Armstrong's band, and the comedy team of Eddie Green and Gee Gee James. The program will star all-colored entertainers, and in addition to the above permanent cast will offer the best Negro talent available as weekly guest artists. J. Walter Thompson is the agency.

Probe Charges Against Marx's

HOLLYWOOD, April 1.—Pending a possible indictment by the Federal Grand Jury, the Dept. of Justice is investigating the alleged pirating of the radio series, "Hollywood Adventures," designed to run for 26 weeks and which Carroll and Garrett Graham are said to have outlined to Chico and Groucho Marx when they were broadcasting over CBS for Reynolds Tobacco Co. The comedians are charged with having freely drawn upon this material, which acts resulted in an action against them for $26,000 damages.

Delay George Fischer Start

LOS ANGELES, April 1.—George Fischer's Hollywood Whisperers program for transcontinental hookup from KHJ here has been postponed from April 17 to May 1. The station officials said the change was due to lack of uniformity in starting daylight saving time.

Sets Earlier Opening Hour

PHILADELPHIA, April 1.—Effective April 5, WIP will open its lines at 6 A.M. and close at 1 A.M. the following morning. The new opening hour will make WIP the first station on the air each morning in the Philadelphia area.

Meeting Will Study Plan to Increase Band

By CLARENCE LINZ

WASHINGTON, April 1.—Widening of the present 550-1,500 kilocycle broadcasting band to 540-1,600 kilocycles will be considered at the North American Radio Conference to open in Havana Nov. 26, next, it was disclosed today by the National Ass'n of Broadcasters. The conference will be attended by representatives of the United States, Canadian, Cuban and Mexican Governments.

The broadening of the broadcasting band was recommended by the Technical Radio Conference in Havana which adjourned March 29. The disclosure that an increase in channels is under consideration was made by the N. A. B. in publishing a statement on the conference by Commander T. A. M. Craven, chief engineer of the Federal Communications Commission and chairman of the American delegation.

With the expansion, Craven pointed out, the number of channels available for broadcasting stations will be increased from 96 to 107, of which 58 will be set aside as clear channels for high-power stations and the remaining 49 used by regional and local stations. At present there are 40 clear channels.

A major subject of discussion at the November conference will be the division of these frequencies among the four North American countries.

Fendrich Program to Continue for Summer

"Smoke Dreams," sponsored by H. Fendrich Co. will continue on Mutual during the summer through a contract renewal effected yesterday. The series is now heard Sundays from 1:30 to 2 P.M., E.S.T. Beginning with the renewal, effective April 25, the program will shift to a later Sunday hour, 3:30 to 4 P.M., E.S.T. The Ruthrauff & Ryan Chicago office handled the renewal.

The program originates in the studios of WLW, Cincinnati, and is heard over WGN, Chicago; WHB, Kansas City; KOIL, Omaha; WMT, Cedar Rapids; KSO, Des Moines; WGAR, Cleveland; KWK, St. Louis, and WSM, Nashville.

Norman Pierce to WMAQ

Norman Pierce, the commercial voice on WMCA's "Three Little Funsters" program for the past seven years, has moved to Chicago to appear on the Lipton's Tea program on WMAQ.

Clauser Back at Des Moines

DES MOINES, April 1.—Al Clauser and his Oklahoma Outlaws have returned to WHO after a month in Hollywood on a picture. They also made phonograph records and electrical transcriptions.

Cowan Starts for Coast Post

Rubey Cowan, formerly of NBC's artists service bureau, is en route to Hollywood to assume his new duties in the Paramount studios where he will handle radio contacts.

New Shows On the Air

"Laugh With Ken Murray"

Ken Murray and his stooge Oswald this week took over the Wednesday evening period formerly occupied by George Burns and Gracie Allen for Campbell Soups. The difference in programs is that whereas George and Gracie always could be depended upon to serve an evening's highlight entertainment, Murray and Oswald give us just another 30-minute routine.

As always with comedians, it's a matter of material. Murray is a capable, mike-wise performer possessing undisputed comic ability, but comic ability on the air is always nullified when the material is loaded with duds and blanks.

Even the musical portion of the program could not measure up to the standard set on the predecessor series. Burns and Allen were fortified with Henry King's orchestra and Tony Martin as vocalist; the new setup employs Lud Gluskin's orchestra, with Shirley Ross handling the vocal assignments. The latter's songs were painfully over-arranged.

The series, titled "Laugh With Ken Murray," is heard Wednesdays from 8:30 to 9 P.M., E.S.T. Campbell Soup sponsors.

BANNER

Earhart, Ratoff to Harshberger

HOLLYWOOD, April 1.—Dena Harshberger, head of NBC Artists Bureau, will represent Amelia Earhart and Gregory Ratoff in all future radio deals. Additionally Walter Cassel has been set for four guest airings on the Rubinoff Chevrolet programs in May.

State May Take Ga. Station

ATLANTA, April 1.—One of the last Georgia bills sent to Governor Rivers creates a state radio commission to take over operation of WGST in Atlanta. The station is operated by the Georgia School of Technology at present.

Ronald Cochran Joins KRNT

DES MOINES, March 15.—Ronald Cochran, formerly of Rock Island, has joined the KRNT staff as announcer and Ben Hardman, formerly announcer for KSO, has been made news editor.

Tommy Harris Reengaged

DES MOINES, April 1.—Ronald Harris, conducting "Moonglow Melodies" for Moonglow Nail Polish, every Thursday over NBC, has had his option lifted for an additional 13 weeks.

McLaglen on Kraft Hour

HOLLYWOOD, April 1.—Victor McLaglen and Florence Lake will be guests on the Kraft air show April 8. Kathryn Meisle, contralto, will be in the guest singing spot.

Hopper to Air Film News

HOLLYWOOD, April 1.—Hedda Hopper will start "Film Magazine of the Air" May 4 over NBC. Marro Oil is sponsor.

CBS Has Plan on World's Biggest Television Unit

(Continued from page 1)

feet from the transmitter. It is said that this will provide an almost distortionless transfer of power.

Dr. P. C. Goldmark, head of Columbia's television research department, states the Chrysler Building was selected as the best location after a study of the whole New York skyline.

"Experiments conducted by CBS engineers disclosed that the height of the antenna was not the only thing to be considered despite the general impression to that effect," he states. "The fact that most of Manhattan's population is concentrated to the north of the tower and that no higher buildings are located in that direction was of prime importance in selecting the site. This situation indicates that the radio waves will not be broken up or refracted by the steel skeletons of other skyscrapers and that therefore a common fault of television—the production of double images—will be avoided."

MOTION PICTURE DAILY has repeatedly asked for a statement of television policy from CBS. The answer was always the same, that CBS had discontinued its field experiments several years ago, and that the network was now merely pursuing a policy of watchful waiting.

Five years ago CBS was transmitting low definition pictures over W2XAX. At the same time CBS started the first regular television broadcasts in the United States, continuing them from 1931 to 1933. During that period low-definition, 60-line pictures were transmitted daily on a frequency of 2,800 kilocycles. Since then CBS has been strangely quiet about the subject of television, content to let NBC-RCA and Philco steal the television headlines. Apparently that policy has now come to an end.

The new transmitter will operate on a 441-line basis, as compared to the 60-line images of 1931-1933. It is the number of transmitted lines which determines the clearness of the reproduced picture. The new transmitter will produce 60 pictures a second. The 2,500-kilocycle modulation, states CBS, will provide sufficient detail on the images received to make them comparable in fineness of detail to pictures projected by home picture equipment.

Para. at Work on 7 for New Season

(Continued from page 1)

a meeting of the Paramount executive committee yesterday.

Although Paramount's 1937-'38 schedule has not been completely mapped yet, indications still point to a list of about 56 to 58, which would include six westerns. New season pictures on which work has been begun include "Souls at Sea" and "High, Wide and Handsome," which are nearing completion; "Artists and Models," virtually completed; a new Marlene Dietrich picture, started; "The Big Broadcast of 1938," the new Mae West picture and a new Gary Cooper picture, all in preparation.

Plans for the company's annual sales meeting probably will be completed by Neil F. Agnew, vice-president in charge of distribution, during a visit to the studio this month. Robert Gillham, advertising and publicity manager, who returns this weekend from a Florida vacation, will accompany Agnew west, leaving here in about 10 days or two weeks. It has not been definitely determined yet whether Paramount will hold one or two sales meetings this year, or whether salesmen as well as district and branch managers will attend.

"U" Closes Schine Deal

Universal has closed a deal for the current season's features, shorts and newsreels with the J. Myer Schine circuit, which includes 80 houses. J. R. Grainger, Universal sales head, acted for the company, and Schine and George Lynch for the circuit.

U. A. Takes British Short

United Artists will release a one-reeler, "Preparing for the Coronation," in a number of foreign countries. It has been produced by Henry Matson, British producer.

"U" Position Best In Years; Cowdin

(Continued from page 1)

Universal occurred April 2, 1936. Cowdin said that immediately thereafter Universal adopted "a long-range program of building up a backlog of pictures and creating new stars, which is only now beginning to bear fruit. During the coming months the company for the first time will be in a position to realize on the large expenditure required to carry out this program," he added.

Cowdin said that five features in addition to "Top of the Town" are completed and ready for release, while current and future production is geared to continue on schedule. Included in the latter category are "The Road Back," now in work; "100 Men and a Girl," the new Deanna Durbin picture, which will start on April 12, and "Broadway Jamboree," a new musical scheduled for early production.

Cowdin, who is here conferring with Charles R. Rogers, plans to leave by plane for New York with Samuel Machnovitch, new Universal treasurer, this weekend.

Spitz Slated for Hays Directorate

(Continued from page 1)

are Will H. Hays, president; Frederick L. Herron, treasurer; Carl E. Milliken, secretary, and George Borthwick, assistant treasurer.

The meeting is scheduled to start immediately following a buffet luncheon in the board room at 1 P. M. Annual reports of officers and department heads will be presented.

Schenck Is Due May 1

HOLLYWOOD, April 1.—Joseph M. Schenck, now vacationing on his yacht in the Caribbean, is due here about May 1.

CBS to Retain Its Theatres on Coast

HOLLYWOOD, April 1.—CBS will not abandon its three theatre broadcasting studios with the completion of the new Hollywood plant, it was stated today by Donald W. Thornburgh, vice-president in charge of Pacific coast operations. The large auditorium in the new studio will be used only when the company's theatre schedules are overcrowded, Thornburgh declared. Construction will start in a few weeks. The building plans include the revamping of the Vine St. theatre.

Under a new direct line from Salt Lake City to Los Angeles, CBS hereafter will pipe out all Pacific coast programs from here. Previously the programs were sent to San Francisco and re-broadcast north and south from there.

Allen M. McCormack, traffic manager of the system, will move his office from San Francisco to here.

A new five-kilowatt transmitter is about to be constructed in San Francisco as well as executive offices and five broadcasting studios, one to be located on the roof of the Palace Hotel. This work is expected to start about May 1.

New News Studio for CBS Use Is Started

CBS engineers yesterday began construction of a new news and feature talks studio on the 17th floor of the CBS Bldg. The studio when completed will serve as the originating point for all CBS news broadcasts. These include the Press-Radio readings, and the sponsored news talks of Jean Paul King and Edward C. Hill. All guest speaker talks from New York will originate here also.

The studio will be equipped with a special control board which will permit the instantaneous cutting in on network programs for emergency news readings.

Say Eastman to Aid Keller-Dorian Work

Complete cooperation in supplying raw stock for Keller-Dorian Colorfilm work will be accorded by Eastman despite the latter's failure to exercise its option for exclusive rights to supply the stock. Lawrence Brown of Keller-Dorian, stated yesterday before leaving for Rochester to complete arrangements there in advance of impending use of the color process on the west coast.

Brown was accompanied by two Keller-Dorian technicians who arrived from Paris on the *Ile de France* Wednesday night. With two additional technicians they will leave for Hollywood tomorrow to set up a laboratory there, arrange for the manufacture of camera equipment required for the process and train American crews in the technical work. They plan to be ready by the end of the month to start work on a Grand National feature, the first to use the new color process.

Goldwyn Buys "Polo"

HOLLYWOOD, April 1. — Douglas Fairbanks has ended his co-producing arrangement with Samuel Goldwyn on "Adventures of Marco Polo" by selling his rights to Goldwyn. He issued a statement saying he wanted to devote all his time to his individual plans.

The World Will Be A Better Place To Love In On April 17th!

with

OLIVIA DE HAVILLAND • IAN HUNTER • ANITA LOUISE
ALICE BRADY • ROLAND YOUNG • FRIEDA INESCORT
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Picture
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VOL. 41. NO. 78 NEW YORK, SATURDAY, APRIL 3, 1937 TEN CENTS

Five Selling Meets Set at Los Angeles

More Are Planned with Some in Chicago

Four major companies and one independent will hold their annual sales conventions on the coast and a number of other distributors are now making plans to hold meetings in Los Angeles and Chicago. Practically all of the conclaves on sales product will be held in May and June.

Companies already set for coast sessions are Loew's, 20th Century-Fox, RKO, Universal and Grand National. The first two have definite dates scheduled while the other three have lined up tentative dates.

Loew's sales forces will meet at the Ambassador, Los Angeles, May 2-8; 20th Century-Fox, May 31 to June 3, same hotel and place. RKO plans to hold its conferences in Los Angeles starting June 15. Universal probably will take its salesmen and executives to the coast for a three-day meeting, tentatively set for May 17-19. Grand National has been discussing a sales session for May 17-18 at its studios in Hollywood, but these dates undoubtedly will be

(*Continued on page 3*)

20th-Fox Signs with Butterfield Circuit

Sales executives of 20th Century-Fox have closed the second important product deal for next season with the signing of the Butterfield circuit of approximately 65 theatres in Michigan. Division Manager W. C. Gehring and Lester Sturm, Detroit branch manager, acted for the distributor.

The first big deal was the signing of National Theatres with 420 houses throughout the country.

WOR Is Seeking New Space for Programs

According to a reliable report, WOR is now seeking to lease one, or possibly two, theatres or concert halls which will be utilized as radio studios. The only outside studio currently leased by the station is the Times Square Playhouse, atop the New Amsterdam Theatre.

With many new programs now booking time on WOR, the station is faced with an acute audience housing problem. For example, the sponsor

(*Continued on page 4*)

More Radio—Page 4

Short Sit-Down

Paris, April 2.—A sit-down strike instituted by 4,000 studio workers here today was short lived, the participants leaving the premises after a few hours of occupancy with the statement that they would resume their regular jobs tomorrow.

Studios in Spurt With 41 in Work

HOLLYWOOD, April 2.—Production totals were slightly higher this week than last. Ten pictures started against eight last week and 41 were shooting against 38. In preparation there were 18 against 22 the week before. Seven were finished compared to nine and 55 were being edited, one less than last week. Totals were down in the shorts group, with one finished against three last week; one started against two; one shooting, the same as last week, five in preparation compared to four the week before, and nine in the cutting room, compared to 17 last week.

The pictures starting this week were: "White Heat," "Once a Hero" and "With Kind Regards," at Columbia; "Stella Dallas," Samuel Goldwyn; "The Thirteenth Chair," M-G-M; "Hotel Haywire" and "Midnight Madonna," Paramount; "New Faces of 1937," RKO; "Sing and Be

(*Continued on page 3*)

N. E. Theatres Makes Olympia Asset Offer

BOSTON, April 2.—New England Theatres Corp., a Paramount Pictures subsidiary operated by Martin Mullin and Sam Pinanski, has submitted an offer of $4,000,000 cash for the assets of Olympia Theatres Corp., also a Paramount subsidiary, which has been in bankruptcy for the past four years.

If the offer is accepted by Olympia creditors it would obviate lengthy reorganization proceedings in the Federal courts here. Objections to the offer must be filed with the court by

(*Continued on page 3*)

Delivery Threatened By Delaware Strike

WILMINGTON, April 2.—Unless the pending strike of truckmen is settled before six o'clock tomorrow morning a general labor union strike will be called at that hour, thus bringing the probability of a shutdown of all film theatres due to their inability to obtain delivery of film by truck. A hope that product might be delivered by mail was expressed by Joseph DeFiore, president of the local

(*Continued on page 3*)

HAYS HITS AT NEW FILM LEGISLATION

MPPDA Picks Hays as Head For 16th Year

Will H. Hays was elected president of the M.P.P.D.A. for the sixteenth consecutive year at the annual meeting of the organization's board of directors yesterday.

Three new directors, Barney Balaban, Paramount president; Leo Spitz, RKO president, and E. B. Hatrick, vice-president of Cosmopolitan Corp., were added to the board. Balaban replaces Adolph Zukor, Paramount chairman, who is now permanently located on the west coast as head of the company's studio. Spitz succeeds M. H. Aylesworth, resigned. Hatrick comes to the board as representative of the new member company, Cosmopolitan, which was elected to membership yesterday.

Retiring from the board in addition to Zukor and Aylesworth were Ned E. Depinet of RKO, Jesse L. Lasky

(*Continued on page 3*)

Ascap Gets Hearing Date on Montana Law

HELENA, April 2.—Hearing has been set for April 23 on the application of Ascap for an injunction to restrain Montana officials from enforcing the state's new law restricting copyright licensing to individual copyright owners.

The hearing will be held here before a special court of three Federal judges. The action is expected to be a test of the constitutionality of the state law which was sponsored by radio broadcasting and hotel interests and

(*Continued on page 3*)

Minnesota Advances Allied Theatre Bill

ST. PAUL, April 2.—The Senate bill to require separation of theatre ownership in Minnesota from production or distribution interests was reported out of committee favorably today. The House committee took similar action earlier.

The Minnesota legislature is scheduled to adjourn early next week. It is considered doubtful here whether the theatre divorce measure will be put to a vote prior to adjournment.

Declares Industry Can Solve Problems by Cooperation

Hitting at elements within the industry which "demand legislation instead of cooperation," Will H. Hays asserted in his 15th annual report to the board of directors of the M. P. P. D. A. in session here yesterday that "responsible exhibitors, distributors and producers" regard the policy as a danger to investments in all theatre properties and to an uninterrupted film supply for the public.

The report reasserted Hays' belief in the ability of the industry to solve all of its problems by self-regulation, and cited the impressive progress made by the production end of the industry in eliminating objectionable features by self-regulation under the Production Code.

"It has been proved that within the boundaries of good taste and good morals there is illimitable opportunity creatively, artistically and dramatically, for the screen to rise to the highest levels," the report stated.

While Hays' message did not mention Allied States Exhibitors' Ass'n or the state and Federal legislation which it is sponsoring or supporting, the M. P. P. D. A. head's observations on industrial relations apparently apply to them.

"There will never be a time," his report said, in this or any other industry when individual grievances will not exist and need to be adjusted, and when there will not be groups which will demand legislation instead of cooperation. But an overwhelming

(*Continued on page 3*)

Projectionists May Affiliate with CIO

LOS ANGELES, April 2.—The possibility of a new national labor organization composed of projectionists but affiliated with the C. I. O. and therefore in opposition to the I. A. T. S. E., an A. F. L. affiliate, is seen here in the announced intention of the Empire Projectionists' Union to seek a national charter from the C. I. O.

This plan today was divulged to MOTION PICTURE DAILY by Walter Lawrence Baynes, president of Empire, now operating under a California charter. Baynes' statement followed a poorly attended meeting in Lindley Hall early this morning which was called for the announced purpose of

(*Continued on page 3*)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 3, 1937 No. 78

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

RKO's Ohio Circuit Managers Are Moved

CINCINNATI, April 2. — Several changes in the RKO managerial lineup were effected today. Emanuel Shure, manager of the Albee, has resigned to become personal representative for the Easy Aces, who are on the Anacin program of the NBC-Blue network. Joe Alexander, manager of the Palace, has been transferred to the Albee and Erwin Block, manager of the Capitol, has been shifted to the Palace.

Norman Linz, assistant manager at the Paramount, suburban house, has been promoted to manager of the Capitol. James Gears, house manager of the Orpheum, another suburban house, replaces Linz at the Paramount. Edmund Barone, chief of the service staff at the Paramount, has been named manager of the Orpheum.

RKO in Danish Deal

RKO has closed a new contract with A. Bremerholm of Gloria Film A.S., Copenhagen, for distribution of the 1936-37 program in Denmark.

Hode Talks on "Horizon"

Hal Hode will deliver a series of talks on "Lost Horizon" in various cities in connection with the showing of the picture.

Purely Personal

PHIL REISMAN, foreign sales manager for RKO, is en route from Sydney on the *Mariposa* and is due in Los Angeles on April 17. He had been visiting India and Australia.

•

HARRY LEASIM, general manager of Continental European operations for RKO, sailed yesterday from Cairo on the *Conte Verde* for Genoa, Italy.

•

MILTON BLACKSTONE yesterday celebrated another birthday with MONTE PROSER and JOAN CASTLE helping him make merry at the Tavern.

•

DORIS NOLAN, currently featured in "Top of the Town," left yesterday on a motor trip to Miami. She will go to Havana from the Florida resort.

•

LOU WEINBERG, Columbia sales executive, left for Chicago yesterday to set road show dates for "Lost Horizon." He will return next week.

•

BILLY and BOBBY MAUCH, twins under Warner contract, are due in New York late next week with their mother, for a two-week vacation.

•

J. CHEEVER COWDIN and SAMUEL MACHNOVITCH leave the coast by plane tomorrow after a week of conferences at the Universal studio.

•

HENRY GINSBERG, general manager for Selznick International, is in town visiting his family and will leave Monday by plane for the coast.

•

HENRY KOSTER, Universal director, arrived in town yesterday to film exterior shots for the next DEANNA DURBIN film.

•

C. C. MOSKOWITZ, Loew executive, will leave tomorrow for Hollywood, Fla., for a vacation.

•

F. WYNNE-JONES is recovering in St. Vincent's Hospital from a gall stones operation.

•

ED KUYKENDALL is expected in New York from Washington some time next week.

•

ADOLPH ZUKOR and CHRIS DUNPHY leave for the coast today on the Century.

•

A. H. SCHWARTZ, left for Lake Placid yesterday and will return Monday.

•

ROBERT GILLHAM is due here tomorrow from Florida.

•

ABE MONTAGUE will return from Bermuda April 15.

•

EDWARD RUGOFF has returned from a Miami vacation.

Flash Preview

"Think Fast, Mr. Moto"—An interesting, well-produced film based on J. P. Marquand's story of the Japanese importer whose detective work is an amusing and successful hobby.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Equity Opposition Slate Is Expected

An opposition ticket to the regular slate of Actors' Equity Ass'n is regarded as certain to materialize as a result of dissatisfaction with the present nominating procedure, which was voiced by members at Equity's monthly discussion meeting at the Astor yesterday.

The regular slate is composed of the present officers and a majority of the councillors.

Reserves Fox Decision

Justice Timothy A. Leary in N. Y. Supreme Court reserved decision yesterday on a motion by William Fox to postpone the trial of a $300,000 suit brought against him and the Fox Film Corp. by Joseph Cohen, president of the Sentry Safety Control Corp. There was no argument, Justice Leary merely inspected briefs from opposing counsel. Fox wants the suit postponed until after the adjudication of the bankruptcy in which he is involved.

Permits Examination

Justice Charles B. McLaughlin in N. Y. Supreme Court yesterday granted the motion of the Esquire Amusement Corp. for an order permitting it to examine before trial William C. Tarnahan, president of the Petroleum Heat and Power Co., Inc., in its suit against the company. Esquire is suing for $22,988, charging that amount is due because the defendant failed to fulfill the terms of a contract to install an air conditioning system in the George M. Cohan Theatre.

Denies Injunction Plea

An application of Richard W. Fitch for a temporary injunction to restrain CBS from further alleged infringement of "Barbara Frietchie, the Frederick Girl" was denied yesterday by Federal Court Judge Alfred C. Coxe. Fitch, whose father, Clyde Fitch, wrote the play in 1900, is also suing Lee Shubert, Shubert Theatres Corp. and Select Theatres Corp. on the ground that the Shubert operetta, "My Maryland" infringed on his copyright. He is asking a temporary injunction and an accounting.

Files Bank Night Suit

OMAHA, April 2.—Suit for $1,000 has been filed in Municipal Court by Mrs. Walter A. Rosenberg against Affiliated Enterprises of Denver, owners of the Bank Night copyright, Frank Houston of the Minne Lusa Theatre and Tri-States Theatre Corp. She claims she is entitled to the prize awarded Feb. 24.

Griffith Sale April 19

Federal Court Judge Alfred C. Coxe set April 19 for the sale at public auction of the D. W. Griffith, Inc., assets, which consist of film and musical rights to 21 films, real property and office equipment. The sale will take place in U. S. District Court.

Sues A. & P. for Film Fee

The Films of Commerce, Inc., filed suit yesterday for $16,760 against the Great Atlantic and Pacific Tea Co., in U. S. District Court. A similar action was dismissed on March 17 by Judge Alfred C. Coxe on technical grounds. The complaint alleges that Films of Commerce contracted in November, 1930, to produce a sound film for the defendant to be called "Food Distribution" for which $25,158 was to be paid. Only $8,398 was paid, it is charged, and the plaintiff is suing for the balance.

Waiters' Race Stirs Up Staid Washington

WASHINGTON, April 2. — Hardie Meakin and Dick Harrity of U.A. nearly stood Washington on its ear with an exploitation stunt for the opening of "History Is Made at Night" at RKO Keith's tonight.

The big feature was a waiters' race on 15th St., between E and Constitution Aves., alongside the new Dept. of Commerce Bldg. with the *Daily News* acting as sponsor. The paper gave the stunt a four-day build-up with a five-column front page report.

Eighty waiters and 30 waitresses in varied national costumes took part, with the newsreels covering the event and three broadcast stations airing it. *Time* and *Life* magazines had candid cameramen there. A blimp hovered over the racers with a long streamer blowing in the wind.

Joy Heads for New York

HOLLYWOOD, April 2.—Col. Jason Joy, 20th Century-Fox studio executive, will leave for New York shortly to accompany Truman Talley and Lowell Thomas to Paris for the company's foreign convention to be held in Paris starting April 28.

Sidney R. Kent and J. Walter Hutchinson will sail next Wednesday on the *Queen Mary* for the Paris sales convention of 20th Century-Fox.

Odeon Promotes Two

LONDON, March 25.—R. H. Dewes, progress superintendent, and A. C. Swift, manager of maintenance, have been appointed joint assistant general managers for Odeon Theatres, Ltd. W. J. Taylor, general manager since 1925, retains that position. Sir Michael Bruce, brother of Nigel Bruce, recently American press contact man for London Films, has become public relations head for Odeon.

Bartholomew Adopted

HOLLYWOOD, April 2.—Millicent Bartholomew, aunt of Freddie Bartholomew, through a petition in court here, has been granted permission to adopt the young actor. It is said that the boy's parents, who reside in England, agreed to the plan.

Not With Century Films

BOSTON, April 2.—Marcel Mekelburg, G. B. branch manager here, has had no connection with Century Films since 1933. He was erroneously declared to own the company in a recent story in MOTION PICTURE DAILY.

Set 19 New "Earth" Dates

M-G-M has set 19 new roadshow dates on "The Good Earth," bringing the total of such bookings to 60. The new dates run from April 7 to May 4.

Estes Joins Filmack

CHICAGO, April 2.—Joe M. Estes, former publicity director for Saenger in New Orleans, has joined Filmack Trailer Co. here as promotion sales manager.

Five Selling Meets Set at Los Angeles

(Continued from page 1)

changed so as not to conflict with the Universal affair.

Edward Peskay, general sales manager for Grand National, will leave for a tour of the company's exchanges in 10 days. He will decide within the next few days whether to hold his meetings before or after the Universal get-together. Edward L. Alperson, president, will leave Hollywood in three weeks for New York and return west for the sales confabs.

Paramount is discussing plans for two regionals, one probably early in June in San Francisco and the other in New York.

Tentative arrangements have been made for Warners' annual sales talks, but definite dates await the return of Gradwell L. Sears, general sales manager, from the south.

Republic's convention will be set on the coast in two weeks. Herbert J. Yates and J. J. Milstein are scheduled to leave for Hollywood to confer with the company's producers on product and dates for the meeting.

United Artists' session may be held in Chicago. George J. Schaefer is now working on plans with A. W. Smith, Jr., general sales manager.

Jack Cohn, vice-president of Columbia, is expected to leave shortly for Hollywood to confer with his brother, Harry, on the annual sessions.

Monogram to Chicago

W. Ray Johnston has set May 7-8 for the first meeting of the new Monogram franchise holders in Chicago. The two-day session will be held at the Palmer House or the Drake. Arrangements for hotel accommodations will be completed within the next few days.

Joe McConville, Rube Jackter and Lou Weinberg of Columbia's home office sales executive staff left yesterday for Chicago to attend a meeting of midwest branch managers. The session will start today at the Drake. Branches to be represented will be Chicago, Kansas City, St. Louis, Minneapolis, Milwaukee, Omaha and Des Moines.

The meeting will be followed later by a gathering of the southern exchange heads in Atlanta, to be attended by managers of the Atlanta, Charlotte, Memphis, Dallas, New Orleans and Oklahoma City offices.

N.E. Theatres Makes Olympia Asset Offer

(Continued from page 1)

creditors not later than April 12 and a hearing on the proposal has been scheduled for April 15.

Olympia's principal assets consist of 28 theatres and two leaseholds. Approval of New England's offer would result in the consolidation of these properties with New England's operations.

Wurtzel to Far East

Hollywood, April 2.—Sol Wurtzel leaves today for a seven-week vacation in the Orient.

Studios in Spurt With 41 in Work

(Continued from page 1)

Happy," 20th Century-Fox, and "Double Saddle," Warners.

Warners topped the shooting list with eight; Paramount following with seven, RKO, M-G-M and 20th Century-Fox had five each; Columbia, four; Universal, two, and Goldwyn, Republic, Hal Roach, Selznick and Wanger, one each. Paramount had six in preparation; M-G-M, three, Warners, 20th Century-Fox, RKO and Republic, two each, and Columbia, one. Republic finished three and Goldwyn, M-G-M, 20th Century-Fox and Universal one each. Columbia started three, Paramount two and Goldwyn, M-G-M, RKO, 20th Century-Fox and Warners one each. Warners led the editing group with 16, 20th Century-Fox had nine; Paramount, eight; Columbia, six; Universal, five; RKO and M-G-M, three each; Republic, two, and Selznick, Hal Roach and Goldwyn, one each.

Editing Nine Shorts

Nine shorts were being edited; M-G-M had six, and RKO, Hal Roach and Warners one each; Warners finished one, Columbia started one and had one shooting. RKO and M-G-M each had two in preparation and Hal Roach one.

Delivery Threatened By Delaware Strike

(Continued from page 1)

M.P.T.O. The local projectionists' union, not being a member of the Central Labor Union, cannot join the strike without the sanction of the national and international body.

"Boy Meets Girl," a play scheduled for return engagement at the Playhouse, has been cancelled.

Ascap Gets Hearing Date on Montana Law

(Continued from page 1)

would prevent Ascap from operating in the state.

The action may also become a test case on the constitutionality of similar legislation enacted elsewhere in the far west and middle west.

Signs Pennsylvania Bill for Rest Day

Harrisburg, Pa., April 2.—Governor Earle today signed the bill requiring that employes of film theatres shall be granted one day of rest in each calendar week. Fines are provided for initial violations, and fines and imprisonment for subsequent infractions.

The measure was the first film bill to be enacted in this legislative session, and was originally introduced by Assemblyman John Yourishin of Luzerne County.

Betting Bill Set Aside

Boston, April 2.—The legislature has laid over to the next session the bill seeking legalization of pari mutuel betting on jai alai, Peruvian sport which promoters are seeking to popularize here.

Hays Hits at Moves for New Industry Laws

(Continued from page 1)

number of responsible exhibitors, distributors and producers fully understand that any act which would destroy initiative and enterprise in the industry must endanger the investment in all theatre properties, make is impossible to serve large portions of the public with outstanding entertainment and hurt the small theatre now protected by the assurance of a constant and unfailing picture service.

"There is enough elasticity in the trade structure of the industry and enough men of good will within it—exhibitors, distributors and producers—to solve through self-regulation all its trade problems that exist or may arise from time to time."

At another point in his report, Hays declares that "the success of outstanding films produced and exhibited during the period under review marks 15 years of progress by self-regulation."

Lauds Hollywood

Paying tribute to Hollywood, Hays declared that the American film owes its dominant position throughout the world to the actors, directors, writers and technicians of the screen colony. "The gifts they have brought to this vast medium of entertainment," he said, "have given motion pictures a universal public. Hollywood has become a world symbol of entertainment."

He reported that newsreels "had extended the scope of their informational service during the year" and that "short subjects showed a marked upward rise in quality." Cartoon features have further extended their universal appeal, Hays said, and noted that a new field for this type of film was being opened with Walt Disney's forthcoming feature length subject, "Snow White."

The M. P. P. D. A. head found important the current interest of producers in films based on the lives of world famous composers and musicians, coming productions which he described as "musical biographies." He noted also that studios may turn in the near future to grand opera for production material.

Calls Quality Unprecedented

Hays stated that the current season "has brought a greater number of truly fine pictures to the screen than the industry has ever before produced in a similar period" with the result that the screen's public has been enlarged to encompass new social stratas throughout the world. Viewing forthcoming releases, Hays sees the ground gained not only being held but "indicating the continuance of the upward progress of the screen."

In closing, however, he warns that "public taste is not static" and that the industry "must forever blaze new trails." He views the greater public leisure resulting from shorter work hours as creating a more discriminating film patronage which the industry must satisfy.

"We need public opinion, organized and purposeful," he said, "to give continued impetus to the better picture movement."

Hays Heads MPPDA For His 16th Year

(Continued from page 1)

and Frederick L. Herron. The following directors were reelected: Harry D. Buckley, United Artists; R. H. Cochrane, Universal; Jack Cohn, Columbia; Cecil B. deMille, E. W. Hammons, Educational; S. R. Kent, 20th Century-Fox; Sol Lesser, Hal E. Roach, David Sarnoff, RCA Photophone and RKO; Nicholas M. Schenck, Loew's; Albert and Harry M. Warner, Warners.

All officers in addition to Hays were reelected. They are Carl E. Milliken, secretary; Herron, treasurer, and George Borthwick, assistant treasurer.

Projectionists May Affiliate with CIO

(Continued from page 1)

discussing industry-wide labor affiliation with the C. I. O. Baynes characterized the meeting merely as a step in the move to solidify studio and theatrical groups and stated that Empire is not yet officially a C. I. O. affiliate. He added that a larger meeting is being planned.

Many branches of the industry were represented in the gathering at Lindley Hall this morning although the total number in attendance was comparatively small. Spotters from the A. F. L. were present, this fact deterring many members from attending.

Boston Club Has Party

Boston, April 2.—The first annual dance of the M. P. Salesmen's Club was held tonight at the Hotel Bradford. The charity fete was well attended by film figures. James Kennedy headed the entertainment committee. Herman Konnis of Universal is president of the organization.

Wall Street

Losses Mark Board Trading

	High	Low	Close	Net Change
Columbia	34	33	33⅛	—1⅝
Columbia, pfd. ...	41¼	41¼	41¼	—1
Consolidated	4⅜	4¼	4¼	— ¼
Consolidated, pfd..	15	15	15	— ⅛
Eastman	164	162½	163	+ ½
Eastman, pfd. ...	155	150	150	—7
Loew's, Inc.	79½	78	79¼	—1⅜
Paramount	25⅛	23¼	25	— ½
Paramount 1 pfd..	175	173½	175	— ½
Paramount 2 pfd.	22⅜	21¾	22⅜	— ½
Pathe Film	8½	8⅜	8½	— ⅛
RKO	8¾	8¼	8⅝	+ ⅛
20th Century-Fox.	37⅞	37⅛	37¾	— ¾
Warner Bros. ...	14¾	14⅛	14½	— ¼

Curb Issues Drop

	High	Low	Close	Net Change
Grand National ..	3	2¾	2¾	— ¼
Sentry Safety	¾	¾	¾	.....
Sonotone	1¾	1¾	1¾	.....
Technicolor	21¾	20⅝	21¼	— ⅝
Trans-Lux	4⅝	4½	4½	— ⅛
Universal Pict. ..	13¾	13½	13¾	.....

Bonds Decline Lightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98¼	98½	.....
Loew's 3½s '46...	98	97½	97¾	— ½
Paramount B'way 3s '55	73½	73¼	73½	.....
Paramount Pict. 6s '55	100	99½	99¾	— ⅜
RKO 6s '41 pp...	114	113	114	+ ⅛
Warner Bros. 6s '39 wd	96	95½	95⅝	— ⅜

(Quotations at close of April 2)

◂ Radio Personals ▸

GEORGE WASEY, account executive at the Erwin Wasey agency, and nephew of the agency's chief executive, has become a benedict . . . And continuing on the trail of Dan Cupid, John Winters, copy chief at the same agency, has announced his engagement . . . Sammie Kay's orchestra goes into the Arcadia in Philadelphia, with a Mutual wire . . . Eric Rolf has been named announcer on the "Gang Buster" series by Benton and Bowles . . . Hersh Williams, handling production on "Showboat," returns to New York tonight from Hollywood . . . Johnnie Johnstone, WOR publicity director, back at his desk after a painful siege with an infected jaw . . . Lew Amis, Erwin Wasey director of radio, to the hospital for a sinus operation . . . Robert Clarkson now a member of WOR's recording department. Formerly was with the Lamont Corliss Co. . . .

✚

Lucille Watson, co-starring in "Yes, My Darling Daughter," will be the guest star on Jeff Sparks' "Varieties" program Sunday over WOR. . . . The WHN Players tender a studio party today to Louis Tappe and Maurice Barrett, production men. . . . "Verses I Like," poems selected by Major Bowes, is now on sale in book form. . . . Vincent Travers will have a Wednesday Red network dance spot in addition to his current Sunday period. . . .

WOR Is Seeking New Space for Programs

(*Continued from page 1*)

of the forthcoming series featuring Tim and Irene and Bunny Berrigan's orchestra wants an audience in the studio. He is unable to get it, however, because the Times Square Playhouse, WOR's only studio sufficiently large enough to house a large audience, is taken over Sundays from 6 to 6:30 P.M. by the "1937 Radio Revue." The Tim and Irene show will be heard on Sundays also, from 6:30 to 7 P.M.

Additionally, WOR executives are said to be of the opinion that many clients who are not now booking programs on WOR would be attracted to the station if large studios were made available to them.

To Air Roosevelt Address

President Roosevelt will address members of the Pan-American Union governing board April 14 from Washington. The talk will be broadcast on the CBS network from 11 to 11:15 A. M., E.S.T.

He's Puzzled

Don Wilson, network announcer, is puzzled. Set to do the announcing on the "Paramount On Parade" program, he lost the assignment at the eleventh hour.

A couple of days later Paramount signed Wilson to a seven-year picture contract.

F. C. C. Sets Hearing Schedule Next Week

By CLARENCE LINZ

WASHINGTON, April 2.—The Federal Communications Commission today revealed that its hearings next week would include arguments before the broadcast division on April 8 on applications of John S. Allen and G. W. Covington, Jr., Montgomery, Ala., for a new 1,210-kilocycle, 100-watt daytime station; Clarence C. Dill, Washington, D. C., for a 1,390-kilocycle, 100-watt station; Port Huron Broadcasting Co., Port Huron, Mich., for a 1,370-kilocycle, 250-watt daytime station, and Golden Empire Broadcasting Co., Marysville, Cal., for a 1,140-kilocycle, 250-watt daytime station.

On April 9 examiners' hearings will be held on the applications of Twin City Broadcasting Corp., Longview, Wash., for a 780-kilocycle, 250-watt daytime station; Edgar L. Bill, Peoria, Ill., for a 1,040-kilocycle, 250-watt daytime station, and *Asheville Daily News*, Asheville, N. C., for a 1,370-kilocycle, 100-watt station.

Hearings will be held April 5 on applications of KABR, Aberdeen, S. D., for change of frequency to 1,390 kilocycles and increase of power to 500 watts night, 1,000 watts day, and WSAU, Wausau, Wis., for authority to operate at night.

On April 6, examiners will hear the applications of the Okmulgee Broadcasting Corp., Times Publishing Co. and the Record Publishing Co., all of Okmulgee, Okla., contestants for a 1,210-kilocycle, 100-watt daytime station; Beaumont Broadcasting Ass'n, Beaumont, Tex., for a 1,420-kilocycle, 100-watt station; and KGA, Spokane, for change of frequency.

Hearings will be held April 7 on the application of WBCM, Bay City, Mich., for increase of day power to 1,000 watts and KADA, Ada, Okla., for authority to operate at night.

Albany Girls Here for WINS

"The Inquiring Microphone," WINS broadcast from the lobby of the Criterion, will interview five young Albany women today. The girls are winners of a "Most Charming Business Woman in Albany" contest, sponsored by the *Times Union* of that city.

Tobacco Firm to Air Derby

Batten, Barton, Durstine and Osborn yesterday officially confirmed the report that the Brown and Williamson Tobacco Corp. will sponsor the broadcast of this year's running of the Kentucky Derby, May 8, from 6:15 to 7:30 P. M., E.D.S.T. on the NBC-Blue. Clem McCarthy will describe the race.

Report Big Coffee Sale Jump

SCHENECTADY, April 2.—The Van Curler Foods Products Co. of this city, operating a chain of 100 stores in the WGY area, reports a 500 per cent increase in coffee sales as a result of a quarter hour weekly show and three five-minute periods per week on WGY.

Change "All Star Varieties"

"All Star Varieties," aired Tuesdays and Saturdays from 11:30 to 11:45 A. M. on WOR, will be heard at a new time beginning next week, Mondays and Fridays from 11:45 A. M. to 12 noon.

New Shows On the Air

"All Star Cycle"

"All Star Cycle," a new program which bowed in on the NBC-Blue network Thursday evening, adheres to a straight musical pattern with Ray Sinatra's orchestra supplying the rhythms and weekly vocal guest artists. The initial guest vocalist was Frank Parker.

Nothing startling was expected, nothing startling developed. Parker is probably the air's best tenor, and Sinatra's orchestra is a top-notch combination, but aside from the general excellence of voice and music there is little else to comment about.

Among Sinatra's offerings were "Easy to Love," "Cafe Continental" and "I'm in a Dancing Mood." Parker's "Ah, Sweet Mystery of Life" was superlative.

The program is sponsored by the Cycles Trades of America and is presented Thursdays from 7:15 to 7:30 P. M., E.S.T.

BANNER

Wire Leasing Order Hits Radio Stations

PHILADELPHIA, April 2.—In an effort to stamp out bookmaking in Philadelphia, City Solicitor Joseph Sharfsin formally directed the Bell and Keystone telephone companies to terminate all leases of underground wires which were not authorized by the City Council. Such leases include those with the radio stations in the Philadelphia area and affects remote control broadcasts.

The city's campaign is directed against the leasing of line wires to "news companies" specializing in the dissemination of race results and track information. In submitting all contracts for council sanction, Sharfsin hopes to weed out the bookies and kill off any others deemed undesirable.

While the radio stations have no objection to submitting their contracts to the Council, there is a strong possibility that the city will see in this arrangement an untapped source of revenue. Not only does this ban affect the night club and special events broadcasts, but will force sport commentators to seek new sources of information. Most sportcasters depend on the "news company" for the last-minute results of sporting events.

Elza Schallert's Brother Dead

HOLLYWOOD, April 2. — William Arthur Baumgarten, brother of Elza Schallert, NBC screen commentator, died here today.

Mrs. Schallert, adhering to the theatrical world's time honored tradition that the show must go on, broadcast as usual last night, interviewing Frank Lloyd on her NBC-Blue network period.

WOR Wins Promotion Award

The *American Printer* yesterday conferred its annual award on WOR for the station's recent sales promotion booklet, "Of These We Sing," which was declared the year's best radio promotion piece.

Seek to Popularize Weaker Radio Hours

HOLLYWOOD, April 2.—The shortage of good broadcasting hours to accommodate the long list of sponsors currently trying to get choice air time has forced the major networks to consider a system of drastic changes to create more popular hours on the air. This condition now facing broadcasting executives also has had its general effect on big company sponsors and points to the bigger commercial sponsors retaining their programs through the summer months, an unprecedented departure from the former policy.

CBS is the first major network to take steps towards creating new entertainment hours. Executives and program directors are now working on plans to create a large following between the hours of 10 P. M. and midnight. The plan involves the substitution of weak programs now on the air at these hours with carefully planned shows using name talent in order to attract sponsors for commercial use. Big programs now originating from the coast currently are broadcast between 5 and 7 P. M., P. S. T.

Michaels in New Series

Michaels Bros., furniture dealers of Long Island, started a new series of broadcasts over WMCA last night, the programs originating on the stage of the Paramount in Brooklyn. Michaels already sponsors the weekly amateur hour from the Fox in Brooklyn, and for some weeks were sponsors of a daily community sing from the Brooklyn Strand.

KMO Power Increased

TACOMA, April 2.—KMO is now on the air with increased power of 1,000 watts, full time. The new station is located three miles east of Tacoma on the Pacific Highway.

The station has new equipment throughout, with a 180-foot Blaw-Knox tower and soundproof transmitting building.

Gretta Palmer in New Program

Gretta Palmer, news commentator, will start a new sponsored program on WOR, beginning April 7 from 1 to 1:15 P.M., E.S.T. The series will be heard twice weekly, Wednesdays and Fridays under the sponsorship of the Gordon-Walker Laboratories. Young and Rubicam is the agency.

Borzage on Air Monday

HOLLYWOOD, April 2.—Frank Borzage, who directed "Farewell to Arms," which will be dramatized on the Lux program Monday, will also appear on the show. Courtney Riley Cooper will fly here to appear on the program with Borzage.

"Very Constructive"

"I have noticed your coverage on radio and I might say I think this is very constructive and good from a standpoint of information.

"This is my unvarnished opinion."—*Nat Wolf*, division manager, Warner Theatres, Cleveland.

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Indispensable
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Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
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VOL. 41. NO. 79 NEW YORK, MONDAY, APRIL 5, 1937 TEN CENTS

Stage Backers To Ask Aid of Film Industry

Council Admits Picture Houses Are Needed

That film theatres must play an important role in the impending campaign of stage groups to popularize the legitimate theatre with the American public is evident from the plans of the American Theatre Council, the organization being formed to carry on the campaign.

Among the subjects listed for discussion at the new organization's proposed convention here, May 18 to 21 is the opening of film theatres to the legitimate touring shows. The demise of the road and the complete absence of professional drama in rural America were the principal factors which actuated the Dramatists' Guild, Actors' Equity Ass'n. and the League of N. Y. Theatres to form the American Theatre Council for the purpose of infusing new life into the stage.

To revive the road, sponsors of the

(*Continued on page* 4)

Pittsburgh Papers End Ban on Tieups

PITTSBURGH, April 4.—The ironclad agreement which has existed here among the three daily newspapers barring theatre promotion tieups, contests and publicity stunts will come to an end April 15.

Al Dale, publisher of the *Sun-Telegraph,* a Hearst paper, has served notice on the other two papers of his withdrawal from the three-way agreement.

For years, Pittsburgh has been a tough spot for publicity and exploitation men to garner space, and, except for routine announcements, visiting exploiteers and local theatre publicity

(*Continued on page* 19)

New "U" to Observe First Anniversary

Universal will designate a celebration month to mark the first anniversary of the reorganized company and the advance completion of the largest number of pictures in the history of the company's studio, R. H. Cochrane, president, said on Saturday. The celebration period will be in addition to the previously announced April

(*Continued on page* 3)

Radio News—Pages 18-19

Will Revise Publicity on Loaned Stars

Order Follows Objection By Many Players

HOLLYWOOD, April 4.—Following a number of objections by stars and players to the type of publicity and exploitation given them on loanouts, studio publicity departments are cautioning their staffs here, in New York and in the field not to advertise borrowed stars as their own.

In a letter to John D. Clark, general sales manager of 20th Century-Fox, Harry Brand, studio publicity chief, calls attention to the matter and urges cooperation.

"Occasionally when we borrow a star from other studios," the letter reads. "Over-enthusiastic publicity men exploit and advertise them as 20th Century-Fox stars. This is quite an important point," the letter continues, "and plavers under a loanout are not to be designated as members of this company's roster. Their home offices are quite right in objecting and

(*Continued on page* 19)

Hertz Gets 167,000 Of Para. Debentures

WASHINGTON, April 4.—Acquisition by John Hertz, New York, through Lehman Brothers, of 167,000 six per cent 20-year Paramount Pictures debentures in February was disclosed today by the S.E.C. in its semi-monthly summary of the stock transactions of officers and directors of corporations.

At the close of the month, it was shown, Hertz, through Lehman Brothers, controlled, in addition to the debentures, 6,000 shares of Paramount common and 8,000 shares of six per cent convertible second preferred stock, and through a trust, 15 shares of six per cent convertible first preferred.

The company's report also showed the disposition by Y. Frank Freeman, New York, of 400 shares of common. leaving his holdings at the close of the period at 600 shares.

Acquisition by J. Robert Rubin, New York, of 13,890 shares of Loew's

(*Continued on page* 3)

Casey Holds Initial Conference on Labor

Preliminary conferences between heads of the five studio labor unions included in the basic agreement with major studios were held yesterday with Pat Casey, labor representative

(*Continued on page* 3)

Family Help

Annapolis, Md., April 4.—Senator Harry T. Phoebus of Somerset County, whose wife is a member of the Maryland censor board, has introduced a bill providing that the name of the judge and court upsetting and overruling any ban of censors be placed on the film designating that such is the case. It was passed by the Senate and is before the House now.

Southwest Has High Hopes of Bright Season

KANSAS CITY, April 4. — The southwest is talking about its prospects. From almost every source comes word that they are the best in six years. If weather conditions do not turn bad, and crops come to granaries on the basis of present indications, the depression will be over for most of the area.

Six years ago when the southwest had a pretty good crop, market conditions were poor. Today they are good, and, in spite of continuing reports of what promises to be a bumper crop, the market is strengthening Wheat futures this week climbed to the highest since 1929, and corn was bringing the best price since 1920.

During the late winter and early spring weeks, however, exhibitors have had to trade box office punishment for prospects. For eight out

(*Continued on page* 3)

Pass Kansas 2% Sale Tax; Session Ended

KANSAS CITY, April 4.—The Kansas legislature adjourned at noon Friday after having passed the two per cent retail sales tax, which will be collected by means of Kansas-mined zinc tokens. It becomes effective July 1.

The House named E. A. Briles, representative from Stafford, where he operates the Nueva, to the Legislative Council, which studies needed

(*Continued on page* 3)

IATSE Feels Secure Against CIO Inroads

LOS ANGELES, April 4.—Although I.A.T.S.E. heads remain silent on the C.I.O. intervention, those close to the organization councils feel secure with the five-year, non-vertical producer

(*Continued on page* 19)

Norma Shearer Now A Partner In Mayer Firm

Deal, Not Yet Signed, Closed by Schenck

By RED KANN

HOLLYWOOD, April 4.—Norma Shearer has become a participating partner in the Mayer company, of which her late husband, Irving Thalberg, was one of a triumvirate with Louis B. Mayer and J. Robert Rubin, under the terms of settlement completed here before Nicholas M. Schenck, Loew's president, left for New York last week.

The deal, while not believed to have been signed as yet, keeps the actress in the M-G-M starring family, and removes all doubt, which has been considerable in Hollywood relative to her future, by providing that she will star in from three to six pictures, the first of which is expected to be "Marie Antoinette," which was planned before Thalberg's death.

The limited circle here acquainted with the essential details regards the deal as another piece of diplomacy and business sagacity on the part of Schenck and further evidence of his

(*Continued on page* 3)

Decision on Sales Tax Moves Is Near

What is expected to be the final meeting of distribution company attorneys to decide on future procedure as a result of the recent Court of Appeals decision holding New York City film rentals to be subject to the two per cent municipal sales tax will be held early this week, probably tomorrow, at the M.P.P.D.A. offices. Distributors' attorneys will be advised today of the date of the meeting.

Present indications are that a decision to accept the finding of the

(*Continued on page* 3)

Weekly Payments on Shorts Are Attacked

PHILADELPHIA, April 4.—Opposition to the weekly payment plan, with a call for all members to sign a pledge that they will not sign any film contracts which provide for weekly payments on shorts, was voiced at a meeting of the board of managers of the United M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware.

The organization went on record

(*Continued on page* 3)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 5, 1937 No. 79

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Academy Mails Data On Equipment Change

HOLLYWOOD, April 4.—The Research Council of the Academy has mailed out 19,000 copies of a new technical bulletin outlining necessary changes in theatre reproducing equipment in order to adopt the new standard electrical characteristic for two-way reproducing systems. A copy was sent to every theatre in the country.

The new standard, described by the council as of considerable importance, will permit the theatre to obtain the advantage of the latest studio sound recording practice and is expected to result in a more uniform quality of sound in all theatres. The standard was adopted by the council on the recommendation of the committee on standardization of theatre sound projection equipment, of which John Hilliard of M-G-M is chairman.

To Extend Roadshows

Columbia is planning to extend the roadshow policy on "Lost Horizon" throughout the country. Jack Cohn, Columbia vice-president, described the decision as based on the success of the film in two-a-day engagements thus far. Additional bookings in 19 situations are now set and others are being negotiated, it was said.

Insiders' Outlook

By RED KANN

Hollywood, April 4.

THE well known and smooth-functioning Hollywood grapevine has been buzzing quite madly since your itinerant reporter shook off the charms of the desert for his annual descent upon this land of understatement. It has been wagging industriously, has this grapevine, and also enthusiastically about an effort called "Captains Courageous," penned perhaps as many as fifty years ago by Rudyard Kipling. The talk persisted in bouncing around the town's best pumps, met up with us on all sides, demanded attention and in Projection Room No. 9 on the Metro lot the other afternoon got it, courtesy of Sam Katz. . . .

◆

The 115 minutes which followed demonstrated several things, all in profusion. They proved quickly the grapevine, in this instance anyway, was correct to the last lavish encomium and that about this picture something beyond a routinized review should be written. More or less freely adapted from the Kipling work and with eighteen months of industry behind it and $1,500,000 in it, "Captains Courageous," to keep it nautical, is a whale of an attraction. They have been saying here it has the spiritual lift of "The Miracle Man." It all depends upon the approach. This angle failed to hit us midships nearly so much as the sincerity and the superb craftsmanship which mark what is a notable picture in every department. . . .

◆

Even on the slightest of analyses, plot is meagre. This is it: Freddie Bartholomew is ten, the son of a tycoon too busy to get close to his own offspring. The boy is arrogant, crafty, unwholesome and downright brutal. He bullies his schoolmates, goes too far, is uncovered and temporarily dismissed. Melvyn Douglas, the father, urged to take him in hand, takes Freddie to Europe. When the liner lurches, the youngster is hurled into the ocean. Spencer Tracy, who plays Manuel, Portuguese fisherman booked on a schooner out of Gloucester, picks him up. Aboard the *We're Here,* it is no dice for the spoiled brat. He is on his own, the crew against him and port three months and a hold of cod away.

◆

The remainder of the picture skillfully and touchingly trades Freddie's regeneration under the simple and honest ministrations of Tracy. Under the sun that burns him, the moon that washes him and the waves that drench him, all of the petty meannesses are routed out of the boy's make-up until there finally comes the day when not only he and Tracy are fast pals, but the entire boat as well. A climax, to be sure. It comes in the race to reach Gloucester and the market first, the strain on the canvas which gives away, wrapping torn masts and lines around Tracy's body and bringing him death and relief only when Lionel Barrymore cuts loose the tangled wreckage. Grief-stricken Freddie, inconsolable for a time, eventually is reunited with his father with an indicated happier understanding for them both. . . .

◆

"Buddy" Lighton produced and Victor Fleming directed. They were at it, for one reason or another, including heartbreaking waits for mountainous waters which have been difficult to find on the Pacific, for so long the studio more than once was inclined to call it a day. But the patience which marks M-G-M's major endeavors prevailed once again and the consequence is one of the outstanding pictures out of this film factory town in more time than we can readily call to mind. Gorgeous and magnificent seascapes unfold one after the other. Understanding and complete humility were caught in the script, a combination job by John Lee Mahin, Marc Connelly and Dale Van Every, and fortunately imprisoned by intelligent and arresting direction. . . .

◆

Freddie Bartholomew, who has earned his acting spurs long since, never has delivered a performance which compares; he makes many of his adult colleagues look like a bunch of elocutionists posing in front of a mirror for their own amusement. Tracy, with his soft-spoken patois, his shifts in mood from the gentle to the brawny and the constant and persuasive expounding of his philosophy of faith, performs so well and with so much distinction already Hollywood is talking about him for the year's Academy prize with nine months yet to come. "Captains Courageous" has heart, a big heart, and sweeping appeal. It is artistic, but it is likewise commercial, definitely and absolutely, as the next few months will come along to substantiate. . . .

Legion Approves 19 Of 20 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved 19 out of 20 for general or adult patronage, and classed one as objectionable in part. Fourteen were approved for general patronage, and five for adults. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"California Straight Ahead," "Girl Loves Boy," "Land Beyond the Law," "Law of the Ranger," "Lightnin' Crandall," "Sing While You're Able," "Song of the City," "That Man's Here Again," "Top of the Town," "Trapped," "Trouble in Morocco," "Westbound Mail," "When Love Is Young," "With Love and Kisses." Class A-2, Unobjectionable for Adults—"Herren vom Maxim" (German), "Hofkonzert" (German), "Die Kleine Schwindlerin" (German), "The Man Who Found Himself," "Midnight Taxi." Class B, Objectionable in Part—"Outcasts of Poker Flat."

Youth Organization Plans Film Program

A film program has been inaugurated by the Junior Americans of the United States, a membership organization of children between six and 21 years, organized by Harold Davis Emerson and Eli Gottlieb, formerly with Columbia.

According to the present plan, each unit will have about 1,000 members, and weekly meetings will be featured by the showing of films especially selected for the age group. It is planned to lease theatres in all communities where units are located. The leases will be for periods when the houses are usually dark, Saturday or Sunday morning. The movement is described as a factor in a campaign to curb juvenile delinquency.

Appreciation is expressed by the organization for the cooperation of numerous industry executives, including Samuel J. Briskin, Nate B. Spingold, Arthur DeBra, Roy Curtis, Max Weisfeldt, Norman H. Moray, John Manheimer and Harold Rodner.

Warner Sales Drive Ends

The Sears Drive, conducted by the Warner sales department for the past 15 weeks, and named for Gradwell L. Sears, general sales manager, came to an end yesterday. The company reported the final week of the drive as resulting in the largest week's business in distribution, collections and accessories sales in Warner history.

Edward Laemmle Dead

HOLLYWOOD, April 4. — Edward Laemmle, director and nephew of Carl Laemmle, died here of a heart attack Friday night. He was 49. Laemmle was a graduate of Northwestern University and had worked at the Universal studios for 18 years.

Will Aid Rogers Fund

Moe Kridel of the Colonial and Palace, Orange, N. J., and William Landau of the Heights, Washington Heights, N. Y., have pledged their support to the Will Rogers Memorial Fund committee in charge of the annual drive for funds.

Collections in all theatres throughout the country start on April 30.

Southwest Has High Hopes of Bright Season

(*Continued from page* 1)

of the past 11 weeks in Kansas City and in most of the territory Friday, Saturday and Sunday have been inclement. It has rained, snowed, or sleeted, or has been cold. With theatres doing almost 50 per cent of their business on weekends, this factor has cut into grosses appreciably, both first and subsequent runs, in Kansas City and out.

But exhibitors are not complaining. They would like to see a better break in weekend weather, but they feel that with any sort of luck between now and June, the business lost because of rain and snow will come back through the box-office multiplied many times. They are taking the long view, and are able to do so because they have been feeling the effect of the drought for the past six years.

Drought Area Optimistic

Even western Kansas, "dust bowl" of newspaper publicity, barring winds and dust storms, has a very good chance of coming back this season, the first time in six years. Moisture conditions there are the best in years and crop authorities hold the chances very good for the best wheat crop since 1931. Exhibitor optimism is indicated in the plans of many for improvements in theatres, on the basis of prospective business.

In Missouri conditions have improved materially since the drought last year. Not only is there a general improvement in business, but crop and price factors are much better as well, reports the monthly agricultural economic review published by the Missouri College of Agriculture.

The same word comes from Iowa.

"I have never seen so much building of new theatres in Iowa," commented E. C. Leeves, district sales representative of Erpi, on his return here after a long trip.

New England Circuit Holdings Show Gains

Boston, April 4.—New England independent theatre holdings have decreased approximately 17 per cent in the past two years, and circuit holdings have increased about eight per cent, according to supplement just added to the 1937 *Theatre Guide* issued by the Boston Film Board of Trade.

The fact that a number of town and fraternal halls which formerly housed silent films have been deleted from the new guide partly accounts for the loss on the independent side of the ledger, but it cannot account for the fact that circuits have shown such a marked growth. New England, not including Connecticut, is now shown as having 350 circuit theatres and 658 independent houses.

Gordon Heading East

Hollywood, April 4.—Max Gordon will leave for New York about May 15 and shortly thereafter will sail for London where several current plays, all possibilities for his fall stage season in Gotham, call for his attention.

Out Hollywood Way

Hollywood, April 4. — Harry Sherman is rushing production on his "Hopalong Cassidy" series in an effort to catch up with schedule. There will be no rest between "North of the Rio Grande" and "Rustlers' Valley," and "The Barrier" will be started May 5.

Sol Lesser will cut in 32 film critics from as many cities on a telephone hookup for a description of the making of a scene for "Make a Wish." . . . Rita Cansino signed to a term pact by Columbia and her name changed to Rita Hayworth. . . Charles Gorin finishes work in "Broadway Melody of 1937," M-G-M, and leaves for Metropolitan Opera Co. concerts in New York and Chicago. . . . Pete Smith off for a 10-day stay at Palm Springs.

Helen Gahagan here to spend the summer with her husband, Melvyn Douglas. . . . Gary Cooper, back from eastern vacation, resumes work in "Souls at Sea," Paramount. . . . J. P. Normanly, Universal treasurer, home with flu. . . . Steven Wilkinson, New York stage director, signed by Advance Pictures as associate producer.

Charles Boyer's new Wanger contract is on a producer-actor basis. . . . Ian Hunter cast in "That Certain Woman," Warners, in place of John Barrymore. . . . Dick Powell and Ginger Rogers may be co-starred in "Hollywood Hotel" by Warners.

◆

Casting—John Trent in "The Ascending Dragon," Schulberg-Paramount. . . . Jonathan Hale and Edward Ellis in "Midnight Madonna," Judy Canova in "Artists and Models" and Russell Hayden in "Hills of Old Wyoming," Paramount. . . . Paul Porcasi, Clarence Wilson, Erville Alderson, Maude Turner Gordon and Edward Keane in "The Emperor's Candlesticks," M-G-M.

Fiske O'Hara, Barry McCollum, Roger Gray and Arthur Aylesworth in "Parnell," M-G-M. . . . Reginal Denny, Henry Armetta, Herman Bing and Billy Gilbert in "Make a Wish," Sol Lesser. . . . George Tapps in "Walter Wanger's Vogues of 1938." . . . Edward McWade, Otto Hoffman, Paul Irving, John Elliott, Ralph Lewis, Harry C. Bradley, Lloyd Ingraham and Albert Henderson in "Topper," Hal Roach. . . . Billy Benedict in "White Heat," and Thurston Hall in "With Best Regards," Columbia.

◆

Directors—Lewis D. Collins assigned to "Carnival Queen," Universal. . . . Walter Mayo to be King Vidor's first assistant on "Stella Dallas," Samuel Goldwyn. . . . Rowland V. Lee gets new term contract at RKO and is assigned to Jesse L. Lasky's "Music for Madame," starring Nino Martini. . . . William Thiele to direct "Carnival in Paris," musical miniature, M-G-M.

◆

Writers—Waldemar Young given new term contract at M-G-M. . . . Gertrude Berg to write Bobby Breen's next story for Sol Lesser.

◆

Story Buy—Samuel Goldwyn acquired "Heaven on Wheels," original by Harry Selby.

◆

Title Changes—"The Old Soak" now "Good Old Soak," M-G-M. . . . "Last Year's Kisses" now "You Can't Have Everything," 20th Century-Fox.

Pass Kansas 2% Sale Tax; Session Ended

(*Continued from page* 1)

legislation between legislative sessions.

In the finale shuffle, the following proposals were lost: increases in invidual and corporation income taxes; amusement taxes; two per cent tax on all forms of advertising, including films and radio; fixing hours and wages in industry.

New "U" to Observe First Anniversary

(*Continued from page* 1)

sales drive for James R. Grainger, general sales manager.

Cochrane reported that Universal now has 10 features ready for release or completed at the studio, half of which have been screened already for home office officials.

J. Cheever Cowdin, chairman, and Samuel Machnovitch, Universal treasurer, are due here from the coast today by plane following a week of conferences at the studio.

Interboro Takes Two

Interboro circuit has taken over two Brooklyn theatres, the Vanity and Sunset, from the Barr Bros., John Benas and M. Matta. The two houses were in opposition to some of Interboro's units.

Casey Holds Initial Conference on Labor

(*Continued from page* 1)

for the producers. The formal sessions with heads of the major production companies are scheduled to get under way at Casey's office today.

Revisions of the wage and hour schedules of the five-year basic agreement for a number of the studio crafts are expected to be negotiated during the sessions, which will continue throughout the week. In addition, heads of the five labor unions are expected to recommend the inclusion of the Screen Actors Guild in the basic agreement. The unions now included are the American Federation of Musicians, I.A.T.S.E., I.B.E.W., Teamsters & Chauffeurs International and Carpenters & Joiners.

Hertz Gets 167,000 Of Para. Debentures

(*Continued from page* 1)

common, bringing his holdings to 16,980 shares, also was reported to the commission.

A report on Columbia Pictures showed acquisition by Jack Cohn, New York, during February of 12 shares of common and 964 common voting trust certificates. At the close of the month, Cohn held 517 shares of common and 39,534 voting trust certificates.

Norma Shearer Now A Partner In Mayer Firm

(*Continued from page* 1)

intention to maintain the Metro family without a split in the ranks.

In the background is the Mayer company, formed some years ago under a contract which still has several years to run. Mayer, Rubin and Thalberg, as participating partners, shared in the profits of pictures they produced for the company. It was this profit-sharing which accounts for the huge earning power of these three individuals. Miss Shearer is understood to have claimed equities and profits accruing from Thalberg-produced pictures which are still in distribution throughout the world.

It is understood that the stipulated terms provide three payments and that each will be grafted to each of the first three pictures Shearer will make. This will supplant a flat salary well up in six figures for each picture.

It is not unlikely that Hunt Stromberg or Bernie Hyman will be assigned to production of the Shearer films, with current indications pointing to Stromberg as the choice.

Young to Join M-G-M

Hollywood, April 4.—Waldemar Young, for some years on the Paramount writing staff, has resigned to join M-G-M. Young's new contract is said to be for a straight two-year period without options. He will first work on a story for Producer Louis D. Lighton.

Decision on Sales Tax Moves Is Near

(*Continued from page* 1)

state's highest tribunal without further appeal will be reached at the meeting, due largely to the fact that the high court's opinion was unanimous. A majority of the distributors' attorneys incline to the view now that further contest of the ruling in the courts would be futile. So far as is known, only two further legal steps are available, an application for a rehearing by the Court of Appeals or an appeal to the U. S. Supreme Court.

Weekly Payments on Shorts Are Attacked

(*Continued from page* 1)

further as restating its "definite position" against non-theatricals, "particularly Columbia." The unit adopted the slogan, "Don't hurry to buy—don't sign any film contracts for new season product at this early date." It also went on record as opposed to all drives, "regardless of the company inaugurating same." The opposition to drives was based on the belief that "they are not to the best interest of the exhibitor or healthy to the industry, and they injure the exhibitors in setting up their bookings."

Dave Prince Joins U. A.

Atlanta, April 4.—Dave Prince, formerly with Paramount, has been named special southern representative for U. A.

◂ Purely Personal ▸

A. P. WAXMAN is leaving by plane for Hollywood today in connection with the campaign for the Will Rogers Memorial Fund to be observed in all theatres the week of April 30.

•

George Weeks, G. B. general sales manager, and Clinton M. White, assistant sales manager, return today from a tour of exchanges.

•

J. Henry Somake, Erpi's European legal adviser, has left for London with Mrs. Somake following conferences at the home office here.

•

William Shiffrin and Jefferson Parker have sold their unproduced play, "Crazy People," to RKO. Bob Sisk will produce.

•

Gilbert Miller arrives from London today with Mrs. Miller on the *Queen Mary*.

•

Nat Levine arrived from the coast over the weekend and will sail shortly for a 10-week vacation abroad.

•

George Jessel is in town from the coast.

Stage Backers Will Ask Aid of Industry

(*Continued from page* 1)

stage move admit, it will be necessary first to have available a number of properly constructed and equipped theatres throughout the country. The bulk of these are film houses.

Sponsors of the new theatre council are endeavoring to enlist the American Federation of Musicians, Scenic Artists and Theatrical Protective Union (stagehands and electricians) in the move. Action by these is expected shortly. Thereafter, officers and directors of the council will be elected and a national advisory board chosen.

Little of a definite nature in the way of advancing the campaign is expected in advance of the May convention, although indications are that efforts will be made before then to sound out exhibitors on their willingness to lend aid, and the Government on the chances of granting subsidies or other material aid to a national stage movement.

The convention is expected to attract dramatists, actors, managers, theatre owners, road managers, theatre labor representatives, Federal theatre officials, summer theatre sponsors, stock theatres and experimental theatre sponsors, promoters of the Council say.

Leichter Closes for 8

Mitchell Leichter, vice-president of Advance Pictures, has closed a deal with Guaranteed Pictures for the distribution of eight H. H. Van Loan stories to be produced next season. By the deal Guaranteed has world and exclusive U. S. rights. The initial picture will be ready Sept. 1.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Think Fast, Mr. Moto"

(*Twentieth Century-Fox*)

Hollywood, April 4.—This is a novel mystery story that differs from the usual routine by making the identity of Peter Lorre, who plays the title role, uncertain until the finish. Lorre is a sinister character who confides in no one and holds interest by exhibitions of jiu jitsu, card tricks and mysterious appearances from nowhere.

As the plot unfolds it develops that Lorre is an amateur detective intent on capturing a gang of jewel smugglers who interfere with his own legitimate importing business. Also concerned in the adventure are Thomas Beck, the son of a shipowner, whose romance with Virginia Field, an accomplice of the smugglers, links him with their plot. The story also ties in Sig Ruman, the brain of the smuggling outfit; John Rogers, Murray Kinnel and J. Carrol Naish, as lesser desperadoes.

Norman Foster's direction ably extracts all the subtleties in the script which he wrote in collaboration with Howard Ellis Smith. The original story is by J. P. Marquand. Sol Wurtzel's production rates high in the mystery-action classification and the picture should please all audiences seeking that type of entertainment.

Production Code Seal No. 3,199. Running time, 65 minutes. "G."

"Mountain Justice"

(*Warners*)

Hollywood, April 4.—Delving into yesterday's headlines which screamed of the girl who killed her father accidentally following mistreatment, and combining with it a well developed romance and the effort of the girl to bring medical aid to the mountain folk, the writers and director of this film have made of it a compelling drama of hill country life.

Its moments of tragedy, and there are many, almost too weighty, its excellent characterizations having the breadth of reality, the film is given active impetus with a stirring open air trial as the girl is tried for the murder of her father, and the bold maneuver by which she is rescued from a hood-covered mob of grim mountaineers after the jury recommends clemency.

Josephine Hutchinson as the girl and Robert Barrat as the almost crazed father whose mistreatment of her probably will be shocking to many, offer sterling performances, while able support comes from George Brent, the young lawyer from "outside," with whom she falls in love; Guy Kibbee as the country doctor who shares with the girl a desire to establish clinics for the poor children of the hills, and Mona Barrie, Miss Hutchinson's friend, who contributes to the clinics.

Michael Curtiz, director, has crowded his picture with action and drama, and in their original screenplay Norman Reilly Raine and Luci Ward have given him and the cast something with which to work.

Running time, 85 minutes. "A."

(Additional Reviews on Page 17)

Wisconsin Circuit Changes Personnel

Milwaukee, April 4.—A shift of personnel by H. J. Fitzgerald, general manager of Fox Wisconsin, finds A. H. Miller the new district manager for the circuit's Strand, Miller, Riviera, Kosciuszko, Layton Park, Grace, Paradise and Allis, with L. Roy Pierce concentrating on the Wisconsin, Palace, Tower, Oriental, Downer, State, Venetian, Sherman and Shorewood. All are located in Milwaukee County.

Henry Tollette, former assistant to Pierce, has been named manager of the Oriental, and Jack LeVois, former assistant supervisor of the houses in the state, has been named manager of the Wisconsin. Verne Touchett of Fond du Lac succeeds LeVois as assistant to State Supervisor W. V. Geehan, and Harold Knudson, formerly manager of the Odeon in Beaver Dam, succeeds Touchett as manager of the three Fond du Lac houses.

Five New Theatres On Way in Detroit

Detroit, April 4.—Two new deluxe neighborhood theatres will be opened shortly in Detroit and three others will be in operation by fall.

Work is progressing rapidly on Joseph Stoia's new Circle in the West Warren district and Barney Kilbride has broken ground for his new Beverly at Grand River and Oakman blvd.

Construction will start soon on Ben Cohen's new Congress at Michigan and Lonyo, as well as on Jim Robertson's new Will Rogers in the Grosse Pointe area. Ray Schreiber's new house in Highland Park also will be ready by fall.

Delaware Strike Off

Wilmington, April 4.—A general strike of all truckmen here, which had threatened to close film theatres owing to the impossibility of getting delivery of films, was called off yesterday. Theatres are operating as usual.

Variety Club

Omaha

Omaha, April 4.—The local tent has revealed that the financial success of the national convention here April 17 and 18 is guaranteed.

Goals of $4,000 set for the dinner-entertainment and $5,000 for the souvenir program have been attained. Four hundred $10 tickets for the dinner have been sold and at least 50 more will be purchased, local barkers said. The advertising revenue has exceeded the $400 quota.

Bob Burns and Martha Raye may be sent to the convention by Paramount. Shirley Ross, formerly of Omaha, is another Paramount possibility and it is believed M-G-M and 20th Century-Fox will send at least one representative each.

The attendance of M. H. Aylesworth as convention speaker seemed assured following a long distance conversation between J. E. Davidson, president of the Nebraska Power Co., a personal friend, and Aylesworth. Evert R. Cummings, chairman of the entertainment committee, still declines to announce the identity of other acts on the banquet program.

E. M. Loew Planning Lynn Drive-In House

Boston, April 4.—E. M. Loew has completed negotiations with the Port Authority of the City of Lynn to lease 160,000 square feet of land on city-owned property for the erection of an open air automobile drive-in theatre.

The lease was drawn by City Solicitor Patrick F. Shanahan. It calls for a three-year original lease with an option of renewal for three, five, or 10 years at $4,000 per year with Loew paying the taxes. An option to buy at a price to be determined later, if necessary, by an arbitration board, is also contained. The theatre, on a main highway to the North Shore, will accommodate about 300 cars and will cost about $40,000.

Wall Street

Losses Spot Board

	High	Low	Close	Net Change
Consolidated, pfd..	15⅛	14⅞	15⅛	+ ⅛
Eastman	163	163	163	.....
Eastman Kodak, pfd.	150	150	150	.....
General Theatre Equipment	29	29	29	—1
Loew's, Inc........	79½	78¼	79	— ¼
Paramount	25⅜	24⅞	24⅞	— ⅛
Paramount 1 pfd..	175	175	175	.....
Paramount 2 pfd .	22⅞	22½	22½	.....
Pathe Film........	8¼	8¼	8¼	— ¼
RKO	8⅝	8⅜	8½	— ⅛
20th Century-Fox..	37½	37½	37½	— ¼
Warner Bros......	14½	14¼	14⅜	— ⅛

Little Curb Change

	High	Low	Close	Net Change
Sentry Safety.....	¾	¾	¾	.....
Sonotone	1¾	1¼	1¾	.....
Technicolor	21	20⅜	20½	— ¾
Trans Lux.........	4⅝	4⅝	4⅝	+ ⅛

Bonds Change Lightly

	High	Low	Close	Net Change
Keith B. F. 6s '46.	97⅞	97⅞	97⅞	.....
Paramount Pictures 6s '55......	100	100	100	— ¼
Warner Bros. 6s '39 wd...........	95¾	95½	95½	— ⅛

(Quotations at close of April 3.)

FRED ASTAIRE

GINGER ROGERS

KATHARINE HEPBURN

PAUL MUNI

MIRIAM HOPKINS

FRANCES FARMER

JACK OAKIE

EDWARD ARNOLD

FRANCHOT TONE

CARY GRANT

JOE PENNER

These Big Names in Five Big Pictures Right Away

PARKYAKARKUS

MILTON BERLE

EDWARD EVERETT HORTON

HARRIET HILLIARD

HARRIET HOCTOR

A vision of glowing loveliness sparkles on the screen.

KATHARINE HEPBURN · FRANCHOT TONE

Quality Street WITH

ERIC BLORE
CORA WITHERSPOON
FAY BAINTER
ESTELLE WINWOOD

RKO RADIO PICTURE
FROM THE STAGE PLAY BY
J. M. BARRIE

DIRECTED BY GEORGE STEVENS
PANDRO S. BERMAN PRODUCTION

FRED ASTAIRE
GINGER ROGERS
IN
SHALL WE DANCE
WITH

EDWARD EVERETT HORTON
ERIC BLORE
JEROME COWAN
KETTI GALLIAN
WILLIAM BRISBANE
AND
HARRIET HOCTOR

MUSIC BY
GEORGE GERSHWIN
LYRICS BY
IRA GERSHWIN
DIRECTED BY MARK SANDRICH
PANDRO S. BERMAN PRODUCTION

RKO RADIO PICTURE

Ginger stops stomping to grab the baton . . . "Give, boys!"

Millions of fans have wondered if Fred and Ginger can possibly top the marvelous things they've done in the past—the things that have made their pictures break theatre records everywhere! . . . The rousing answer is on the screen! . . . One after another come the unexpected twists, the striking evidences of originality and entertainment greatness—from gasping big production numbers to intimate comedy delights! . . . And Gershwin's musical score! . . . Already it's Hollywood gossip that it embraces more than any picture's rightful share of hits! . . . If there's any more exciting news in show business than the fact that a new Astaire-Rogers show is ready, it's the further fact that the queen and king of song and swing have bigger and better surprises than ever.

EDWARD ARNOLD
CARY GRANT
FRANCES FARMER
JACK OAKIE IN

THE TOAST OF NEW YORK

RKO RADIO PICTURE

DIRECTED BY ROWLAND V. LEE
AN EDWARD SMALL PRODUCTION

Wasp waist

"**Stick to me** and you'll wear diamonds! . . . I'll have your name emblazoned all over Broadway! . . You'll be the toast of New York and the light of my life!" Edward Arnold, as Jim Fisk; Frances Farmer, as Josie Mansfield.

and hefty hips . . . Ah, girls were an armful then!

Those were the days of REAL revelry on Broadway! . . . the days when a man could drink champagne from a chorus girl's slipper and be the lion of the hour—if he could afford it! . . . Those were the times for making millions—and spending them on high living . . . the days when the young industrial giants who were marching with the surge of America trod in glory across the most glamorous age of the wildest, wickedest city in the world! . . . Jim Fisk, Daniel Drew, Commodore Vanderbilt and all the others—the blue bloods and the red bloods, rivaling each other in business and romance to get the most out of life!

Conspiracy! . . . To gain control of the Erie Railroad? . . . To corner the country's gold? . . . or just to learn the romantic plans of their perpetual rival?

There's danger in the glance of this dancing girl from France! . . . Fleurique, as played by Thelma Leeds.

Luke, the peddler, grown rich overnight, laughs his way into romantic rivalry for the favor of the girl all New York is talking about!

"Today, I am a man," theme-lines Milton Berle, with Parky to the left of him and Jo-Jo Joe to the right! Three great comedians in the world's greatest fun feature!

NEW FACES OF 1937

WITH

JOE PENNER · PARKYAKARKUS
MILTON BERLE · HARRIET HILLIARD
AND A HOST OF NEW FACES

RKO RADIO PICTURE
LEIGH JASON . . DIRECTING
EDWARD SMALL . . PRODUCING

Harriet Hilliard, whose silvery voice and magnetic charm captivate the airways!

Like the weather, of which Mark Twain said, "everybody talks about it but nobody does anything," is the proposition of new faces for your screen! . . . RKO-Radio has DONE something. . . Given you a grand new musical show of new ideas, introducing a host of NEW FACES, bolstered by draw names of unquestioned strength. . . Names of outstanding radio stars, with millions of followers. . . Names covering types of entertainment to bring everybody into your theatre . . . and countless new faces to make the folks come back again and again!

Joe Penner gives his all to art . . . and all he gets is laughs!

"HERE COMES PARKYAKARKUS!" . . . The signal for the howlingest laughs ever since the Greek dialectician (wow!) first cracked the ether!

A "Berleske" on murder . . . with mysterious Milton giving the hypo to one of the famous "Penners from Heaven."

FROM NOW ON RKO RADIO LEADS THE PARADE . . . THE KIND OF A PARADE YOU WANT TO MARCH IN! . . . THE PROOF IS IN THESE FIVE BIG SHOWS— MADE, EDITED, READY FOR RELEASE . . . ONE AFTER ANOTHER! . . . BUT THE PARADE HAS ONLY STARTED! . . . AMONG THE PICTURES EQUALLY AS BIG YET TO COME ON THIS PRESENT 1936-37 PROGRAM ARE FRED ASTAIRE IN "DAMSEL IN DISTRESS," WITH GERSHWIN'S MUSIC . . . HOWARD HAWKS' DIRECTION OF KIPLING'S "GUNGA DIN" SCREEN PLAY BY HECHT AND MACARTHUR . . . JACK OAKIE IN "SUPER SLEUTH" . . . ANOTHER BIG HEPBURN PICTURE . . . BOBBY BREEN IN "MAKE A WISH" . . . GINGER ROGERS IN "VIVACIOUS LADY" . . . BARBARA STANWYCK IN "A LOVE LIKE THAT" . . . JOE E. BROWN IN "ALL IS CONFUSION" . . . AND AN OUTSTANDING SCREEN PRODUCTION STARRING CLAUDETTE COLBERT.

RKO
RADIO
PICTURES

LITHO U.S.A

Short Subjects

"Romance of Robert Burns"

(*Vitaphone*)

A brief romantic interlude in the famed Scotch poet's life is enacted in this two-reeler. It is done in Technicolor and should be satisfactory as historical entertainment. The treatment is similar to the Patrick Henry and Francis Scott Key films. The romantic story is of a familiar pattern. Though love is in his home town, Burns goes to Edinburgh to find it. The flush of success fails to change him from his farmer-poet breeding and he brawls with the snobbish aristocracy. He also learns of false affection. He returns home and marries Jean Armour.

The climax is worked out with the old race-against-time histrionics, but on the whole the film is first rate. The color and atmosphere of Burns' period is convincingly re-created. Of course "Auld Lang Syne" is sung and Owen King, who plays Burns, effectively recites one of the poet's more serious efforts. Reviewed without production code seal. Running time, 16 mins. "G."

"The Wedding Deal"

(*Columbia*)

The story involved in this Court of Human Relations issue is dull stuff clumsily handled. Perhaps it will find acceptance with the great *True Stories* circulation. The plot concerns the plight of a young doctor who married so he could be financed through college by the bride's father. In his work he falls in love with a patient who breaks off when she learns of his wife. Later, the patient dies and leaves a child. The whole problem concerns the couple's adoption of the young girl. It is settled after a reel of unconvincing dramatics. Production Code Seal No. 01,217. Running time, 11 mins. "G."

"Singing in the Air"

(*Radio*)

A rather novel and entertaining idea is offered in this comedy. It concerns the efforts of Edward J. Flanagan to put Diana Lewis over on a radio program that is to be broadcast from their company's airplanes. Interwoven in the slight plot are some pleasant songs. Kitty McHugh, Donald Kerr and Harry Bowen round out the comedy. Production Code Seal No. 2,574. Running time, 19 mins. "G."

"Ski Skill"

(*M-G-M*)

The combination of spectacular skiing scenes in the Austrian Tyrol with witty narration by Pete Smith makes an item that will satisfy. The excellent cutting of the various aspects of a downhill ski chase creates a mood of spectacular exhilaration that communicates itself to the audience. The clever stop and slow motion effects evident in the Smith output are present. Production Code Seal No. 3,970. Running time, 10 mins. "G."

"It's a Living"

(*Paramount*)

The many little known occupations that provide sustenance for many people are revealed here. The artificial eye industry, wig making, the manufacture of corncob pipes, a professional screamer, a pie thrower for the films, and finally spectacular scenes aboard a tuna clipper with the technique of angling set forth. It is done in color. Production Code Seal No. 3,015. Running time, 11 mins. "G."

"Romantic Mexico"

(*Van Beuren-Radio*)

A first-rate travel item splendidly photographed. Various interesting buildings, parks, ruins, canals, etc., are shown in fine camera compositions and Alois Havrilla's comment is enlightening. It should be a welcome change from European travel fare. Production Code Seal No. 01,444. Running time, 10 mins. "G."

"King Soccer"

(*Rice-Paramount*)

The national game of the Argentine —Soccer—is offered in this Sportlight. But it is more than just an illustration of how the game is played south of the Equator. With enlightening continuity, it covers the sporting and cosmopolitan life of Buenos Aires in an interesting manner. Also, Ted Husing gives facts and figures both geographical and pertaining to soccer. The latter takes up the second half of the reel and many exciting plays are shown. Production Code Seal No. 01,478. Running time, 10 mins. "G."

"Glimpses of Java and Ceylon"

(*Fitzpatrick-M-G-M*)

Here are superb camera scenes of the two islands in the Far East. Technicolor reveals the colorful aspects of the inhabitants, buildings and occupations. There are also fine camera portraits of the native types. The accompanying narrative is lucid and informative. It maintains the high standard of other offerings by Fitzpatrick. Production Code Seal No. 3,093. Running time, 9 mins. "G."

Looking 'Em Over

"Beethoven Concerto"

(*Amkino*)

The novelty of this production from Russia lies in the fact that there is considerably less of the usual propaganda for the Russian system than is generally found in importations from that source.

It concerns the competition sponsored by the Government for child musicians, and therein is subtly inserted the conception that the Soviet state is at great pains to care for its young, give them the greatest of opportunities and see to it that budding genius shall not go unsung.

However, in that the film lacks much in basic technical and production value, it has its appeal chiefly for those whose hands automatically move to applause when the product of the Soviet screen appears. It must be said that the two children who play the leading roles, two young violin students, perform with an ingenuous ease which leads one to believe the program note that the children are not professionals.

The two children, one the son of a violin teacher, are trained for the competition by the professor. The son wins a hearing, the second fails, but shares in his friend's triumph as the young violinist plays a composition of the other boy. There are numerous human and humorous touches throughout.

No production code seal. Running time, 70 minutes. "G."

Overseas Previews

"Menilmontant"

(*Paris-Ciné-Films*)

PARIS, March 26.—"Menilmontant" is one of those districts of Paris situated at the city limits, on a hill, where, surrounded by modern buildings, one can still find old hovels, with gardens around them. The film shows the lives of the good people who live there, simply, easily pleased, and with their dreams and their hopes.

The entire film is moving, as it recounts the story of these simple and pathetic figures. It is the direct opposite of the sophisticated stories so often shown on the screen.

Three men, costermongers, live in Menilmontant. They find a diamond brooch and return it to the owner, a wealthy woman. She wishes to reward them, but they refuse. Instead of rewarding them personally she gives them the funds necessary for the realization of their dream, which is to build a garden for the children of Menilmontant.

The film has been directed with much understanding by René Guissart. It shows life in a poor district of Paris and there are many scenes, with children, which are full of freshness. Signoret, Larquey, and Bever take the parts of the old men perfectly. Therése Dorny, Valentine Tessier, Josette Day and Bernard Lancret are also in this excellent cast. Not attempting to be a big picture, this is worthy of notice, and it may interest foreign audiences who will find in it a clean and unusual film.

Running time, 85 minutes. "G."

AUTRE

Short Subjects

"Little Maestro"

(*M-G-M*)

There is a similarity in this satirical effort with the early Charlie Chaplin films. The plot blends pathos and comedy and unwinds as rather novel entertainment. Jerry Bergen pantomimes his way through the picture as a hungry violinist who wanders into a night club kitchen. He is received with open arms by the music-loving chef and fed royally. Then he must do his stuff. Hardly ever uttering a sound, he goes through a series of idiotic turns on the floor that will bring guffaws by the dozen. It is different. Production Code Seal No. 2,812. Running time, 11 mins. "G."

"Sailor Maid"

(*Columbia*)

Obvious comic antics are re-hashed in this comedy. Polly Moran is featured. The meagre plot has Miss Moran introduced as a deportee. After she escapes from immigration headquarters, two reels are devoted to recording her exploits as she tries to marry herself to a sailor. Her chase takes her aboard a battleship, out to sea and finally into the sea. But she gets her man and strikes out for shore. It is the lowest sort of slapstick. Production Code Seal No. 2,926. Running time, 19 mins. "G."

"Horse Play"

(*Radio*)

Jack Norton's comic antics in this two-reeler should prove satisfying. The slight story involves Norton with his cranky neighbors when he joins a polo club. The gift horse included with his membership irritates Kitty McHugh, his wife, and Frank O'Connor. This irritation is the basis of the humorous content and resulting scenes are well handled. Production Code Seal No. 8,621. Running time, 18 mins. "G."

"The Fella with the Fiddle"

(*Vitaphone*)

A pleasant and well executed color cartoon. In flashback, it illustrates a lesson to young field mice in greed. Grandpa field mouse tells the story of a phoney blind fiddler whose lust for gold lands him in the interior of a marauding cat. The picture has exciting sequences and hands the audience a laugh at its conclusion. Production Code Seal No. 3,096. Running time, 7 mins. "G."

"Bosko's Easter Eggs"

(*Harman-Ising-M-G-M*)

The younger element in the audience will appreciate the idea set forth in this cartoon. It concerns a pair of pickaninnies and their exchange of eggs on Easter morning. Young Bosko smashes his eggs. To replace them he steals his girl's collection which have just been laid and thereby gets himself involved with an irate hen. From that point on he is tormented by the distraught hen and only after the eggs are hatched with the aid of a hot water bottle does he rest from her ire. It is well drawn and colored material. Production Code Seal No. 3,105. Running time, 8 mins. "G."

FCC Approves Licenses for Five Stations

By CLARENCE LINZ

Washington, April 4.—The F.C.C. has granted licenses to KROC, Rockford, Ill., for a 1,410-kilocycle, 500-watt night and 1,000-watt power day station; Warners' KLS, Oakland, Cal., 1,280-kilocycle, 250 watts; KHUB, Watsonville, Cal., 1,310 kilocycles, 250 watts, day time only; WHP, Harrisburg, 1,430 kilocycles, 500 watts night, 1,000 watts day; KMO, Tacoma, 1,330 kilocycles, 1,000 watts.

The commission also increased the day power of KOY, Phoenix, to 1,000 watts, and granted authority to KTEM, Temple, Tex., to increase its day power to 250 watts.

Hearings Granted

At the weekly meeting of the broadcast division, hearings were ordered on the applications of Key City Broadcasting Co., Kankakee, Ill., for a new 1,500-kilocycle, 100-watt station; Dan B. Shields, Provo, Utah, for a new 1,210 kilocycle, 100 watts station, and Clark Standiford, L. S. Coburn, and A. C. Sidner, Fremont, Neb., for a new 1,370 kilocycle, 100 watt station, and KROC, Rochester, Minn., for increase of day power to 250 watts; WDNC, Durham, N. C., for change of frequency to 600 kilocycles and increase of power to 1,000 watts; WKEU, Griffin, Ga., for change of frequency to 1,310 kilocycles; WRC, Washington, D. C., for increase of power to 1,000 watts night and 5,000 watts day; KVOD, Denver, for change of frequency to 630 kilocycles and increase of power to 1,000 watts; WRBL, Columbus, Ga., for change of frequency to 1,330 kilocycles and increase of power to 250 watts night, 500 watts day; KTBS, Shreveport, La., for change of frequency to 620 kilocycles and increase of power to 500 watts day, 1,000 night, and KGAR, Tucson, Ariz., for change of frequency to 1,340 kilocycles and increase of night power to 250 watts.

The commission revealed the denial or dismissal of the applications of Clarence Scharbauer, Midland, Tex., and W. E. Wilkinson Broadcasting Co., Mason City, Ia., for new stations.

Here's 'Frisco

"You are to be congratulated upon the progressive step *Motion Picture Daily* has made in publishing radio news. Motion picture production, theatres and radio are so closely allied at the present time, it is necessary to treat them as one unit instead of separate units. Therefore, we are all taking a great interest in your radio page and the frank, constructive coverage you are giving. Please keep up the good work."—*Cliff Work,* resident manager, RKO Theatres, San Francisco.

"Hollywood in Person" Set

Hollywood, April 4.—NBC has lined up the schedule for "Hollywood in Person," the General Mills broadcast, for the first three days of the week.

Today will feature a tour of Shirley Temple's dressing room at 20th Century-Fox; Wendy Barrie and William Gargan will do an air appearance on a Walter Wanger set tomorrow and Wednesday. Paramount will introduce two of its young contract players, Terry Raye and John Patterson, also Oliver Hinsdell, dramatic coach, and Ted Lesser, talent scout.

Put Amateur Stunts on Air

Chicago, April 4.—"200 Meters and Down," a quarter-hour program dramatizing exploits of amateur radio operators, will be heard over WMAQ each Saturday at 12 Midnight, C.S.T. The series, written by Charles G. Bennet, will be sponsored by Hallicrafters, Inc., Chicago, manufacturers of radio equipment. It began last night. NBC Chicago actors and Ulmer Turner, Chicago *Herald-Examiner* radio editor, as narrator, are heard.

Dedicate WEEI Transmitter

Boston, April 4.—The new transmitter for WEEI located in Medford was dedicated last night by Federal, state and municipal officials as well as prominent business men, WEEI clients and advertising executives.

Gov. Charles F. Hurley gave a five-minute dedicatory address at 7 o'clock. Other officials present were Charles L. Kolster, F. C. C. supervisor here, and Mayor John J. Irwin of Medford and his staff.

Gallichio Goes to Coast

Hollywood, April 4.—Joseph Gallichio, who, with his orchestra, first played the Amos 'n' Andy theme song in their early radio days, is being brought to Hollywood from Chicago by Lord and Thomas to conduct an orchestra on the blackface duo's program. Gallichio's first appearance under the new arrangement will be today.

Ben Alley in Philadelphia

Philadelphia, April 4.—Ben Alley, former CBS singing star, who is making his radio comeback over WCAU, makes his first personal appearance in Philadelphia, having been booked for the full week at the Carmen Theatre. Alley is now doing a commercial program over WCAU for the Household Finance Co.

Lahr for "Merry-Go-Round"

Bert Lahr has been signed to take over the Sunday night "Manhattan Merry-Go-Round" program, effective April 11. The series is sponsored by Sterling Products for Dr. Lyons Toothpowder, and is heard Sundays on the NBC-Blue from 9 to 9:30 P. M,. E.S.T.

The series currently features Rachel Carlay and Pierre Le Kreeun, and Abe Lyman's orchestra.

Bob Goldstein agented the deal for Blackett-Sample-Hummert, Inc.

O'Toole to CBS Press Department

F. Patrick O'Toole, promotional contact man for United Airlines, has resigned to accept a post in the CBS publicity department, beginning April 12.

CKLW Joins Mutual Hookup with Gospel

CKLW, Detroit-Windsor, has been added to the Mutual station line-up broadcasting the Gospel Broadcasting Assn's "Rev. Charles E. Fuller Talks." The program is now heard over CKLW, WIND, KFEL, KOIL, KSO, WMB, and the Don Lee stations.

Additionally on Mutual, WSAI will be added to the stations broadcasting the Admiracion Laboratories "Tim and Irene" program, which begins April 18. The program will be heard over WSAI, WOR, WGN, CKLW, WAAB, WBAL, WCAE, WGAR, KWK, KHJ, KFRC, KDB and KGB.

Take U.P. News Flashes

Waterbury, April 4.—The Waterbury Brewing Co. has purchased a series of United Press news flashes over WBRY, consisting of five-minute flashes, at 9 A.M., 11 A.M., 1 P.M., 2:55 P.M., 8:55 P.M. and 9:55 P.M., six times a week, to continue through the summer.

The U.P. news service, subscribed to less than three months ago, has been worked up by the station to 13 news broadcasts daily, all sponsored. The fashion revue and sports roundup by U.P. have also found sponsors and the sales force is now working on the U.P. feature, "Woman in the News."

Reports Gains for KMPC

Hollywood, April 4.—Leo Tyson reports business gaining at KMPC, Beverly Hills. January was 28½ per cent over the same month of 1936; February, 17 per cent up, and March will be approximately 20 per cent, he averred. Tyson was recently appointed vice-chairman of the Radio Dep't. of the Los Angeles Advertising Club, of which he was formerly a director.

Honor Denver Police on Air

Denver, April 4.—An important local tieup is given KLZ to a commercial transcription, 'Honor the Law.' Names of police officers who have been cited for bravery and other praiseworthy acts are read over the air, and the reasons for their citations given. Letters are sent officers to be mentioned and the announcer calls attention to the fact the mention has been recommended by Police Chief George Marland.

McPhersen to Chattanooga

Des Moines, April 4.—Gaylord McPhersen, comedian accordionist, known over WHO in the Iowa Barn Dance Frolic and other programs as "Sheriff Quigley," is leaving this week for WDOD, Chattanooga, where he will direct, rehearse routine and announce a one-hour variety show each week day at noon and a two and one-half hour show each Saturday night.

WISN Adds "Open Door"

Milwaukee, April 4.—"The Open Door" is a new weekly feature over WISN each Wednesday at 9:45 P.M., C.S.T. The program features Ila Dudley, editor of "The Open Door" column in the *Wisconsin News* and includes answers by Mrs. Dudley to letters sent in by readers of the column seeking advice on domestic affairs.

Paul White of CBS Wed

Paul White, CBS director of public affairs, was married to Mrs. Sue Taylor Hammond, radio actress and dramatist, at Clarendon, Va., March 30, it was learned Saturday. The Whites will sail for England April 13, where White will supervise the CBS coronation broadcasts.

New Agency Formed

Casmir-Best, Inc., a new agency, has located in the RCA building. D. C. Casmir was formerly vice-president of Wadsworth and Walker, and Frank Best was advertising director of R. H. Macy and other department stores.

John Lagermann Stricken

John Lagermann, of the CBS publicity staff, while returning to New York from a vacation trip in Mexico, was stricken with an acute appendicitis attack, necessitating an operation in a Quincy, Ill., hospital, it was learned Saturday. He is convalescing nicely.

WHN to Have War Program

WHN will present a special program today in commemoration of the war anniversary, with addresses by Rear Admiral Belknap and Colonel Alexander of the 165th Infantry. The program will be on the air from 7:30 to 7:45 P. M.

Gossip Program Resumed

Detroit, April 4.—"Gossip of the Stars," Herschell Hart's chatter about radio people, has resumed on WWJ for its usual summertime sponsor, the Star Carpet Cleaning Co. Hart is radio editor of the *Detroit News,* and writer of the daily and Sunday column, "Air Gossip."

Lipton Has New Program

Chicago, April 4.—A new program sponsored by the Lipton Tea Co. and featuring Norman Pearce, will be broadcast Mondays, Wednesdays and Fridays over WMAQ at 10:15 P. M., C.S.T., beginning today. Frank Presbrey Co. handled the account.

WBRY Has 80 Programs

New Haven, April 4.—Jack Henry reports over 80 local programs weekly emanating from the New Haven WBRY studios, which is a new high. The number consists of live shows only, not including electrical transcriptions.

Anti-Climax

Peculiar things happen in radio. Saturday morning Burgess Meredith and Peggy Ashcroft offered a scene from their prize winning play, "High Tor," on WOR.

Hardly had the last words of the actors in the tense reenactment ceased echoing in the mike when an announcer raced to the word-box and offered a breathless blurb on the virtues of Iceberg Lettuce. It was one of those one-minute announcement readings.

It was so funny and incongruous that even Meredith and Miss Ashcroft laughed.

◀ Radio Personals ▶

DICK FISHELL, WMCA's special events director, back from Florida with the best coat of tan seen this season. . . . Mlle. Nadia Boulanger, officer of the French Legion of Honor and foremost woman musician in France, arrived here today aboard the *Queen Mary*. Mlle. Boulanger will conduct a series of broadcasts on NBC during her stay here. . . . Marjorie Whitney of the "King's Jesters" has a birthday today. . . . Ditto Lowell Thomas and Marge Morin tomorrow and Walter Winchell Wednesday. . . .

✚

Nola Luxford, heard on NBC's "Fashion Show," is in a hospital for an operation. . . . Ethel Barrymore, who completes her Aspirin series Wednesday, leaves for Palm Springs immediately after the closing broadcast to visit with Lionel, who will meet her there. . . . Parks Johnson mourning the passing of his father-in-law. . . . Bettie Glenn, beauteous p. a., leaves for a Bermuda vacation April 10. . . .

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Philadelphia Town Pump

Philadelphia, April 4.—The Arion String Ensemble, composed of working men by day and musicians at night, is back on WHAT. . . . Max Soloman, WFIL salesman, represents local radio on the entertainment committee for the annual banquet of the United Business Men's Ass'n. on April 8. . . . Leading lights in the local sporting fraternity are guesting on the Sunshine Beer sport shots on KYW, during Kirby Cushing's fortnight sojourn to the baseball training camps. . . . WCAU's movie premieres has been assigned to a new sponsor and will shortly return to the air. . . . Rosa Rich, concert soprano, is the newest addition to the WFIL artists staff, having been assigned to a solo spot starting April 8 from 2:45 to 3 P. M. . . . Two 15-minute periods weekly over WFIL, has been bought by Mrs. Smith's Pie Co., using a transcribed script. The account is placed for 52 weeks by the Albert H. Dorsey agency. . . . Isabel Manning Hewson, Mutual commentator, has been contracted to start a lecture tour next week in and around Philadelphia, speaking primarily to women's clubs. . . .

Wynthrop Orr Joins NBC

Chicago, April 4.—Wynthrop Orr has joined the NBC Chicago radio production staff, succeeding Vance McCune. Orr began as an announcer at CKOC, Hamilton, Ont., and has worked as producer, actor and writer at CFCF, CKLW, WJR, WLS and WCCO. Mrs. Orr is the former Angeline Hedrick, radio actress. McCune will tour as member of a blackface team.

RCA Gets Wolff Patent

Camden, April 4.—A patent covering Irving Wolff's invention of a new type cathode ray modulation indicator has been assigned to RCA. Wolff filed application for the patent, which covers 17 new features, in June, 1933, and it has just been granted this week by the U. S. Patent Office.

Ten Years Old

NBC's Western Division today celebrates its 10th anniversary, with Vice-president Don E. Gilman at the helm for almost the entire decade.

Since its formation on April 5, 1927, the Western Division has grown from a small network of local stations to two great networks stretching from KGU in Honolulu to KGHL and KGIR in Montana.

Seek "Telechats" Agreement

East St. Louis, April 4.—William H. West and Woody Klose, officials of WTMV, are currently meeting with Southwestern Bell Telephone executives in an effort to arrange amicable handling of the station's program, "Telechats," a series featuring the use of the telephone as the medium for interviews with persons picked at random from the telephone directory. The telephone company has refused to permit the program, ruling that such service was not provided for in their contract with the station.

WFIL to Salute Towns

Philadelphia, April 4.—In a subtle move to grab free newspaper spreads in the community newspapers in its coverage area, WFIL is preparing a weekly series of 52 salutes to the neighboring towns, with the emphasis on the glorifying of the home-town newspaper. Instead of bringing in borough officials and county commissioners when the salute to the particular town is aired, the home-town editor will be head man.

Edward Wallace in New Job

Philadelphia, April 4.—Edward Wallace, WIP night supervisor, has taken over the production post at the station. Announcer John Facenda has been made night supervisor. Howard Brown from WHAT has joined the announcing corps, and Jack Plumley, announcer from WPEN, will fill in during a leave of absence granted Lynn Willis.

K.C. Aiding Jobless Men

Milwaukee, April 4.—"Help Thy Neighbor" is a new 15-minute broadcast presented each Sunday at 11:45 A. M., C.S.T., over WISN. Five persons seeking jobs are interviewed on each broadcast and employers seeking workers are invited to tune in and listen to the qualifications of the individuals interviewed.

New Program on WIBA

Madison, Wis., April 4.—Karsten's Troubadour is a new 15-minute commercial over WIBA here each Tuesday, Thursday and Saturday at 8:45 A. M., C.S.T., sponsored by the F. W. Karsten's Clothing Co. The programs include two musical numbers by the Troubadour and a third by a soft rhythm combination.

Vision Signals on Programs

London, March 28.—From April 6, the sound signals of the British Broadcasting Corp.'s television programs will be broadcast on the ordinary radio programs. From April 15, evening dance music, from the television program, will be similarly broadcast.

WCOL Ties Up with Theatres

Columbus, April 4.—Fifty theatre passes are given weekly to WCOL, NBC outlet, by the Palace, Grand and Majestic, RKO houses, and Loew's Ohio and Broad. In return, the station plugs pictures and stars currently playing these houses. The programs, aired for 15 minutes at 4:30 P. M. daily except Sunday, is titled, "Light, Camera, Sound."

At 7:30 A. M. daily, except Sunday, WCOL airs a 15-minute program known as AD. 8307, the station's telephone number, in which it plugs certain merchandise offered by local stores, and gives the theatre passes to persons presenting a receipt as evidence of having purchased the advertised merchandise as a result of the broadcast.

When weekly distribution of passes exceeds a total of 250, the station purchases the additional number required.

Report Theatre Men Are Busy

Hartford, April 4.—Report is that Hartford theatremen have been planting interviewees in WTHT's man-in-the-street program to plug the current shows.

Add N. H. Theatre Tieup

New Haven, April 4.—The Roger Sherman is the fourth local theatre to go on the air. A commercial tieup of Acme Moving & Storage on WELI Monday, Wednesday and Friday at 12:30 offers Acme Vocal Varieties, with a mystery number contest which gives guest tickets to the current show to the first 10 answering correctly. The show also is plugged.

The same station recently worked out a Poli-College tieup with the Esso Reporter for two-a-week theatre lobby broadcasts. Daily organ recitals and announcements from the Whalley are carried on WELI, with a Dreamland Theatre broadcast Monday, Tuesday, Wednesday and Friday afternoon.

Broadcasts from Theatre Lobby

Des Moines, April 4.—Bill Brown, WMT announcer, conducts a daily "Movie Man" broadcast from the lobby of the Paramount in Cedar Rapids daily at 1:30 P.M. and at 5:30 P.M. C.S.T., on Saturday. He has received questions from nine states and from Canada.

IATSE Feels Secure Against CIO Inroads

(*Continued from page* 1)

pact and contracts with major circuits and look upon the C.I.O. drive for studio and theatre recognition as futile. An unofficial observer said that there is only one industry branch wherein the drive might prove effective and that is the independent theatres. I.A.T.S.E. heads are content to let the rival units have them as they have been a source of nothing but grief since the start of the closed shop drive. They feel that the whole matter might better be washed up with the independents.

The I.A.T.S.E. is watching the C.I.O.'s careful moves to organize the industry through Empire Projectionists' and admits that spotters have attended the meetings but claims absolute loyalty and harmony among the I.A.T.S.E. membership.

The I.A.T.S.E. will definitely back the Screen Actors' Guild in its demands for producer recognition at the annual meetings in New York, according to the spokesman.

To Revise Publicity On Borrowed Stars

(*Continued from page* 1)

the difference should be strictly observed.

"For that reason I suggest that it would help the situation throughout the world if this information were passed on to our field forces. Attention should be called to the difference in press books on pictures in which loaned stars and players from other studios appear."

"Nine Old Men" to Condor

Condor Pictures yesterday closed for the screen rights to "Nine Old Men," a novel by Drew Pearson and Robert Allen, based on the U. S. Supreme Court, according to D. G. Berger, who held an option on the picture rights. A script which will be submitted to the M. P. P. D. A. for approval, Berger said, is now in preparation.

Pittsburgh Papers End Ban on Tieups

(*Continued from page* 1)

heads have been unable to get any kind of breaks in the columns.

Dale, who came from Detroit several months ago, has always believed in using the theatres as a basis of circulation and classified promotional stunts. The first big stunt under the new setup on the *Sun-Telegraph* has been effected by Mike Cullen, manager of Loew's Penn.

Baltimore Papers Checking

Baltimore, April 4.—A new development in the battle between theatres and the *Morning* and *Evening Sun* on advertising rates took place the other day when the newspapers sent out checkers to the theatres.

Although Loew's Century was inserting small ads., "Maytime" was doing exceptional business, according to the Loew manager, William K. Saxton.

The checker's report to his newspaper was that the business has slumped as a result of the little advertising that was being done up to the present time.

With the *Morning* and *Evening Sun* continuing their demands for an increase of 10 cents a line on the combination rate, all theatres have turned to the Baltimore *News-Post* for large copy, which theatre managers contend has proven effective.

Union in Second Meet

New Haven, April 4.—The newly-organized A. F. of L. unit of exchange employes met at the Hotel Garde here for the second time since the receipt of a charter. Increased attendance and membership, especially among inspectresses and clerical force, showed renewed interest in the project here. John Gatelee, international organizer of the I. A. T. S. E.; Frank Fenton, New England A. F. of L. organizer, and A. Patterson, of the Teachers' Union, addressed the group, which scheduled a final meeting before formulation of demands for next Friday night.

"Horizon" Is Only Grosser On the Coast

Los Angeles, April 4.—"Lost Horizon" continued to set the pace in its third week at the 4 Star by rolling up a take of $11,000. This was $7,750 over a normal take for the house at regular prices.

"Quality Street" and "We Have Our Moments" at the Pantages went $1,000 over the line on a take of $9,000, but, outside of "Eternal Mask" at the Grand International, business elsewhere couldn't face the competition of sunrise services and other religious activities preceding Easter.

Total first run business was $107,068. Average is $107,950.

Estimated takings for the week ending March 31:

"THE GOOD EARTH" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 9th week. **Gross:** $10,800. (Average, $17,000)

"SEVENTH HEAVEN" (20th-Fox)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $9,447. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 3rd week. **Gross:** $11,000. (Average, $3,250)

"ETERNAL MASK" (Mayer-Burstyn)
GRAND INTERNAT'L—(750), 35c-40c, 7 days. **Gross:** $1,900. (Average, $1,200)

"QUALITY STREET" (RKO)
"WE HAVE OUR MOMENTS" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $8,500. (Average. $8,000)

"SEVENTH HEAVEN" (20th-Fox)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $12,621. (Average, $14,000)

"QUALITY STREET" (RKO)
"WE HAVE OUR MOMENTS" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $9,000. (Average, $8,000)

"SWING HIGH, SWING LOW" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: Rube Wolf and his orchestra, F. & M. revue. **Gross:** $15,700. (Average, $18,000)

"READY, WILLING AND ABLE" (W.B.)
"MIDNIGHT COURT" (W.B.)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $10,000. (Average, $14,000)

"READY, WILLING AND ABLE" (W.B.)
"MIDNIGHT COURT" (W.B.)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $11,100. (Average, $12,000)

"Nancy Steele" Big Indianapolis Draw

Indianapolis, April 4.—"Nancy Steele Is Missing" on the screen with Jimmy Scribner, WLW star, heading a vaudeville bill, brought $9,500 into the Lyric's coffers for $2,500 over normal.

"The Holy Terror," in eight days at the Apollo, grossed $5,000, which was $1,000 into the black. "Swing High, Swing Low" held up well in its second week at the Circle, doing $500 over the line for $4,500. Blustery weather added to the traditional drag of Holy Week.

Total first run business was $23,300. Average is $21,000.

Estimated takings for the week ending March 26:

"THE HOLY TERROR" (20th-Fox)
APOLLO—(1,100), 25c-40c, 8 days. **Gross:** $5,000. (Average, $4,000)

"SWING HIGH, SWING LOW" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days, 2nd week. **Gross:** $4,500. (Average, $4,000)

"FIRE OVER ENGLAND" (U. A.)
"LET'S GET MARRIED" (Col.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $4,300. (Average, $6,000)

"NANCY STEELE IS MISSING" (20th-Fox)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Jimmy Scribner, presenting the "Johnson

"Wings of Morning" Ends Montreal Run

Montreal, April 4.—"Wings of the Morning" ended its record breaking run of eight weeks at His Majesty's with a take of $3,000 for the last lap. Average is $5,000.

"Black Legion" headed the film dual and stage show at Loew's where the take was $9,000, or $1,500 below the mark. Other first runs also were weak.

The observance of Holy Week made a big difference. The weather was stormy and variable.

Total first run business was $33,500. Average is $43,000.

Estimated takings for the week ending March 27:

"NANCY STEELE IS MISSING" (20th-Fox)
"STEP LIVELY, JEEVES" (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $7,000. (Average, $9,500)

"WINGS OF THE MORNING" (Fox-British)
HIS MAJESTY'S—(1,700), 25c-35c-40c-50c, 7 days, 8th week. **Gross:** $3,000. (Average, $5,000)

"BLACK LEGION" (W.B.)
"FIND THE WITNESS" (Col.)
LOEW'S—(3,115), 25c-34c-40c-50c-60c, 7 days. Stage: "Slums of Paris" vaudeville unit. **Gross:** $9,000. (Average, $10,500)

"READY, WILLING AND ABLE" (W.B.)
"HER HUSBAND'S SECRETARY" (F.N.)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $9,000. (Average, $11,000)

"MEN ARE NOT GODS" (British)
"TIME OUT FOR ROMANCE" (20th-Fox)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $5,500. (Average, $7,000)

"Avenue" Top In Bad Slump At St. Louis

St. Louis, April 4.—"On the Avenue," with a stage show headed by Johnnie Perkins, was the only attraction in town to beat out the Holy Week slump. The $9,800 take at the St. Louis was over par by $2,800.

"Swing High, Swing Low" and "Don't Tell the Wife" managed to get an average $11,000 at the Missouri.

Total first run business was $52,100. Average is $59,000.

Estimated takings for the week ending March 25:

"READY, WILLING AND ABLE" (W.B.)
"ONCE A DOCTOR" (F.N.)
AMBASSADOR—(3,018), 25c-40c-55c, 7 days. **Gross:** $10,000. (Average, $14,000)

"NANCY STEELE IS MISSING" (20th-Fox)
"SMART BLONDE" (W.B.)
FOX—(5,058), 25c-35c-55c, 7 days. **Gross:** $12,500. (Average, $13,000)

"SINNER TAKE ALL" (M-G-M)
"FIRE OVER ENGLAND" (U.A.)
LOEW'S—(3,162), 25c-35c-55c, 7 days. **Gross:** $8,000. (Average, $13,000)

"SWING HIGH, SWING LOW" (Para.)
"DON'T TELL THE WIFE" (RKO)
MISSOURI—(3,514), 25c-35c-55c, 7 days. **Gross:** $11,000. (Average, $11,000)

"ON THE AVENUE" (20th-Fox)
ST. LOUIS—(4,000), 25c-40c, 7 days. Stage: Johnny Perkins and vaudeville. **Gross:** $9,800. (Average, $7,000)

Returns to Warners

Cleveland, April 4.—Mort Goodman, who recently resigned from the local Warner publicity department to join Filmack in Chicago, is back again with Warners taking up where he left off.

"Rainbow" Grosses $3,000 at Houston

Houston, April 4.—"Rainbow on the River," on only three days, made the best showing with $3,000 at the Kirby, where $5,000 is average for program split three ways. The take for the week at the Kirby was $6,000, with "Man of Affairs" playing three days and "Night Waitress," coupled with Bank Night, for one day.

"John Meade's Woman" at the Majestic fell $1,400 under par with a take of $5,600. "Under Cover of the Night" at Loew's State grossed only $4,400.

The weather was warm with occasional showers.

Total first run business was $20,400. Average is $26,000.

Estimated takings for the week ending March 25:

"RAINBOW ON THE RIVER" (RKO)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $3,000. (Average, 7 days, $5,000)

"NIGHT WAITRESS" (RKO)
KIRBY—(1,450), 15c-35c, 1 day. Bank Night. **Gross:** $1,200. (Average, 7 days, $5,000)

"A MAN OF AFFAIRS" (G.B.)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,800. (Average, 7 days, $5,000)

"UNDER COVER OF NIGHT" (M-G-M)
LOEW'S STATE—(2,750), 25c-50c, 7 days. **Gross:** $4,400. (Average, $7,000)

"JOHN MEADE'S WOMAN" (Para.)
MAJESTIC—(2,250), 25c-50c, 7 days. **Gross:** $5,600. (Average, $7,000)

"HEAD OVER HEELS IN LOVE" (G.B.)
METROPOLITAN—(2,600), 25c-50c, 7 days. **Gross:** $4,400. (Average, $7,000)

"You're Love" Capital Lead In Dull Week

Washington, April 4.—A return engagement of "When You're in Love," at the Metropolitan, was the shining spot in an otherwise dark week. The house took $6,500, going $2,200 over average.

"Head Over Heels in Love" at the Earle with a vaudeville show, took $18,000, under par by $400. All other first runs also were below the line.

Total first run business was $62,900. Average is $73,700.

Estimated takings, exclusive of tax:

Week Ending March 25:

"HEAD OVER HEELS IN LOVE" (G.B.)
EARLE—(2,218), 25c-77c, 7 days. Stage: James Evans Co.; Kirk & Lawrence; Bert Walton; Sylvia Manon & Company. **Gross:** $18,000. (Average, $18,400)

"ESPIONAGE" (M-G-M)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Wini Shaw, Stone & Lee; Billy Wells & Four Fays; Helen Reynolds & World Skating Champions. **Gross:** $18,400. (Average, $20,900)

"THE HOLY TERROR" (20th-Fox)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $3,200. (Average, $3,600)

"ON THE AVENUE" (20th-Fox)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, (2nd week). **Gross:** $8,300. (Average, first week, $15,900)

"WHEN YOU'RE IN LOVE" (Col.)
METROPOLITAN—(1,591), 25c-40c, 7 days (return engagement). **Gross:** $6,500. (Average, first run, $4,300)

Nine Days Ending March 25:

"FIRE OVER ENGLAND" (U. A.)
RKO-KEITH'S—(1,836), 25c-55c, 9 days. **Gross:** $8,500. (Average, 7 days, $10,600)

Columbia Signs Arlen

Hollywood, April 4.—Richard Arlen has been signed to a term contract at Columbia. The studio plans to team him with Chester Morris.

"Swing High" Minneapolis' Top, $13,000

Minneapolis, April 4.—"Swing High, Swing Low" led the first runs in a dull week and grossed $13,000 at the Minnesota where $10,000 is average. The Century took over the show for a second week.

With a heavy snowstorm in mid-week hampering grosses, "When You're In Love" still copped $6,000 at the Paramount where $5,500 is usual and a double bill, "Under Cover Of Night" and "Clarence," kept the pot boiling at the Tower to the tune of $2,000. Average here is $1,500.

Total first run business in Minneapolis was $27,800. Average is $28,500. Total first run business in St. Paul was $13,500. Average is $14,500.

Estimated takings:

Minneapolis:

Week Ending March 25:

"SWING HIGH, SWING LOW" (Para.)
MINNESOTA—(4,000), 25c-55c, 7 days. **Gross:** $13,000. (Average, $10,000)

"NANCY STEELE IS MISSING" (20th-Fox)
ORPHEUM—(2,900), 25c-40c, 7 days. **Gross:** $5,000. (Average, $6,000)

"THE LAST OF MRS. CHEYNEY" (M-G-M)
CENTURY—(1.600), 25c-40c, 7 days, 2nd week extended from Minnesota. **Gross:** $5,200. (Average, $5,000)

Week Ending March 24:

"JUNGLE PRINCESS" (Para.)
"WOMAN WISE" (20th-Fox)
STATE—(2,400), 25c-40c, 7 days. **Gross.** $3,000. (Average, $5,500)

Week Ending March 27:

"CARNIVAL IN FLANDERS" (Tobis)
WORLD—(400), 25c-30c, 7 days. **Gross:** $1,600. (Average, $2,000)

St. Paul:

Week Ending March 25:

"WHEN YOU'RE IN LOVE" (Col.)
PARAMOUNT—(2,300), 25c-40c, 7 days. **Gross:** $6,000. (Average, $5,500)

GOD'S COUNTRY AND THE WOMAN" (W. B.)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $4,000. (Average, $4,000)

Week Ending March 24:

"WOMEN OF GLAMOUR" (Col.)
"THE GREAT O'MALLEY" (W. B.)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $1,500. (Average, $3,500)

Week Ending March 26:

"UNDER COVER OF THE NIGHT" (M-G-M)
"CLARENCE" (Para.)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,000. (Average, $1,500)

Milwaukee Theatres Set Price Increase

Milwaukee, April 4.—A slight increase in admission has been made effective here by Fox and Warner-Saxe houses. Circuit first runs have boosted their low from 25 to 35 cents with their top remaining at 50 cents. The 35-cent admission holds from opening until 6 P.M. Previously the houses charged 25 cents until 1 P.M. and 35 until 6 P.M.

Only a small percentage of the outlying houses have raised their prices, with the average raise at five cents.

Refuse Operator Plea

Pittsburgh, April 4.—Theatre managers here have turned down the request of the operators for a cancellation in their contract calling for a five per cent reduction in the regular scale during the summer.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 80 — NEW YORK, TUESDAY, APRIL 6, 1937 — TEN CENTS

"U" to Have 36 Features; 12 "A" Films

Conferences Seek Cuts In "B" Product Costs

Hollywood, April 5.—Universal will produce 12 "A" pictures next year with releases totaling 36, the same as this year. Day and night conferences during the past few days have concentrated on ways and means of cutting negative costs on "B" product.

Negotiations now in progress may result in Henry Henigson's return to the Universal studio as general manager. Agreement on salary has been reached, the only factor remaining to be decided being the extent of the authority which Henigson would have under Charles R. Rogers, vice-president in charge of production.

Rogers states that the Universal studio is five months ahead of its release schedule and that four films a month will be produced instead of

(*Continued on page* 4)

Ascap Bill Validity Doubted in Nebraska

Lincoln, April 5.—Reporting on the constitutionality of the anti-Ascap measure before the unicameral here, the Constitutional Interpretations Committee stated this week that the bill will be found unconstitutional if passed because it covers too much territory.

The bill, offered by Senator Frank Brady, asks that the Sherman anti-trust law be written on the Nebraska statute books and that Ascap be found in restraint of trade and not be allowed to operate in Nebraska. Brady's bill is backed by radio stations, theatre men and dance hall operators in Nebraska. Montana and Washington have already enacted measures along these lines.

Tally Ho!

Boston, April 5.—Roy E. Heffner, Bank night distributor and owner of Specialty Pictures, Inc., local exchange, has been a-hunting. A deer head, a deer pelt, a lamp made from three legs of a deer, and an ash tray fashioned from the hoof of a deer give his office a nimrod touch.

Imagine what the place would look like if Heffner had bagged an elephant.

Statistics

Sheldon, Ia., April 5.—R. F. Kehrberg, secretary of Kehrberg Bros., Inc., owners of the Iowa and Star here, claims they have shown 2,729 pictures, 111,824,000 feet of film, over 6,822,000 feet of short subjects and 114 stage plays in the 14 years they have been in the show business here.

In calculating the amount of kissing in features and shorts, he estimates it all would add up to one kiss lasting 22½ days of 24 hours each.

Film Approvals Were 1,594 in '36

A total of 1,594 pictures was approved by the Production Code Administration during 1936, as compared with 1,748 in 1935, it was disclosed in the annual report of Will H. Hays released by the M.P.P.D.A. yesterday.

Of last year's total, 763 were features and 812 were short subjects. There were 161 reissues of features and shorts in this list as compared with 412 in 1935. Member companies of the M.P.P.D.A. produced 462 of the 763 features approved by the Production Code Administration, non-member companies produced 242 and foreign companies, 59. Of the shorts,

(*Continued on page* 4)

Assert Consolidated Lab Back to Normal

Consolidated Film Industries' Fort Lee laboratory, officials say, was back on a normal working and production schedule yesterday with a full complement of workers, for the first time since the start of an employes' strike in the plant 10 days ago. Most of the strikers have returned to their work and replacements have been obtained for those who are still out, an official of the company said yesterday.

Representatives of the strikers met yesterday with H. J. Yates, Consolidated president, for conferences on

(*Continued on page* 7)

CIO Pressing Case Among Studio Help

Hollywood, April 5.—Indications that the C. I. O. is determined to press its case here are seen in the wholesale distribution of membership application blanks at practically all of the studios.

The general reaction to the move is an atmosphere of expectancy which indicates that labor fireworks are just in the offing.

Television's Cost Causing B. B. C. Crisis

Asks Cost Be Charged to Treasury's 25%

By BRUCE ALLAN

London, April 5. — The heavy cost of television experiment and transmission, amounting to £111,500 during 1936, although a public service did not begin until November, has caused a financial crisis in the British Broadcasting Corp.

The annual report of the corporation, semi-official body which enjoys a monopoly on radio transmission, states that the situation during the next 10 years will cause "great anxiety," unless the cost of television is charged to the 25 per cent of revenue which, at present, is taken by the Treasury.

Additional developments in radio on pages 6 and 7.

During the past 10 years the B. B. C. had a total income from license fees of £13,864,000, plus a profit on publications of £2,746,000, a total of £16,610,000. Of this amount the Treasury and Post Office obtained £11,371,000.

In 1936, the total income was £2,953,469 and the expenditure £2,579,-

(*Continued on page* 7)

Gilman Praises L. A. As Televising Point

San Francisco, April 5.—A dominant place for Hollywood in the world of television was predicted by Don E. Gilman, vice-president of NBC in charge of coast operations, during a press luncheon here today at the Palace Hotel for the Pacific coast Blue network during NBC's celebration of its 10th anniversary.

In answer to numerous queries from newspaper radio editors gathered from all parts of the San Francisco region, Gilman expressed the likelihood of the revival of "Memory

(*Continued on page* 6)

Goldwyn Will Start Cooper Despite Suit

Hollywood, April 5. — Samuel Goldwyn on June 1 will start production on "Marco Polo" starring Gary Cooper despite the fact that Paramount has filed a suit against him for $1,000,000. The Goldwyn demurrer in the action recently was overruled by the court.

Goldwyn declares that Paramount

(*Continued on page* 7)

Studio Labor Unions Given 10% Increase

Painters Reject Basis of Reentry to Agreement

A 10 per cent increase in wages for the approximately 20,000 members of the I.A.T.S.E., the United Brotherhood of Carpenters and Joiners, I.B.E.W. and International Brotherhood of Teamsters and Chauffeurs was granted at the initial conferences between heads of the major producing companies and presidents of the unions included in the five-year basic agreement with the studios, Pat Casey, producers' labor representative, reported yesterday.

The application of the Brotherhood of Painters, Decorators and Paperhangers for readmission to the basic contract after an absence of five years was granted by the meeting, but rejected by the union when it was specified that admission to the pact would include only the labor classifications which were covered prior to the union's withdrawal from the agreement in 1932.

The application of the Screen Actors' Guild for inclusion under the agreement failed to reach the meeting prior to its adjournment and remains to be considered at a later session which will be called as soon as con-

(*Continued on page* 7)

Final Talk on Sale Tax Set for Today

What will probably be the final meeting of distribution companies' attorneys to decide whether or not to contest further in the courts the recen decision holding New York City film rentals to be subject to the two per cent municipal sales tax will be held today at M. P. P. D. A. headquarters.

A majority of the lawyers now appear to favor payment of the tax for the two years it has been in effect, together with penalties and interest, in preference to seeking either a rehearing before New York's highest court or an appeal to the U. S. Supreme Court.

Chestnut a Colonel

Atlanta, April 5.—Scott E. Chestnut, division manager for G.B., has been appointed lieutenant colonel on Governor Rivers' official staff.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 6, 1937 No. 80

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, Editor
J. M. JERAULD, Managing Editor
JAMES A. CRON, Advertising Manager

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Testifies for Roxy Plan

George W. Retz, a member of the Pound bondholders' protective committee, testified yesterday that he had investigated the proposed plan of reorganization for the Roxy for the Pound committee and had found it satisfactory.

Retz was the only witness yesterday to take the stand in the hearings on the plan being held before Special Master Addison S. Pratt. Retz stated that he and A. L. Werner were appointed a subcommittee to look over the Roxy figures and the 20th Century-Fox franchise and after consideration they had approved the plan.

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Purely Personal

GRADWELL L. SEARS, general manager of Warners, returns today from San Antonio and will set the company's annual sales convention either today or tomorrow.

●

BERNARD S. RAY, head of Reliable Pictures, left for Hollywood yesterday after outlining the 1937-38 program with RUDOLPH EISENBERG, eastern representative.

●

NORTON V. RITCHEY, general manager of the Monogram export department, returned to New York yesterday after 10 days in Florida.

●

DAVE HARRIS, former manager of the Rivoli in Utica, has arrived in New York to manage the Daly in the Bronx for MOE ROSENBERG.

●

BUDDY MORRIS, son of SAM E., and president of Music Publishers, Inc., Warner subsidiary, is up and around again after a siege of illness.

●

E. B. HATRICK, general manager of Cosmopolitan Prod., returned from a two-month stay in Hollywood yesterday.

●

HERBERT J. YATES and J. J. MILSTEIN probably will delay their departure for the coast until next week.

●

CHARLES E. MCCARTHY and MRS. MCCARTHY returned yesterday from a two-week Caribbean cruise.

●

JAKE LUBIN of Loew's is recovering from an operation at the Hospital for Joint Diseases.

●

NAT PENDLETON sails tomorrow on the *Queen Mary* to fulfill a G. B. contract.

●

HARRY GOLD returned yesterday from a sojourn at Miami.

●

ALBERT WARNER is back from an extended vacation at Miami.

●

WILLIAM FITELSON is due back from the coast today.

BEN GOETZ got in from the coast yesterday with E. B. HATRICK. GOETZ plans to return west tomorrow or Thursday to complete plans for M-G-M's production in England.

●

WILLIAM SCHUTZER, salesman at 20th Century-Fox, became a grandfather over the weekend. His daughter gave birth to a boy.

●

HARRY M. WARNER, JOSEPH BERNHARD and SAM E. MORRIS are scheduled to return from Europe the latter part of the month.

●

NORMAN H. MORAY will return from a tour of the country on April 15.

Giannini Going Abroad

HOLLYWOOD, April 5.—Dr. A. H. Giannini, president of United Artists, is booked for London and the Coronation on the *Queen Mary* May 4.

Robbins, Dembow West

HOLLYWOOD, April 5.—Herman Robbins, president of National Screen, and George F. Dembow, general sales manager, arrived here over the weekend from Atlanta and Dallas. They expect to remain a couple of weeks.

Wilson Starts East

HOLLYWOOD, April 5.—Sir Victor Wilson, head of the M.P. Distributors Ass'n of Australia, similar to the Hays organization in this country, is en route to New York and thereafter London for the Coronation. He was here a week visiting studios.

Cooper in Rogers Reel

HOLLYWOOD, April 5.—Gary Cooper and Harry Carey will appear in the special reel being made for the Will Rogers Memorial Fund. Henry Hathaway, Paramount director, directed the scene at Carey's ranch near Lone Pine. The short will be distributed to all theatres throughout the country participating in the annual drive for funds starting April 30.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Too Many Wives"

(*Radio*)

HOLLYWOOD, April 5.—Gay comedy romance engages the attention of the leads, Anne Shirley and John Morley, the latter a newcomer, Given farce-tinged material with which to work, they are aided in their amusing experiences by Gene Lockhart, Dudley Clements, Barbara Pepper, Frank Melton, Charles Coleman, Dot Farley, Jock Carson and George Irving.

Morley meets Miss Shirley in the park and it's love at first sight. Morley gets a job as "fall guy" in a newspaper office. Everything goes well as he takes the blame for everything that goes wrong until Editor Clements gets into a jam with Lockhart, the girl's father. Then the story turns into a farce mystery comedy. Stamp collector Lockhart loses a prized stamp and Morley, who Clements establishes as a detective and also a husband and father, must find the stamp and also convince Miss Shirley he is unmarried. To the turn of a long but drawn out chase, he succeeds in both.

Based on the story, "Satisfaction Guaranteed," the screenplay is by Dorothy Yost, Lois Eby and John Grey. Ben Holmes directed. It should serve to stir up quite a bit of laughter in houses where the clientele is not too discriminating.

Production Code Seal No. 3,036. Running time, 60 minutes. "G."

Hulbert Refuses to Hear Orpheum Case

Federal Judge Murray W. Hulbert has disqualified himself from deciding the motions brought by Samuel Zirn, attorney for a San Francisco group of Orpheum Circuit stockholders which seek to set aside the recent acquisition of Orpheum's assets by Stadium Theatres Corp., an RKO subsidiary, attorneys associated with the case were advised by the jurist yesterday. Judge Hulbert did not disclose the circumstances involving his disqualification.

Zirn's motions will be placed on the Federal bankruptcy calendar for a new hearing or assignment by Federal Judge Francis G. Caffey tomorrow. They were heard by Judge Hulbert several weeks ago and a decision was expected daily. The motions, in addition to asking that the sale of Orpheum's assets be set aside, also seek the disqualification of Oscar W. Ehrhorn as referee in bankruptcy for Orpheum.

Quigley Awards Are To Be Studied Today

Sales, advertising and exploitation executives will meet at noon at the Astor today for the judging of the 1936 Quigley Grand Awards. Luncheon will be served.

Among those scheduled to attend are: Neil F. Agnew, Y. Frank Freeman, James Mulvey, George J. Schaefer, Ralph Rolan, Harry H. Thomas, A. W. Smith, Jr., Gordon S. White, Si Seadler, Paul Gulick, Ned E. Depinet, John D. Clark, Hy Daab, Oscar A. Doob, S. Charles Einfeld, Mort Blumenstock, H. D. Buckley, Gus Eyssell, Edward M. Fay, W. R. Ferguson, Edward Finney, J. J. Fitzgibbons, Robert M. Gillham, Harry Goldberg, Monroe Greenthal, Irving Lesser, S. Barret McCormick, Arthur Mayer, Dan Michalove, L. D. Netter, J. R. Vogel and George C. Walsh.

Monogram Exchange Will Be Opened Soon

All Monogram exchanges are scheduled to be in operation before the new company's annual sales convention in May, W. Ray Johnston, president, said yesterday.

Among the company's franchise holders and the exchanges they will operate are Howard Stunnins and Ray Olmstead, Los Angeles, San Francisco, Seattle, Portland, Denver and Salt Lake City; Charles W. Trampe, Milwaukee; Henri Elman, Chicago and Indianapolis; Benny Welansky, Pittsburgh and Boston; Carr Scott, Oklahoma City; Nate Schultz, Cleveland; Ed Blumenthal, Dallas, and John Mangham, Atlanta. Monogram will operate its own exchanges in New York, Philadelphia and Washington.

Set "Courageous" Date

Loew's has set the first roadshow engagement for "Captains Courageous" and is now working on a number of other dates where the picture will follow "The Good Earth."

The initial opening will take place at the Locust St., Philadelphia, April 18. "The Good Earth," current at the theatre now, will bow out April 17.

For the ninth week at two-a-day at the Astor, "The Good Earth" tallied $18,500.

CORRECTION:

When Delight Evans of *Screenland Magazine* said "'Call It a Day' is the best picture ever made by Warner Bros." she hadn't seen "The Prince and the Pauper".

"U" Will Have 36 With 12 "A" Films

(Continued from page 1)

seven as formerly planned. The production staff has been trimmed in accordance with the seasonal requirements.

Richard Millar, a Richfield Oil official here since last November, has joined Universal as direct studio contact for J. Cheever Cowdin. Cowdin left today for New York. James R. Grainger is remaining here for product conferences.

Universal to Start 5

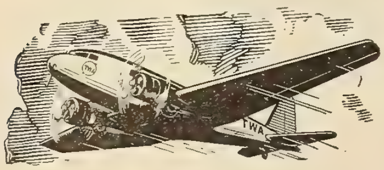
Hollywood, April 5.—Universal will start five pictures during April. "The Road Back," currently in work, will bring the total in work to six. "Love in a Bungalow" started Friday. The other starting dates as announced by the studio are: "I Cover the War," April 7; "Carnival Queen" and "West Coast Limited," April 12, and "Scoop," April 19.

Rogell Goes to Coast

Sid Rogell, studio manager for RKO, left for Hollywood yesterday after completing conferences with Leo Spitz, president and chairman. New stages will be added at a cost of approximately $500,000. Rogell was in town about two weeks.

Dorothy Day Flu Victim

Des Moines, April 5.—Dorothy Day, publicity director for A. H. Blank's Tri-State Theatre Corp., is confined to her home with an attack of flu. In private life she is Mrs. Harry Gottlieb, wife of a 20th Century-Fox salesman.



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Out Hollywood Way

Hollywood, April 5.—Robert Louis Stevenson's "Ebb Tide" to be done in Technicolor by Paramount with Lucien Hubbard as producer and Henry Hathaway as director.

King Vidor won a candid camera contest at Palm Springs while using a borrowed camera. . . . Gaston Glass signed by Grand National as unit manager on "Small Town Boy." . . . Paramount exercises option on Fred MacMurray . . . Anna May Wong signed by Paramount on one-picture deal. . . . Paramount to start "The Barrier" April 19 with Edward Ludwig directing.

"Stella Dallas" started by Samuel Goldwyn with King Vidor directing . . . Barrett Kiesling, M-G-M publicity man, back from three-month trip. . . . Gordon Douglas ends his vacation and starts new "Our Gang" number for Hal Roach. . . . Jack Chertok, M-G-M shorts producer, father of a boy born at Santa Monica Hospital. . . . Spencer Tracy in Good Samaritan Hospital for tonsil operation. . . . Andy Manning, secretary in Louis B. Mayer's office, at Palm Springs for vacation. . . . Mary Simkins, secretary to Sam Katz, to leave April 10 for trip to New York and England. . . . Samuel Goldwyn to co-star Barbara Stanwyck and Joel McCrea in trailer story called "Love on Wheels."

+

Casting—Wilma Francis, Vince Barnett and Frank Milan in "Marked Money," Grand National. . . . Lya Lys in "The Great Gambini," B. P. Schulberg. . . . Jack Ingram, Bruce Mitchell and Sherry Tansey in "Whistling Bullets," Maurice Conn. . . . Gayne Whitman in "All Is Confusion," David L. Loew for Radio.

Robert Young and Florence Rice leads in "They'll Be Married Soon," M-G-M. . . . Bill Brady opposite Harriet Hilliard in "New Faces of 1937," RKO. . . . Harry Davenport, Frank Darien and Edward McWade in "The Deep South," Warners. . . . Reginald Denny in "The Great Gambini," B. P. Schulberg. . . . Frank Reicher and Stubby Kruger added to "The Emperor's Candlesticks." . . . Judith Barrett gets feminine lead in "Armored Car," Universal. . . . Sid Silvers comedy lead in Walter Wanger's "52nd Street."

+

Writers—Gene Towne and Graham Baker signed by Walter Wanger to adapt "Stand-In." . . . Jerome Chodorov and Robert T. Shannon complete assignments at Universal. . . . Hans Kraly collaborating with Robert Harrard on "Born to Sing," John Grey doing script of "40 Naughty Girls" and Maxwell Shane polishing up script of "Million Dollar Amateurs," all at RKO.

+

Story Buys—"They Had to Save Charlie," original by M. John Bronson, by Radio. . . . "Strictly Accidental," original by Richard English, also by RKO.

+

Song Writers—M. K. Jerome and Jack Scholl doing two numbers for "Ever Since Eve" and three for "The Devil's Saddle Legion," Warners. . . . Walter Bullock and Harold Spina signed by Walter Wanger to do score for "52nd Street."

Eastern Allied to Study Film Buying

New Haven, April 5.—By unanimous vote an Allied Regional Survey Committee today was appointed and authorized to gather information from members of eastern units regarding film buying. The committee's report will be considered at the national convention.

The committee includes Jack Unger, chairman, and Irving Dollinger, New Jersey; Jack Whittle and Sam Holtz, Maryland; Arthur Howard and Frank Lydon, Massachusetts; Charles Olive and Abe Lichtman, Washington; Joseph Davis and Joseph Shulman, Connecticut.

Abram F. Myers was unable to attend and Nathan Yamins was absent because of the death of his brother. Artur Price, Maryland, regional vice-president, presided.

A possible Federal investigation of the industry, the Pettingill bill, national convention plans and the theatre divorcement bills being pressed in several states were discussed.

Saengers Obtain Writ

New Orleans, April 5.—The Saenger circuit and the Affiliated Booking Agency have obtained a temporary injunction from Judge Barnes, enjoining Columbia from delivering the Grace Moore feature, "When You're in Love," to any competitive houses.

Talks Continue on English Trade Body

London, April 5.—Discussions looking to the possible development of a joint trade body for the industry in England were continued here today among representatives of the Kinematograph Renters' Society (distributors) and the Cinematograph Exhibitors' Ass'n, at the offices of the K. R. S. The first meeting was held here last Thursday.

The origin of the meetings was the recent hint by Dr. E. Leslie Burgin, Parliamentary secretary of the Board of Trade, that the Government would step in if the industry showed itself incapable of self regulation.

It was officially stated that progress was made at the session today, and that the meetings would be resumed tomorrow. However, it is generally understood here that the exhibitors are holding out for a statutory arbitration board as their price for supporting the distributor opposition to the quota and other severe recommendations in the report of the Moyne committee on revision of the Films Act, which expires next year.

Rohrs to Washington

Fred Rohrs, former branch head at Atlanta, has been promoted to exchange manager for United Artists in Washington. He succeeds Charles Kranz.

Film Approvals Were 1,594 in '36

(Continued from page 1)

607 were produced by member companies and 224 by others. The code administration analyzed 1,407 books, plays, synopses and scripts, wrote 6,268 opinions and had 1,448 consultations. Original screen material, as a picture source, increased from 47 per cent in 1935 to 67.82 last year, the Hays report disclosed.

Hays also revealed that 10 foreign countries now have some form of quota or contingent law "aimed in effect at the distribution of American pictures. Such policies emphasize the distinction between the policy of the open door to world films here and restrictions abroad," he observes.

"Elephant Boy" Gets Speedy Rialto Start

"Elephant Boy" opened to a $2,000 day at the Rialto yesterday. By 3 P. M., every seat in the theatre had been sold four times, according to the management.

"History Is Made at Night" garnered approximately $34,000 in its first seven days at the Rivoli. "King and the Chorus Girl" at the Strand took in about $33,000 in the first week. The third week of "Sea Devils" at the Rialto ended with $9,000.

"Thunder" to Criterion

"Thunder in the City," a Columbia release, will follow "Silent Barriers" into the Criterion in about two weeks. "Thunder in the City" was made by Atlantic Films in London and is being distributed in all other countries by U. A.

Kornheiser Advanced

Sidney Kornheiser has been appointed manager of Famous Music Corp. He succeeds Abe Frankl who is to be transferred to the coast as Eugene Zukor's assistant at the Paramount studio.

Wall Street

Board Issues Gain Lightly

	High	Low	Close	Net Change
Columbia	33½	33½	33½	+ ⅜
Consolidated	4½	4½	4½	+ ¼
Consolidated, pfd..	15⅜	15	15⅜	+ ¼
Eastman Kodak..	164	163	164	+1
Gen. T. Equip....	29¼	29¼	29¼	+ ¼
K.-A.-O., pfd. ...	106	106	106	—2¼
Loew's, Inc.	82⅜	79	82	+3
Paramount	25¼	24¾	24⅞	.....
Paramount 1 pfd..	176½	175	176½	+1½
Paramount 2 pfd..	22¾	22¼	22⅜	— ⅛
Pathe Film	8¾	8½	8¾	+ ½
RKO	8¾	8½	8½	.....
20th Century-Fox.	38⅜	37½	38	+ ½
20th Century, pfd.	47⅝	47⅛	47⅛	— ⅞
Warner Bros.	14⅞	14⅜	14¾	+ ⅜

Universal Off 1¾ Points on Curb

	High	Low	Close	Net Change
Grand National ..	3	2⅞	2⅞	+ ⅛
Sentry Safety	¾	¾	¾	.....
Sonotone	1¾	1⅝	1¾	.....
Technicolor	21⅜	20⅝	20¾	+ ¼
Trans-Lux	4½	4½	4½	— ⅛
Universal Pict. ..	12	12	12	—1¾

RKO Best Bond Rise

	High	Low	Close	Net Change
Loew's 3½s '46...	97¾	97⅝	97¾	+ ⅛
Paramount Pict. 6s '55	100¼	100	100¼	+ ¼
RKO 6s '41 pp....	115½	115	115½	+2
Warner Bros. 6s '39 wd	95½	95⅛	95⅛	.....

(Quotations at close of April 5)

DAILY **VARIETY** DAILY

Preview

The Hit Parade

Republic picture and release. Produced by Nat Levine. Associate producer, Colbert Clark. Directed by Gus Meins. Screen play by Bradford Ropes and Samuel Ornitz. Original story by Bradford Ropes. Photographed by Ernest Miller. Special effects by John T. Coyle. Supervising editor, Murray Seldeen. Film editors, Ernest Nims and Lester Orlebeck. Musical supervision by Harry Grey. Musical director, Alberto Colombo. Songs by Lou Handman, Walter Hirsch, Ned Washington, Sam H. Stept, Cliff Friend, Matt Malneck, Duke Ellington. Costumes by Eloise. Cast: Frances Langford, Phil Regan, Louise Henry, Pert Kelton, Edward Brophy, Max Terhune, Inez Courtney, Monroe Owsley, Pierre Watkin, J. Farrell MacDonald, William Demarest, George Givot, Sammy White, The Gentle Maniacs, Tic Toc Girls, Carl Hoff and Hit Parade orchestra, Duke Ellington and band with Ivie Anderson, Eddie Duchin and orchestra, Molasses and January, Pick and Pat, Al Pearce and his Gang, the Voice of Experience, Ed Thorgersen, Oscar and Elmer. Previewed at Alexander, Glendale, March 30. Running time; 80 mins.

'The Hit Parade' has about everything necessary for an entertaining filmusical.

Swift-moving, studded with light entertainers of practically every type, copiously produced, the picture is one continuous parade of screen and radio talent. It's a big show with everything thrown in. Virtually all display their wares to advantage. It is a kaleidoscope of action on the revue plan. Much of it smacks of vaudeville.

While the story is not important, theme nevertheless provides a string on which to hang the various turns. Frances Langford is a singer who jumps from [illegible] record [illegible] radio fame through [illegible] Regan, radio scout [illegible] the height of her [illegible] posed by Louise [illegible] he takes on a [illegible] he is forgiven [illegible] for her and

Regan does a swell job. His likeable personality registers well, as do his singing and love scenes with Miss Langford, who though not treated so gently by the camera at times, gives a thoroughly entertaining performance. Miss Henry, as the hoity-toity Park avenue radio singer, gives a convincing performance.

The comedy is downright funny. Edward Brophy, as an air show sponsor risen from the slot-machine racket, is a definite standout for laughs. Max Terhune also does well in a novel role of which he makes the most. Others who contribute to the comedy include Pert Kelton, Inez Courtney and William Demarest.

As the uppity boy friend of Miss Henry, Monroe Owsley registers in a semi-heavy role. Pierre Watkin, J. Farrell MacDonald, George Givot and Sammy White carry through in other parts.

Those contributing routines include: The Gentle Maniacs, Tic Toc Girls, Carl Hoff and the Hit Parade orchestra, Duke Ellington and his band with Ivie Anderson, Eddie Duchin and his band, Molasses and January, Pick and Pat, Al Pearce and his Gang, the Voice of Experience, Ed Thorgersen, Oscar and Elmer.

Gus Meins has directed creditably. Producer Nat Levine, and his associate producer, Colbert Clark, have intelligently assembled the various entertainment elements and given the picture noteworthy mounting.

Musical supervision of Harry Grey and musical direction of Alberto Colombo are accomplished and present a wide diversity of melodies, mostly by Lou Handman, Walter Hirsch, Ned Washington, Sam H. Stept, Cliff Friend, Matt Malneck and Duke Ellington.

Camera work of Ernest Miller for the most part is up to standard, as are other technical departments. Screen play of Bradford Ropes and Samuel Ornitz provides a sufficient motivation for the presentation of the numbers and they have dovetailed their talent neatly.

THE Hollywood REPORTER

March 31, 1937

REP. 'HIT PARADE' CHOCK FULL OF POPULAR ENTERTAINMENT

Radio, Film Names Surefire For B.O.

"THE HIT PARADE"
(Republic)

Producer ....Nat Levine
Associate Producer........Colbert Clark
Director ....Gus Meins
Story ....Bradford Ropes
Screenplay: Bradford Ropes, Samuel Ornitz
Photographer ....Ernest Miller
Special Effects..................John T. Coyle
Musical Supervision..............Harry Grey
Musical Director ......Alberto Colombo
Film Editors: Ernest Nims, Lester Orlebeck
Ass't Director...............George Sherman
Cast: Frances Langford, Phil Regan, Louise Henry, Pert Kelton, Edward Brophy, Max Terhune, Inez Courtney, Monroe Owsley, Pierre Watkin, J. Farrell MacDonald, George Givot, Sammy White, the Gentle Maniacs, Tic Toc Girls, Carl Hoff and orchestra, Duke Ellington and his band, with Ivie Anderson, Eddie Duchin and his orchestra, Molasses and January, Pick and Pat, Al Pearce and his Gang, The Voice of Experience, Ed Thorgersen, Oscar and Elmer.

Oodles of talent, including a whole sheaf of names with draw value, have been packed into this lively, popular-appeal musical. It is Nat Levine's farewell offering under the Republic banner and he has given it the works with unsparing hand. The result is swift-moving and continuous entertainment and a sure moneymaker for all concerned.

Radio is the subject and the mainstay of the picture and this makes logical the presentation of one musical or comedy number after another at a pace so fast that it fairly skids. It also gives reason for the introduction of several radio personalities widely popular but not seen before, in addition to the attractive twin stars, Frances Langford and Phil Regan, and a strong comedy cast.

Synthetic Quartet

Film success of the Ritz Brothers and the Yacht Club Boys has decided Paramount to make a synthetic quartet out of Ben Blue, Shaw and Lee, and Rome Vincent. The comedy combo will probably be tried out in "This Way, Please," a Mel Shauer production to start shooting April 19.

Frances Langford is an unknown singer, struggling upward in a sister act at a lower-class cafe, and Phil Regan is a radio agent who has broken off with his star attraction, Louise Henry. On a talent scouting trip he finds Frances and spends the rest of the story in promoting her to the big time and winning her heart. This gives the attractive singer the chance to score with three songs, the most promising of which is "Last Night I Dreamed of You," by Walter Hirsch and Lou Handman, an undoubted hit. She also sings to success "Sweet Heartache," by Sam H. Stept and Ned Washington, in which also Phil Regan makes his one vocal contribution. The two young leads make an attractive romantic team and young Regan advances himself by his brisk portrayal of the go-getter agent.

A comedy hit is registered by Max Terhune, wellknown vaudevillian, here given his first real chance in pictures. His animal imitations and his ventriloquist act make fresh picture stuff and register exceedingly well. Ed Brophy adds to the laughs with a vociferous portrait of a radio sponsor constantly on the verge of heart failure. George Givot delivers good comedy as the tongue-twisted cafe proprietor, and Sammy White has a brief look-in for his antics.

Outstanding numbers are those by the three wellknown bands. Duke Ellington contributes a new "Rugcutter Song" and a swing arrangement of a medley of Viennese waltzes. His characteristic renditions are well aided by his vocal soloist, Ivie Anderson.

Eddy Duchin and his orchestra add to the popular appeal with brisk dance tunes, already popular. Adding Carl Hoff and the big Hit Parade orchestra, there is plenty of tuneful minutes, but never too many or too much of anything. Harry Grey, musical supervisor, has used excellent taste and nice discretion in the presentation of this musical menu, and Alberto Colombo, musical director, adds fine feeling and judgment in the handling of his accompaniments.

Radio Acts Brought In

The story writers, Bradford Ropes and Samuel Ornitz, have shown ingenuity and resource in building a familiar story into a fitting frame for such a variety of material. For the brief appearances of Al Pearce and his gang, Molasses and January, Ed Thorgersen, Oscar and Elmer, and the Voice of Experience they have turned a neat trick. In addition, they have kept the dialog throughout short and snappy, smartly ending each episode with a laugh line.

Gus Meins, directing, has wisely kept the proceedings moving at a fast farce tempo and put the weight of emphasis on comedy. Excellent and sometimes arresting photography is contributed by Ernest Miller, notably in the orchestra closeups and the production number in which the pleasantly vocal Tic Toc Girls are featured. Which leads to credit for one other song that will near the hit class, "Love is Good for Anything that Ails You," by Cliff Friend and Matt Malneck.

Other members of the cast that earn credit are lovely Louise Henry as a temperamental Park Avenue vocalist, Pert Kelton as Frances Langford's loyal and protective partner, Monroe Owsley as Regan's highhat rival, Pierre Watkin as the radio station manager, J. Farrell MacDonald as radio story-teller and William Demarest as a persistent parole officer.

The production is handsomely mounted and edited with judgment and its large total of entertainment and total absence of dull moments is a marked credit to Colbert Clark, the producer in charge.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Hit Parade"

(*Republic*)

SAN DIEGO, March 29.—Nat Levine, producer, has spared no expense in this production, which should enable exhibitors to attract plenty of patron attention with such names as Phil Regan, Frances Langford, Eddy Duchin, Al Pearce, Pick and Pat, George Givot, Molasses 'n' January, Carl Hoff, the Voice of Experience, Roy Smeck and others.

A preview audience here last night gave the film a good reception. It is fast-moving, with plenty of catchy tunes, good voices and sufficient comedy, most of the latter element supplied by Cowboy Max Terhune.

The story, an original by Bradford Ropes, with the screenplay by Ropes and Samuel Ornitz, concerns Regan's search for a radio star to outshine Louise Henry, who has thrown him over for her attorney, Monroe Owsley. The plot is chiefly a vehicle for the purpose of presenting well known stars of the air. Most of the action is set in Station WKN. After Regan's rebuff, he picks up Terhune, they seek a new star, and find Miss Langford singing in a beer hall. The rest of the story has to do with Miss Langford's fight to replace Miss Henry on the hour sponsored by the wealthy Ed Brophy. In a well-motivated climax, Miss Langford is identified as an escaped convict. Famous stars stage a testimonial program in her honor and she returns just in time to receive the governor's pardon and a kiss from Regan.

Other players deserving [illegible] are Pert Kelton, J. Farrell MacDonald, Sammy White, Ed[illegible]en, Tic Toc Girls and Inez Courtney.

Production [illegible] Running time, 85 minutes. "G."

FRANCES PHIL
LANGFORD · REGAN

THE HIT PARADE

with a star-studded cast of radio, stage and screen personalities

Directed by GUS MEINS
Produced by
NAT LEVINE

REPUBLIC

REPUBLIC PICTURES

New Shows On the Air

"Edwin C. Hill News Parade"

If listeners needed a reminder that Edwin C. Hill is the best news commentator in radio, they received one yesterday afternoon when the veteran reporter and commentator bowed in for Lucky Strike cigarettes on CBS. Hill's pattern, of course, differs not at all from that employed by his competitors, but none, in our estimation, can match him in his ability to breathe life and animation into inanimate microphone news readings. Commentator who closest approaches Hill in word artistry is Lowell Thomas, but we think Hill best.

On the opening 15-minute stanza, Hill commented on the arrival of those two perennial harbingers of spring—the circus and the blossoming of the cherry trees in Washington; reported the latest developments in the Supreme Court situation, the Spanish war, the sit-down strikes, and the stock market situation.

Working in an anecdote, he recounted some of the ghostly legends of the Tower of London as they were told to him during a recent interview by the keeper of the British crown jewels.

Hill's "News Parades" are broadcast Mondays through Fridays at 12:15 P. M., E.S.T. American Tobacco Co. sponsors.

"Gas Light Theatre"

Played with all the gusty flavor of the gas light era, Mutual's new coast-to-coast offerings of famous old "mellerdramas," "Gas Light Theatre," should find an appreciative audience waiting for them each Saturday night. A prerequisite for thorough enjoyment of the shows, however, should be a mug of beer within elbow-reach, your reviewer must warn.

The initial "draymer" was "Curfew Shall Not Ring Tonight," played to the hilt by silent screen stars Creighton Hale, William Desmond, Wilfred Lucas, Dorothy Farley, Joseph De Grasse, Minta Durfee Arbuckle and Fred Bowers. The program would do a swell selling job for a sponsor. The airings are heard Saturdays from 9:30 to 10 P. M., E.S.T., originating in the studios of Don Lee's KHJ, Los Angeles.

BANNER

WHO Plans Celebration

DES MOINES, April 5.—WHO will celebrate its 13th anniversary April 10. Special features on the Iowa Barn Dance Frolic that evening will be speeches by Governor Kraschel, Col. B. J. Palmer, president of the Central Broadcasting Co., and persons who were members of the staff when WHO first went on the air April 10, 1924. Special music and novelty acts have been engaged.

LEO SAYS:
WHN's No. 1 showmanship builds audiences—and wise advertisers know that WHN's audiences buy!
WHN DIAL 1010
AFFILIATED with M-G-M • LOEW'S

Gilman Praises L. A. As Televising Point

(*Continued from page* 1)

Lane," pioneer radio serial with programs originating on the coast. He stated that NBC would maintain studios here permanently as a convenience to sponsors and agencies and because Hollywood offered the necessary talent and technicians. He added, however, that his company would continue to broadcast good programs from wherever they were available.

Gilman was silent on the subject of radio competition with theatres but said that radio is doing its part to elevate standards of taste in the entertainment field generally.

Discussing Paramount's filming of "One Man's Family," Gilman said that this was entirely experimental, that the serial had never actually been sold and that bidding on it still is in progress.

Gilman declared that he sees no dearth of talent at the moment and added that NBC will always be able to take care of its talent needs. The NBC official stated that he sees television in practical form not next year but shortly thereafter.

Claude A. Labelle, radio and drama editor of the local Scripps-Howard newspapers, acted as master of ceremonies.

Ford Program Going to CBS

Due to NBC's inability to clear Saturday time for the Ford Motor Co's. "Universal Rhythm" program, the series will shift to the CBS network, with the first airing scheduled for April 17, from 7:30 to 8 P. M., E.S.T. N. W. Ayer & Son, Inc., is the agency.

Ruth Howard Program Today

"Merchants in Melody," featuring Ruth Howard, daughter of the network comedian, Tom Howard, starts today over WMCA, from 9:30 to 9:45 P.M. The program will co-star Roy Cambell's "Beau Brummels," a quartet.

Gross of WHO on Trip

DES MOINES, April 5.—H. R. Gross, head of the news department of WHO, left Saturday on a week's business trip for the Central Broadcasting Co., to New York and Washington.

He Likes It

"Just a word of comment about your column of radio news. Personally, I like it—because it's bright and newsy and ought to fit in nicely with your other interesting features. Again, it's another instance of your alertness and being thoroughly wide-awake to the needs of successful showmen."—*H. M. Addison, division manager, Loew* Theatres, Boston.

Time Sale Revenue Of CBS, NBC Gains

The network time sales revenue continues climbing steadily, with NBC reporting a 24 per cent increase above the 1936 mark for the first quarter this year. The combined January, February and March total was $10,452,064, as against $8,433,988 for the corresponding months last year.

The CBS time sale revenue for March was $2,559,716, marking an increase of 17.8 over the corresponding month last year.

The NBC billings for March were $3,614,283, an increase of 19 per cent over the March, 1936, total. The Red network time sales totaled $2,531,322; the Blue network, $1,082,961.

Vic, Sade Drop One; Take Another

Vic and Sade, who for the last few weeks have been heard in two Wednesday night broadcasts in addition to the two-a-day, five-days-a-week schedule, will drop one of the Wednesday night performances and add a Tuesday night broadcast effective today.

Under the new schedule the show will be heard at 10:45 P. M., E.S.T. each Tuesday over the NBC Red network and the Wednesday night show will be heard over the Blue at 10 P. M., E.S.T., thus keeping the same time and network they have occupied since the shows were added. The 7:45 P. M., E.S.T. Wednesday broadcast for the last few weeks will be eliminated in favor of the Tuesday night show. The change will expand greatly the Red network audience for the program for under the former schedule only a portion of the Red network was available for the broadcast.

NBC Resuming Field Testing Of Experimental Television

NBC yesterday resumed experimental television field tests with the new 441-line definition. The tests will continue throughout the spring and summer months on a scale said to be the largest ever undertaken in the United States.

The test programs will be televised daily over the NBC transmitter in the Empire State tower and the quality of reception will be checked by NBC engineers on more than 75 receivers placed at selected points throughout the Metropolitan area.

O. B. Hanson, NBC chief engineer, said that the object of the new tests is to determine the home program potentiality of high-definition television. These will be NBC's first tests under practical field conditions. While testing the quality of 441-line transmission, NBC also will experiment in television programming and production. Elisabeth Rethberg, Mario Chamlee, Walter Damrosch, Helen Hayes and Lanny Ross are among those who will appear before the iconoscope.

NBC engineers state that there are still many major problems to be solved in the televising of different colors, scenes and types of performances. A tentative schedule is under consideration which would provide for four evenings a week on alternate weeks for this purpose. NBC is inviting leaders in stage design, textiles, decoration and fashion to cooperate in solving the problems of television staging.

Television Station Asks Gain in Power

By CLARENCE LINZ

WASHINGTON, April 5.—An increase of power from 1,000 to 5,000 watts for television station KXBY was asked of the F.C.C. today by First National Television, Inc., Kansas City.

The commission also announced the receipt of applications from the Southern Minnesota Supply Co., Mankato, Minn., for a new station to operate on 1,500 kilocycles with 100 watts night, 250 watts day; WMIN, St. Paul, Minn., for change of frequency to 1,400 kilocycles and increase of night power to 250 watts, and KCRJ, Jerome, Ariz., for increase of day power to 250 watts.

Arguments will be heard by the broadcast division May 6 on the applications of the Advertiser Publishing Co., Ltd., Honolulu, for a new 1,375-kilocycle, 100-watt station; Fred J. Hart, Honolulu, for a 600-kilocycle, 250-watt station; Central States Broadcasting Co., Council Bluffs, Ia., for a 1,500-kilocycle, 100-watt station, and the contest between the Sioux City Broadcasting Co., and C. W. Corkhill, Sioux City, Ia., for a new 1,420-kilocycle, 100-watt station.

Visions Commercial Webs for Australia

SAN FRANCISCO, April 5.—Commercial broadcasting is increasing steadily in Australia, with the result that commercial networks soon may be formed, according to David Syme, Melbourne newspaper and radio station owner, here to study American radio methods.

Syme is an owner of *The Age* and *The Leader,* Melbourne papers, and stations 3HA and 3TR, and two others under construction. While here he is seeking information on the relationship between American radio stations and newspapers.

After a visit to Hollywood Syme will go east.

Radio Events Will Split Departments

Commercial and program departments at Radio Events, Inc., will be completely divorced from each other May 1, due to the increase in the number of stations serviced and commercial programs produced and transcribed.

New offices, to be occupied formally May 1, will provide space for two complete staffs. Joseph M. Koehler, president, and Georgia Bachus, chairman of the board of Radio Events, will continue actively with the parent organization, while Genevieve Pace, station contact secretary and Marie L. Braun, business manager, will devote their entire time to the new subsidiary, which will be known as "The Script Library."

New "Quiz" Program on NBC

SAN FRANCISCO, April 5.—A new type of "quiz" program will reach the coast NBC blue network tomorrow night, titled "Prof. Peter Puzzlewit." Each week one question will be dramatized. Studio audience will participate in the program. Larry Keating, ace KGO announcer, plays "Puzzlewit." Peters Shoe Co. is the sponsor.

◀ Radio Personals ▶

“DINTY” DOYLE, radio editor of the *New York American,* will be named the country's "ace" air scribe by Lawrence Wittee over WPG, Philadelphia, April 10. Wittee, a columnist himself, singled out Doyle for the honor after surveying radio columns throughout the country. . . . Up and at him, scorned scribes! . . . H. P. Sherman, general manager of WJJD Chicago, and WIND, Gary, Ind., is in New York for a week's stay, headquartering at the offices of Weed & Co., station representatives. . . . James M. Kiernan, son of the *New York Times* sports columnist, and a member of the Barnard High School nine, will be heard on Babe Ruth's opening broadcast on CBS April 14. . . . Martha Mears has been signed for a series of transcribed programs for DX Lubricating Oil Co. . . .

* * *

Cal Swanson in from Hollywood to take over J. Savington Crampton's duties on the Lux account at J. Walter Thompson. . . . Edythe Wright, Tommy Dorsey's vocalist, hurt in an automobile crash. . . . Maurice Evans will be the Advertising Club's guest speaker on WMCA Thursday afternoon. . . . Ed Flynn starts a new program on WINS tonight at 6:30 P.M., and every Tuesday, Thursday and Sunday thereafter at the same time. . . .

* * *

Richard Hubbell and Carlton Weidenheimer have joined the WOR announcing staff. Latter, from WICC, Bridgeport, will shorten his name to Warren. . . . Carlo De Angelo, radio director of Lennen and Mitchell, has resigned from the agency. Mann Hollister succeeds. . . . Walter Craig, producer of the Rubinoff-Chevrolet series, leave for Hollywood this morning. . . .Jean O'Fallon, owner of KFEL, Mutual affiliate in Denver, is in New York visiting. . . . Percy Winner, formerly North American correspondent for Havas News Agency, now in the NBC press department. . . . Ford Frick and Jane Froman set for Thursday night's "Showboat" broadcast. . . . Virginia Verrill planed to Hollywood last night to begin work on a Walter Wanger picture. . . . CBS will broadcast the Max Baer-Tom Farr fight from London, 4:30 to 5:30 P. M., E.S.T., April 15. . . . Radio Row deeply shocked over the suicide of Lucy Monroe's mother. . . .

Winchell Returns to Coast

Walter Winchell, who recently returned to New York after an extended Hollywood stay, returns to the coast today for an indefinite period. Blayne Butcher, handling production on Winchell's broadcasts for Lennen and Mitchell, left for Hollywood last night.

Winchell's family has settled in Hollywood, which is the reason advanced for the columnist's return to the picture capital.

Hold Studio Party

EVANSVILLE, Ind., April 5.—The WGBF and WEOA staffs celebrated the former's affiliation with NBC by giving a party and inviting advertisers, business men and their relatives and friends. Between 600 and 700 attended the studio party.

New Willys Show

The Willys-Overland Co. has contracted for a new coast-to-coast Mutual network period, it was learned authoritatively yesterday. The program will be an elaborate variety show, Sunday nights.

The talent details and starting date are not yet available.

Television's Cost Causing B. B. C. Crisis

(*Continued from page* 1)

597. Apart from the revenue expenditure already mentioned of £111,500, television is debited with £123,546 for equipment.

It is being argued that television on a national basis will be financially impracticable unless the Treasury foregoes its rakeoff.

Reserve Knickerbocker Ruling

Justice Julius Miller in N. Y. Supreme Court reserved decision yesterday on the application of the Knickerbocker Broadcasting Co., Inc., for an order which would permit it to examine before trial Dorothea Damskov, president of Damskov, Inc., suing Knickerbocker for $10,000.

The plaintiff charged the defendant broke a contract in which it was to broadcast three times a week over Station WMCA and advertise a reducing formula manufactured by Damskov. Knickerbocker asserts it was privileged to discontinue the program because it did not conform with certain rules and regulations of the F. C. C.

Goldwyn Will Start Cooper Despite Suit

(*Continued from page* 1)

has never denied the existence of a contract between himself and Cooper and states further that no question exists concerning the actor's services.

Cooper had been tentatively scheduled for "What Ho," for Emanuel Cohen's Major Pictures. His current commitment will put the Cohen production date back several months.

California Enacts Wagner Labor Law

SACRAMENTO, April 5.—The Assembly here today passed without debate the Wagner Act for the setting up in California of a labor relations board of three members. The act provides for penalties ranging from prison sentences to fines for employers who spy on employes or their representatives or interfere with the formation or administration of any labor organization, require any employe to join a company union, discharge or discriminate against employes testifying before the board, blacklist employes or refuse collective bargaining.

Missouri Solons Drag On

KANSAS CITY, April 5.—The Missouri Legislature is expected to remain in session another six weeks. Showing no disposition to hurry, the legislators have dragged through three months.

The Senate has the sales tax measure, which proposes doubling the present one per cent.

See Ohio Game Bill Dead

CLEVELAND, April 5.—Local theatre men believe the bill to make Bank Night and all forms of giveaways illegal in Ohio, heard before the House Judiciary Committee last week is dead. Ernest Schwartz, president of the Cleveland M. P. Exhibitors' Ass'n. testified that the present bill is redundant inasmuch as Ohio has a lottery law. He claimed Bank Night is not a lottery if properly conducted.

Report W. B. Start Games

PHILADELPHIA, April 5. — Independent exhibitors here are alarmed by the report that Warners' Kent and Imperial will start the use of chance games within a fortnight. The report states that Warners plan to test the policy with the possibility of extending it.

Flash Previews

"Mile a Minute Love"—Formula stuff, featuring chase routines. Some good speedboat sequences.

"Ghost Town Gold"—Satisfactory western fare but lacking the romantic factor.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Two Agencies Join in Pact For Handling of Air Talent

One of the year's most important talent deals, involving the Small-Landau and Rockwell-O'Keefe agencies, was closed Saturday, by which the latter organization becomes exclusive radio representative for the Small-Landau film players. The deal became effective Saturday.

Ralph Wonders, acting for Rockwell-O'Keefe, and Morris Small, executive of the Hollywood film talent agency, handled the contract.

Among the Small-Landau film players whose radio bookings hereafter will be handled by Rockwell-O'Keefe are Karen Morley, Beverly Roberts, Marjorie Rambeau, Hugh Herbert, Evelyn Venable, Cliff Edwards, Lionel Barrymore, Eric Blore, Ken Maynard, Reginald Denny, Larry Crabbe, Alan Dinehart, Jack Oakie, Lyle Talbot, Johnnie Weissmuller, Billie Burke, Alice Brady, Jean Harlow, Dorothy Mackaill, Alison Skipworth, George Sidney, George Barbier, Carl Brisson, James Bell, Robert Barrat and Margaret Graham.

Negotiations were begun shortly after Wonders joined the Rockwell-O'Keefe office to head the radio department there, after resigning from CBS as head of the artists bureau.

Studio Labor Unions Given 10% Increase

(*Continued from page* 1)

venient for the various parties to the agreement.

The 10 per cent wage increase for the four studio unions will add $3,000,000 annually to studio payrolls, company officials estimated yesterday. It is the second consecutive year that the unions have won a 10 per cent increase at the annual conferences on wages and working conditions provided for in the basic agreement. The increase does not apply to the American Federation of Musicians, whose studio wage scale is negotiated separately.

The rejection of the offer to include the Painters' and Decorators' union in the agreement was due to the provision that make-up artists, hairdressers, art directors and draughtsmen, who were added to the union's membership just prior to its withdrawal from the agreement in 1932, would not be included. The union's withdrawal at that time was also due to the refusal of the producers and other labor unions to agree to include those workers' classifications, in addition to the painters and decorators, in the pact. It was stipulated, however, that the wage increase granted for this year would also apply to the Painters and Decorators union on its reentry.

An application by a studio laborers' union for inclusion under the agreement was also acted upon favorably by the meeting but details of the conditions of its admission are still under discussion.

HOLLYWOOD, April 5.—Lawrence Lindelop, president of the Painters, Decorators and Paperhangers International, today threatened to call a strike at the studios because of the refusal of the New York labor conference to accept its terms of readmission to the basic agreement.

Assert Consolidated Lab Back to Normal

(*Continued from page* 1)

the return of the remainder of the strikers to their work. Another meeting is expected to be held in the next few days.

Despite the strike, the laboratory maintained its schedules on all rush and time print work. Less urgent work fell behind for a time, but operations again are reported at normal by Consolidated officials.

Cleveland Union Makes Demands

CLEVELAND, April 5.—The demands of the local union were presented to distributor branch managers today by Coleman Claherty, national A.F.L. representative, and Walter Crease, business manager of the Wrappers' and Packers' Union.

The demands included a general wage increase of $7 over the present scale for shippers, assistants, inspectors and poster clerks with a minimum of $24.50 for head inspectors and $22.50 for inspectors; a 40-hour week, with time and a half for overtime, and all present privileges, including and all present privileges.

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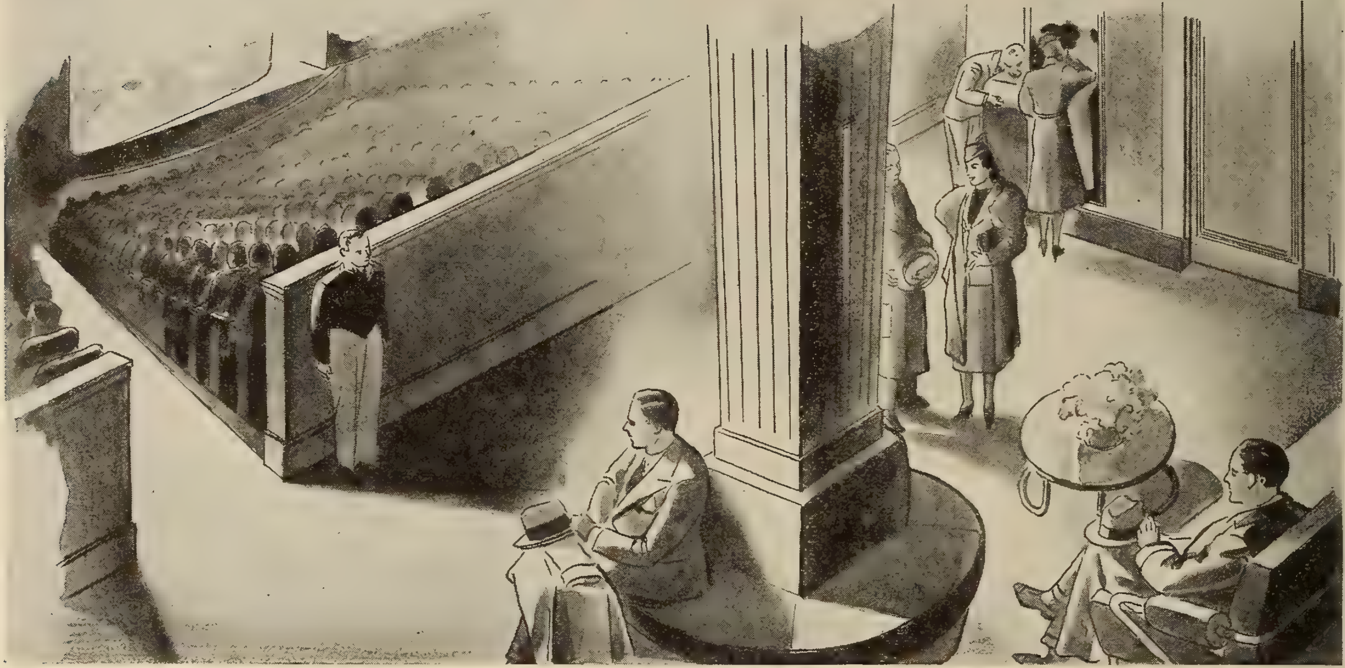

● Thousands of dollars are spent on the equipment of a motion picture theatre—a beautiful building, tasteful decorations, expensive carpets and the most comfortable seats. These luxuries call for lighting in keeping with other provisions for the pleasure and satisfaction of the patrons.

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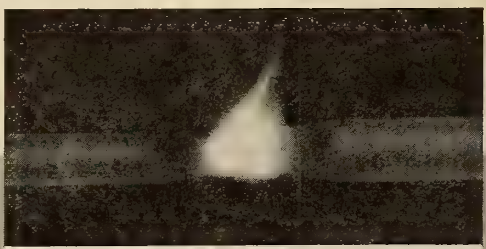

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VOL. 41. NO. 81 NEW YORK, WEDNESDAY, APRIL 7, 1937 TEN CENTS

Guild Actors' Wages Holding Up Agreement

Seek Classification of Groups in Talks Here

The difficulty of establishing standard minimum wage schedules for the widely varied talent classifications represented by the Screen Actors' Guild membership stands as the principal bar to recognition of the players' union by the studios, it was learned yesterday following further informal conferences between Kenneth Thomson, executive secretary of the Guild, and Pat Casey, labor representative for major studios.

All of the five international unions now included in the basic labor agreement with the studios advocated recognition of the guild and its admission to the basic agreement at the meeting earlier this week of the union and production company heads. For this reason, it appears inevitable that some form of definite action on the guild's inclusion will have to be taken prior to the departure from New York of the various union and company heads. The action either may be decided here or a basis laid for an agreement to be finally worked out between Casey and Thomson on their return to Hollywood, it now appears.

Thomson contends that minimum wage scales for the player members of the guild are not an issue at

(*Continued on page* 6)

Circuits, Stagehands Again Discuss Wages

Circuit executives met yesterday with representatives of Local 1 and Local 4 of the stagehands' union on the question of increasing wages. Both sides are standing pat on their offers and another meeting will be held in the near future, the date to be set later.

The unions demanded an increase of 15 per cent, retroactive to March 1. Circuit representatives proposed a two-year deal which would provide for a six per cent increase now, another six per cent hike on Sept. 1

(*Continued on page* 11)

Mills Is Named to New Ascap Position

E. C. Mills, Ascap general manager, yesterday was elected chairman of a newly created administrative committee which is being set up by the organization's board of directors

(*Continued on page* 11)

Para. Meet Set June 10-13; Warners to Name Date Soon

Neil F. Agnew, vice-president in charge of distribution for Paramount, yesterday set June 10-13 as the dates for the company's annual sales convention at the Ambassador, Los Angeles.

The one big meeting was decided upon instead of two regionals which had been considered for some time. The coast sessions will be attended by division, district and branch managers in addition to home office and studio executives. It will be followed later by district meetings to be supervised by district managers and which will be attended by sales forces, bookers and office managers.

Warner sales heads are discussing plans for holding the annual sales convention in Los Angeles the latter part of May or early June.

Roy H. Haines, eastern division head, will leave for the coast in about two weeks to arrange details. Before he heads west, the Monday Knighters will tender him a banquet in honor of his recent promotion.

Last year the company held a number of regionals. Gradwell L. Sears, general sales manager, returned from the coast Monday after conferring with Jack L. Warner and Hal B. Wallis on production plans for next season.

English Units In Agreement On Few Points

By BRUCE ALLAN

LONDON, April 6.—A preliminary agreement was reached today on overbuilding, a standard contract and "various trading conditions," at the joint meeting of the representatives of the Cinematograph Exhibitors' Ass'n and the Kinematograph Renters Society, from which is expected to develop a single supervisory industry trade body.

The Film Group of the Federation of British Industries was invited today to attend the next joint meeting, scheduled for Monday, to discuss the quota, the proposed Government film commission and other controversial points in the recent Moyne report on revision of the Films Act, which expires next year.

The official attitude of the C.E.A. is that exhibitors and distributors should clear up the outstanding business differences before tackling the

(*Continued on page* 6)

Overvaluation of GB Assets Charged

LONDON, April 6.—Many of the assets of Gaumont British were overvalued on the company balance sheet, it was declared by Edward Maloney, an accountant, in the course of testimony today before Justice Clauson in the hearings on the injunction sought by G. B. shareholders to prevent the directorate from paying a preference dividend.

W. H. J. Drown, shareholder in

(*Continued on page* 11)

RCA to Make Televisor for CBS Station

CBS's new television transmitter will be manufactured by RCA, it was revealed yesterday by David Sarnoff, RCA president, at the annual meeting of RCA stockholders.

Commenting on television, Sarnoff admitted that the art still needs further improvement in transmission as well as reception before it can become a nationwide service. He said, however, that RCA was in the forefront of television development, and that it is his firm conviction that television ultimately will be established here on a practical and free nation-wide basis.

Additional developments in radio on pages 10 and 11.

The RCA financial figures for the first quarter are not yet available, but Sarnoff indicated there would be an increase of 10 per cent in the business volume over the first quarter of last

(*Continued on page* 10)

Grand National Gets Start in New Studio

HOLLYWOOD, April 6.—Grand National today officially took over the former Educational Studios under a 10-year lease. Units have been moving in for the past two weeks.

Expansion plans are to be started immediately, according to Edward L. Alperson, president, and H. H. Barter, architect, is busy on plans.

Two pictures, "Small Town Boy," a Zion Myers production, and

(*Continued on page* 11)

Theatres Seek Renewed Fight On Sales Tax

As Result, Distributors' Lawyers Delay Action

Exhibitors yesterday intervened in the deliberations by distribution companies' attorneys at M. P. P. D. A. headquarters to urge further opposition to the payment of the two per cent municipal sales tax on film rentals collected within the city, with the result that company lawyers again delayed a decision on abandoning further legal action on the tax.

A majority of the distributors' attorneys had favored accepting the ruling of the Court of Appeals without a new legal contest either in the way of an application for a rehearing or an appeal to the U. S. Supreme Court. Circuit representatives yesterday, however, are reported to have urged further action on the ground that current admission levels cannot absorb the tax and to pass it on to the public would involve an increase in scales which would bring many houses up to or beyond the 41-cent Federal admission tax level.

Distributors have until April 25 to apply to the Court of Appeals for a rehearing. Yesterday's meetings, like the four others which preceded it, adjourned without a decision being made. Indications are that another meeting of the attorneys will be called soon to consider further the several courses of action which are still open.

Dickstein Action Is Expected Today

By BERTRAM F. LINZ

WASHINGTON, April 6.—Members of the House Immigration Committee will meet tomorrow in executive session to consider their action on the Dickstein alien actor bill, on which extensive hearings were held in February and March.

There is considerable opposition to the measure by members of the committee, but Representative Dickstein

(*Continued on page* 11)

Felicitations Pour In on R. H. Cochrane

Messages of congratulation upon his first year as president of Universal poured into R. H. Cochrane's office yesterday from all parts of the world. Lord Portal and Arthur Rank headed

(*Continued on page* 11)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 7. 1937 No. 81

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. FERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Allied Pledges Aid To the Rogers Fund

Members of Allied of New Jersey yesterday pledged support for the Will Rogers Memorial Fund drive at a meeting at the Lincoln. William A. Scully, who is in charge of the drive for the local territory, and Joe Lee, chairman of the New Jersey exhibitor committee, spoke to the Allied membership yesterday.

Collections in theatres will start April 30 and will continue for a week. About 30 important independent exhibitors attended the meeting.

Monday Knighters Golf

The Monday Knighters have formed the Wednesday Afternooners, the principal function of the new unit to be to play golf every Wednesday afternoon on a different course. The first tourney will be held on a Long Island course this afternoon. All members of the Monday club have been made honorary members.

Ampa Committee Named

Gordon White, John C. Flinn and Marvin Kirsch have been named as the committee in charge of entertainment for the forthcoming Ampa dinner-dance. The Ampa awards will be presented at the affair which is to be held at the New Yorker May 1.

Insiders' Outlook

By RED KANN

Hollywood, April 6.

ON May 12 England crowns her George. One week earlier up and down the land Warners make their bid for top money with a coronation of their own. They turned to Mark Twain for inspiration and found his "Prince and the Pauper" waiting for their cameras.

This famous flight of the Twain imagination is so well known that to repeat the fanciful tale of Edward, the Prince, and Tom, the boy who changed clothes with him for a lark and almost altered the destinies of the British royal family, would seem as necessary as persuading the English unicorn to roar the louder.

▼

Billy Mauch plays Tom and his pea-in-the-pod brother does Edward. There have been better juvenile actors, but the comedy richness of the parts and their boyish charm give them sufficient opportunity to kick in pleasing performances. This "Prince and the Pauper" is supercharged with hokum, lots of it pretty engaging. It has Errol Flynn as its dashing hero quick with the rapier; it has its sinister Earl of Hertford, played by Claude Rains in what is an outstanding acting job; it has its medieval background, its fiery horses, its court ceremony, and above all an adroitly lengthy coronation scene which is meticulous in detail and pageantry.

▼

There was a day in this business when a film of story content like this was viewed as something suitable for children alone. It may yet be around for all we know. We don't know what average adult reaction will be and we don't think Warners or anyone else can tell for that matter. As an out and out exploitation picture, however, this "Prince and the Pauper" fits in very neatly with the impending actual event across the sea and that may easily prove enough.

Revokes Games Ban On Buffalo Houses

BUFFALO, April 6.—Police Commissioner James W. Higgins has revoked his ban on Bank Night, Bingo and all other games in theatres, less than 12 hours before all precinct captains were under orders to enforce it.

At the same time, the commissioner indicated his campaign against theatre lotteries had not been abandoned. Instead, he will fire from a new angle, testing the legality of the games in a test case, prosecuted before the license commissioner.

Delegates from the Theatre Owners' Protective Ass'n., new organization representing every house in town, has promised Commissioner Higgins that if he wins his test case, exhibitors here will end giveaways.

Philadelphia Games Worry Independents

PHILADELPHIA, April 6.—Worried by reports that Warners would try out games in isolated spots, independent exhibitors in some local areas today held informal meetings with chance game distributors on Vine St. in an effort to hold priority rights in their situations. No definite agreement has been reached in view of lack of a decision in a games case now before Judge McDevitt in Common Pleas Court.

The suspicion is growing that if games get court approval, Warners will combat the situation by flooding the territory with devices heretofore used by independents.

Lee to Sail April 28

Arthur A. Lee, vice-president of G. B., has completed plans to visit London for conferences at the studio with company officials. He is booked to sail on the *Normandie* April 28.

Quigley Grand Award Winners Are Chosen

About 35 sales executives, advertising and exploitation heads and others gathered yesterday at the Hotel Astor for the annual judging for the Quigley Grand Awards. Twenty-four exploitation campaigns, the monthly winners of awards of the Managers' Round Table Club of *Motion Picture Herald,* were presented to the judges prior to a luncheon.

Speeches were brief. Terry Ramsaye welcomed the guests and Martin Quigley spoke. He stressed the importance of recognition and encouragement of those whose efforts stimulate the sale of box-office tickets.

A-Mike Vogel, chairman of the Managers' Round Table, also spoke briefly.

List of Judges Impressive

Judges of the awards were: S. Charles Einfeld and Mort Blumenstock of Warners, Harry Goldberg of Warners Theatres, John D. Clark and Charles E. McCarthy of 20th Century-Fox, Oscar A. Doob of Loew's Theatres, William R. Ferguson and Si Seadler of M-G-M, Y. Frank Freeman and Robert Gillham of Paramount, Lowell Calvert of Selznick International, James Mulvey of Samuel Goldwyn Prod., A. W. Smith, Jr., and Monroe Greenthal of United Artists, Hy Daab of Columbia, Gus Eyssell of the Music Hall, Edward M. Fay of Fay's Theatres, Ed Finney of Grand National, Paul Gulick of Universal, Irving Lesser of the Roxy, Arthur Mayer of the Rialto, Ralph Rolan of March of Time, Al Selig of G. B., George C. Walsh of Netco Theatres and Gordon White of Educational.

Colvin Brown of Quigley Publications and Gerard B. Lambert and Bob Neff of United Air Lines were among the guests.

Emile Pathe, Film Pioneer, Is Dead

PARIS, April 6.—Emile Pathe, pioneer film man, died at his home in Pau, a suburb, yesterday.

Pathe and his brother, Charles, started French production in 1896. With two compatriots they organized Pathe Freres and issued films with the well known crowing rooster trade mark. An American branch was established in 1904. Four years later the company, with Emile and Charles in control, opened a studio in Jersey City. In 1914 the company produced "The Perils of Pauline," with Pearl White in the leading role. Five years previous the company had shown the first news film.

The brothers started with two kinetoscopes, an Edison invention. Their venture grew to proportions that included completely equipped coast studios and an imposing list of star names. In the latter part of 1930 they disposed of their American company and properties to a group of New York bankers. The present company here is now engaged in the printing and developing of negatives, the producing and distributing business having been sold to RKO.

Completing Newsreel Plans on Coronation

LONDON, April 6.—Plans for the filming of the Coronation ceremonies on May 12 are rapidly being rounded into final shape. Arrangements are virtually completed for the placing of newsreel cameras for the actual ceremony in Westminster Abbey.

Present plans call for six newsreel cameras to be placed in the Abbey for the ceremony, one of which probably will be a Technicolor camera. The plans are contingent upon the approval of the Earl Marshal following test shots which are scheduled for tomorrow at the rehearsal. The camera stations in the Abbey are to include one in the triforium, which is a balcony above the nave.

Canada Profits Reported

TORONTO, April 6.—Eastern Theatres, Ltd., has reported a net operating profit for 1936 of $42,750, as against $40,790 for the previous year. This company paid $35,000 on 5,000 shares of preferred stock and the earned surplus at Dec. 31 was $85,705. Total current assets were $245,000, while current liabilities were negligible, it was reported.

Hamilton United Theatres, Ltd., Hamilton, Ont., closed the year with a gross profit of $77,392 as compared with $70,133 for 1935, while dividends paid during the year totalled $33,486. This company proposes to write down the item for goodwill and franchise from $1,310,000 to $157,000, while the authorized capital is to be reduced from three million dollars to $1,080,000 by a revaluation of stock. It is interesting to note that Hamilton United owns bonds to the value of $34,706 in Famous Players Canadian Corp.

Consolidated Income Up

The net income of Consolidated Amusement Co., Ltd., for 1936 was $315.351, which is equal to $2.10 each on 150,000 shares of preferred stock. This compares with $243,745, or $1.62 a share for 1935.

"When the ladies see my new short subject PENNY WISDOM they'll be able to prepare a meal on short notice and very cheaply too, even if they never cooked before in their lives! No more fainting when papa phones that he's bringing guests to dinner!"

PETE SMITH RESCUES LADIES IN DISTRESS!

Here's a swell business builder! Delightful production in technicolor with easy demonstration of quick and economical cookery by the famed Prudence Penny. Every woman will be absorbed in it and every man will insist that his wife come again! Pete Smith Specialty in TECHNICOLOR!

PENNY WISDOM

with **PRUDENCE PENNY** *through the courtesy of Los Angeles Examiner*

GRAVY FROM M-G-M!

"PRUDENCE PENNY" TIEUP WITH HEARST PAPERS—AND OTHER IDEAS!

Honestly, is there any other company that gives you this type of exploitation short subject?

A FEW ANGLES FROM THE PRESS SHEET:

NEWSPAPER TIEUP—Direct tieup with all Hearst papers; equally good with any paper that runs a food column.

NATIONAL TIEUPS—Releases provided for co-op ads and windows: Electrolux, Pyrex, Estate Stove.

RADIO ANGLES—Half of all radio time is devoted to food products. Dozens of tieups with products that stress price saving.

LOBBY FOOD SHOW—Perfect opportunity to take advantage of this additional publicity and box-office angle . . . give-aways . . . cookery contest, etc.

CONTEST IDEA—Offer guest tickets for those who can submit the most economical "penny wise" menus.

**THE KING
and the
CHORUS
GIRL**
Fernand Gravet
Joan Blondell
Edw. Ev. Horton

Bette Davis
**WOMAN
MARKED**
Humphrey Boga

Josephine Hutchinson
George Brent
MOUNTAIN JUSTICE

*Spri
is
Her*

With 3 Months of Sunsh
WARNER BR

SLIM
Pat O'Brien
Henry Fonda
Margaret Lindsay
Stuart Erwin

Dick Powell
**THE
SINGING
MARINE**
Doris Weston
Lee Dixon
Hugh Herbert

Kay Francis
Errol Flynn
**ANOTHER
DAWN**
Ian Hunter
Frieda Inescort

CALL IT A DAY

Olivia de Havilland
Ian Hunter
Anita Louise
Alice Brady
Roland Young
ieda Inescort

THE PRINCE and the PAUPER

Errol Flynn
Claude Rains
Henry Stephenson
Barton MacLane
The Mauch Twins
Billy and Bobby

George Brent
Anita Louise

THE GO-GETTER

Charles Winninger
(Cap'n Andy)

dw. G. Robinson
Bette Davis

KID GALAHAD

Humphrey Bogart

PLENTY of new Academy Award material for the company that won more than half of all their prizes this year!

Guild Actors' Wages Holding Up Agreement

(*Continued from page 1*)

this time and should not be permitted to stand in the way of action on the guild's inclusion in the basic agreement. Production company heads, however, point out that wage scales would have to be set sooner or later in the event of the admission of the guild and that, therefore, they are as important at this time as they ever will be.

No formal meeting of the various principals, company and union to further consider the guild's application has been set yet. One may be called momentarily, however, depending mainly on the availability of the principals.

M-G-M Planning Its Own Cartoon Series

HOLLYWOOD, April 6.—M-G-M is planning to enter the cartoon field on its own as soon as the contract with Harman-Ising expires. Preparations are now being made for a series of 13 animated shorts in Technicolor.

P. J. Wolfson Assigned

HOLLYWOOD, April 6.—As his first assignment as associate producer at Radio, P. J. Wolfson will produce "They Had to Save Charlie," an original by M. John Bronson. Wolfson was formerly a writer.

Board Asks Empire Men Be Reinstated

The survey board appointed by Mayor LaGuardia to settle the operator union problem in New York theatres yesterday requested that members of the Empire State union who have been discharged from houses of I.T.O.A. members be reinstated. The request was included in a letter from the board to Joseph Basson, president of Local 306, and Harry Brandt, president of the I.T.O.A. It was signed by Sam A. Lewisohn, chairman of the survey board, Howard S. Cullman and William Collins.

The discharge of Empire men followed the agreement reached some time ago by which the Allied union was absorbed by Local 306 and a contract was signed between 306 and the I.T.O.A. The letter indicates that on March 22 the board had requested 306 and the I.T.O.A. to desist from replacing Empire men with members of 306, and to reinstate those already dismissed. "This request has not as yet been complied with, insofar as the discharged Empire men are concerned," the letter said. Two alternatives are suggested, absorption by 306 of Empire men employed in I.T.O.A. houses, or exemption of the 12 houses using Empire men from the general 306-I.T.O.A. agreement.

Seattle Club Sets Party

SEATTLE, April 6.—Officers of the Northwest Film Club here are making plans for an elaborate Midnight Jamboree Saturday night, April 17. It will be held at a local theatre and the public will be admitted.

"DECENCY IN MOTION PICTURES"

by MARTIN QUIGLEY

THE NEW YORK TIMES says:

"Here is the story of the motion pictures' 'reform from within' as modestly told by the man who had most to do with giving that reform its effective instrument . . . the film industry's production code. This little book contains much clear information on a subject of wide interest."

ONE DOLLAR POSTPAID

Published by the MACMILLAN COMPANY
available at THE QUIGLEY BOOKSHOP
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Ascap Monopoly Case Dismissed on Coast

LOS ANGELES, April 6.—The U. S. District Court here signed an order today dismissing a monopoly action against Ascap which had been brought by California Federated Industries, Inc., an organization of tavern keepers and other proprietors of public amusement places.

The plaintiffs had sought an injunction to restrain Ascap from collecting royalties for the public performance of copyrighted music within the state.

Weisman in Fox Action

Milton C. Weisman, receiver for Fox Theatres Corp., was authorized yesterday by Federal Judge Martin T. Manton to have his attorney, Basil O'Connor, cooperate in the prosecution of claims against William Fox. Ralph O. Willgus is now in charge of the suits which are pending in New Jersey and Pennsylvania.

The actions are to set aside alleged fraudulent conveyances made by Fox to the All-Continent Corp. Willgus brought a suit against Fox before the latter's voluntary petition in bankruptcy in May, 1936. Weisman stated that he had filed a large claim against Fox in the bankruptcy proceedings.

Continuing Distribution Probe

LOS ANGELES, April 6.—In what is believed to be an outcropping of the Fox West Coast bankruptcy case which the Tally-Corbar action has been fighting to set aside, Albert B. Law, special U. S. District Attorney, is said to be continuing the investigation of distribution and exhibition methods in this territory.

Col. W. H. Neblett, Tally-Corbar attorney, who will appeal the Circuit Court decision against his clients, has until May 23 to file his briefs with the U. S. Supreme Court.

Warners File Answer

Warners and the Remick Music Corp. filed answers in U. S. District Court yesterday to a suit brought against them by Nat Nazarro, charging that his song, "Rhythm for Sale" was plagiarized in the song, "Swing for Sale" in the picture of the same name. He has asked a permanent injunction and accounting. Warners denied producing a picture by that name and asserted that the song "Swing for Sale" is public property. Samuel Kahn and Saul Chaplin were also named as defendants.

Dillingham Sale Postponed

The sale of the Charles B. Dillingham rights to plays and scripts was postponed yesterday by Referee John E. Joyce to May 11. Maurice Smith appeared as counsel for the Irving Trust Co., trustee in bankruptcy of the Dillingham estate.

Delay Brooklyn Fox Case

Hearing on the proposed plan of reorganization of the Flatbush Nevins Corp., owners of the Brooklyn Fox theatre was adjourned yesterday to April 16 because of the absence from the city of Federal Judge William Bondy.

Named District Head

BOSTON, April 6.—Paul Morris has been promoted to district manager for the Glickman circuit. Morris previously managed Keith's, formerly the American, at Fairhaven for the circuit.

English Units In Agreement On Few Points

(*Continued from page 1*)

general problem. Actually it appears that the C. E. A. has taken the opportunity afforded by the need of the K.R.S. for exhibitor support against the Moyne report and producers by forcing the K.R.S. to cooperate in the overbuilding campaign which had been held up previously by distributor refusal to operate a product boycott. Also the C.E.A. is seen as having obtained K.R.S. approval of standard contract clauses previously rejected by the distributors, and a measure of relief from the present credit terms.

It is believed that the C.E.A. has accepted the K.R.S. suggestion for an industry governing body composed of members of the trade, with a chairman to be appointed by the Board of Trade, but has added a provision for a board of expert assessors to adjudicate trade disputes.

Before the announcement of the invitation to attend, the Film Group had displayed annoyance because they had not been asked to be present at the conference, and had seemed likely to take the attitude they alone are concerned in the national aspects of the production problem. However, the Film Group will accept the invitation to participate.

"Top of Town" Goes Due to Booking Jam

Although the picture could have been held a third week on the strength of business in its second week, "Top of the Town" will be forced out of the Roxy tomorrow night because of bookings previously promised to RKO and 20th Century-Fox.

Some time ago Howard S. Cullman, trustee, dated "Wake Up and Live" for April 23. "Michael Strogoff" has been penciled in to open Friday with the distributor and theatre management setting a control figure for a possible holdover.

While the Roxy would like to hold "Top of the Town" another week, there is a likelihood of getting into a booking jam with 20th Century-Fox if it is decided to hold "Michael Strogoff." The date for "Wake Up and Live" cannot be changed.

Hence, a compromise has been effected with Universal. The company may have another picture in the Roxy starting April 16, the date contingent on the business of "Michael Strogoff."

It is figured "Top of the Town" will end its second week with approximately $40,000.

After tallying $33,000 on the first week, "The King and the Chorus Girl" is expected to wind up a second week at the Strand with about $15,000. "Marked Woman" will open there Saturday.

Ohio Bills Up April 8

COLUMBUS, April 6.—Hearings on the bill for two men in a booth, before the House labor committee, and the bill imposing an additional seven per cent tax on all admissions, before the House taxation committee, will get under way on April 8.

Held over the nation over!
20th Century Fox
THE KEYSTONE OF YOUR FUTURE

"SEVENTH HEAVEN" HELD OVER IN PHILADELPHIA

"SEVENTH HEAVEN" HELD OVER IN BALTIMORE

"SEVENTH HEAVEN" HELD OVER IN MILWAUKEE

"SEVENTH HEAVEN" HELD OVER IN RICHMOND

"SEVENTH HEAVEN" HELD OVER IN PROVIDENCE

"SEVENTH HEAVEN" HELD OVER IN DENVER

"SEVENTH HEAVEN" HELD OVER IN LONG BEACH

"SEVENTH HEAVEN" HELD OVER IN LOS ANGELES

"SEV HELD OVER IN DETROIT

HELD OVER IN MIAMI

" OVER IN PITTSBURGH

"SE VER IN KANSAS CITY

"SEV AVEN" HELD OVER IN ST. LOUIS

"SEVENTH HEAVEN" HELD OVER IN NEW YORK

French Censor Board Bans "Black Legion"

By PIERRE AUTRE

PARIS, April 6.—"Black Legion," Warner picture, today was banned by the French censor board. It was explained that the film was banned because it did not conform with the new French censorship regulations, which specifically mention gangster pictures as taboo. It was said the film contains too many killings.

It was indicated at Warners' home office yesterday that the decision of the French censor board would be appealed immediately to the Commission of Film Control of the Ministry of National Education, under whose jurisdiction the censor board operates.

Plans Flushing House

Gerard Kuehne, who constructed the Craft at 238th St. and Broadway and leased it to Gulkis & Rosenzweig, is planning an 850-seat theatre at 189th St. and Northern Blvd., Flushing. Gulkis & Rosenzweig are negotiating for a long term lease on the new theatre and plan to close the deal by the end of the week. Work on the new house will get under way shortly.

Retzlaff a Director

HOLLYWOOD, April 6.—Theodore Retzlaff, at a meeting of the American Society of Cinematographers held here today, was elected a director of the organization to succeed Don Clark. All officers were reelected, including John Arnold as president for his seventh year; Fred Jackson, treasurer, and Frank Good, secretary.

White Cites Ad Costs

The industry spends approximately $70,000,000 annually for advertising, Gordon White, advertising and publicity director for Educational, said in a lecture last night at Hunter College. Of this amount, $58,000,000 is in newspaper advertising, $7,500,000 for bill posting and $4,500,000 for accessories, he estimated.

W. P. Lipscomb Married

LONDON, April 6.—W. P. Lipscomb, scenarist, and Miss Florence Taub, were married here Monday. The couple will leave soon for Hollywood.

★ ★ ★ ★

SLEEP OVERWEATHER TO CALIFORNIA

Fly OVERNIGHT to Los Angeles on the lower-level all-year Southern Transcontinental Route. In NEW 14-berth Flagship Sleepers. The largest, quietest, most luxurious planes.

Phone VAnderbilt 3-2580
or your travel agent
Ticket Office—45 Vanderbilt Ave.

AMERICAN
AIRLINES INC.

◂ Purely Personal ▸

SIDNEY R. KENT and WALTER J. HUTCHINSON will sail today for England on the *Queen Mary*, en route to Paris for the 20th Century-Fox European convention to be held April 28.

•

EDDIE ZIN, partner of HARRY HECHT, New Jersey independent exhibitor, was tendered a bachelor party at the Ritz restaurant, Passaic, Monday night. About 150 attended.

•

EDUARDO GONZALES, vice-president of United Theatres, a Puerto Rican circuit, is in town. He is at the Edison.

•

LOUIS MAYER, formerly publicity and advertising head for the RKO Mainstreet, Kansas City, is due this week for a new assignment.

•

BEN GOETZ left for Hollywood yesterday by plane after visiting his son, HAYES, who will graduate this semester from Harvard.

•

LEN DALY of U. A. will speak before the Ark Club tomorrow on foreign publicity.

•

ROY H. HAINES will be tendered a banquet by the Monday Knighters at the Waldorf in two weeks.

•

JOSEPH I. BREEN, Production Code Administrator, is scheduled to leave England on the *Berengaria* today.

•

E. C. MILLS of Ascap leaves in about two weeks to attend a Federal court hearing at Helena, Mont., on April 23, at which time the constiality of the state's law against Ascap will be tested.

•

W. RAY JOHNSTON, Monogram president, is in Chicago and is expected back in New York on Thursday.

•

ARCHIE MAYO, in town visiting his mother, will leave for the coast tomorrow.

•

DAVE STARKMAN, premium distributor, was in town from Philadelphia yesterday.

•

J. CHEEVER COWDIN and SAMUEL MACHNOVICH are en route east by plane. COWDIN goes west again Saturday for more product conferences.

•

E. C. GRAINGER has returned from a three-week vacation at Fort Lauderdale, Fla.

•

M. JOHN BRONSON'S original story, "They Had to Serve Charlie," has been purchased by RKO.

•

HELEN MORGAN departs today on the *Lafayette*.

•

JACK ALICOATE, publisher of the *Film Daily*, is back from the coast.

•

EDWARD MOYSE of Peerless Film Processing Corp. sails today on the *Lafayette*.

•

JOE WEIL of Universal has returned from Toronto.

•

BORIS PETROFF sails shortly to make a picture in England.

•

LIONEL ATWILL sails today on the *Washington*.

•

SID ROGELL, RKO studio manager, has returned to the coast.

•

AL SANTELL is in town.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Wake Up and Live"

(*Twentieth Century-Fox*)

HOLLYWOOD, April 6.—This is rousing, fast-stepping entertainment which should have a wide appeal reflected at theatre box-offices from Broadway to Pumpkin Corners. Against a radio background, with a novel twist in theme, a full quota of sparkling comedy and a handful of Gordon and Revel songs which should set audiences to humming, the film is understood to have received considerable personal attention from Darryl Zanuck—and looks it.

The story angle, which should draw heavily at the box-office, is the pseudo-feud between Ben Bernie and Walter Winchell on the air, and both these avid publicists appear to advantage. The screenplay, in which Harry Tugend, Jack Yellen and Curtis Kenyon all had a hand, is from the book by Dorothea Brande, and Sidney Lanfield's direction has resulted in a maximum of popular entertainment.

The excellent cast, in addition to the air tusslers, includes Alice Faye, in fine voice; Patsy Kelly, Ned Sparks and Walter Catlett for the incessant comedy, and Jack Haley, who is the picture's big surprise. The material he has had in former screen appearance has done little to increase his value, but here it is good, and he makes the most of it. His ability to put over a song and the quality of his voice speak highly for his future value.

The novel story twist finds Haley, sadly stricken with mike fright, satisfied to become a radio center usher. In a daring moment, he sings into what he thinks is a dead mike, and his voice comes into Bernie's broadcast in a night club. Letters pour in and the wild search is on for "the phantom troubadour," with Haley joining, and Winchell revealing that Bernie himself does not know who his "phantom" is. The fun waxes fast and comic, Miss Faye befriends Haley, finds he is the "phantom" and arranges his broadcasts from her home, with what he thinks is a dead mike. Then, with everything set for his personal appearance, he disappears as Bernie opens at a new club, everyone is frantic, until his comic last minute arrival results in his triumph on the air and in love, and a Bernie-Winchell reconciliation.

Production Code Seal No. 3,120. Running time, 89 minutes. "G."

Para. Atlanta Post Goes to Cecil House

Cecil House, formerly branch manager at San Antonio, has been promoted to Paramount exchange head at Atlanta, succeeding Dave Prince, who has resigned to join U. A. as Atlanta manager. M. L. McClintock, formerly a salesman at the San Antonio office, has taken over House's duties.

Weldon Walters, who has been supervising ad sales in the east, has been promoted to salesman at the Cleveland exchange. William Sharpe, former ad sales head at the St. Louis branch, has succeeded Walters at the home office.

Name Pool Operators

ALBANY, April 6.—Following the pooling of Warners' Strand, Ritz, Madison and Albany with Si Fabian's Palace, Harmanus-Bleeker Hall, Grand and Leland, an operating committee has been set up with Fabian and Sam Rosen representing the Fabian circuit and Moe Silver and Willard C. Patterson, for Warners. The policies of the theatres have been continued as before and each circuit continues to operate its own houses.

Has 2 Baseball Shorts

Al Bondy will release two baseball shorts, "Big Shots in Baseball" and "Brain Busters of Baseball." The subjects were directed by George Moriarty with Ted Husing handling the narration.

Wall Street

Losses Still Dominate Board

	High	Low	Close	Net Change
Columbia	33½	33½	33½	.....
Consolidated	15⅜	15⅜	15⅜	.....
Eastman	164	163	163	—1
Gen. T. Equip.	29¾	29½	29½	+ ¼
Loew's, Inc.	82¼	79½	80	—2
Loew's, pfd.	107	107	107	+ ½
Paramount	24⅞	23⅞	24¼	— ⅝
Paramount 2 pfd.	22⅛	21⅝	21⅝	— ¾
Pathe Film	8¾	8½	8½	— ¼
RKO	9¼	8½	9⅛	+ ⅝
20th Century-Fox	38	37⅛	37⅝	— ⅜
20th Century, pfd.	47⅛	47⅛	47⅛	.....
Warner Bros.	14¾	14¼	14⅜	— ⅜

Curb Up Fractionally

	High	Low	Close	Net Change
Grand National	3	2⅞	2⅞	.....
Sonotone	1¾	1⅝	1¾	.....
Technicolor	20⅞	20¾	20⅞	+ ⅛
Trans-Lux	4⅝	4⅝	4⅝	+ ⅛

RKO Best Bond Increase

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	97¾	98½	+ ⅝
Loew's 3½s '46	97¾	97¾	97¾	.....
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	— ⅛
RKO 6s '41 pp.	118½	116	117	+1½
Warner Bros. 6s '39 wd	95⅜	95	95¼	+ ⅛

(Quotations at close of April 6)

MAKE HEY-HEY IN MAY!

IT'S *Educational* MONTH

It's Spring again . . . May's almost here . . . and that's the time for making hey-hey while the sun shines on your box-office. Do it with extra short subjects to make gay May programs.

With all the fads and fancies that come and go, nothing has yet equalled good short subjects for that extra box-office value. And you never had a better line of featurettes than these *Educational* comedies and novelties for your May shows.

Presented by
E. W. HAMMONS

Educational Pictures
"THE SPICE OF THE PROGRAM"
REG. U. S. PAT. OFF.

DISTRIBUTED IN U.S.A. by 20th CENTURY-FOX FILM CORPORATION

JEFFERSON MACHAMER and his [illegible]
in
"Comic Artist's Home Lif

BERT LAHR
in
"Off the Horses"

BUSTER WEST and TOM PATRICOLA
in
"Ready to Serve"
"Hi-Ya, Doc?"

[illegible]
in
"Melody Girl"

BUSTER KEATON
in
"Love Nest on Wheels"

[illegible]
in
"Freshies"

[illegible]
in
"Man to Man"

[illegible]
in
"Pixilated"

TIM and [illegible]
in
"His Pest Girl"

TERRY-TOONS

Kiko the Kangaroo
in
"Red Hot Music"
"The Hay Ride"
•
Puddy the Pup
in "The Coronation"
•
Farmer Al Falfa
in "Flying South"
•
"The Bug Carnival"
•
"School Birds"

TREASURE CHEST · SONG and COMEDY

"Songs of the Danube"
"Dental Follies"

New Shows On the Air

"Beatty's Circus Adventures"

KANSAS CITY, April 6.—"Beatty's Circus Adventures" is an air serial originating over KMBC and designed to appeal to the youngsters, to whom it carries the inevitably long advertising message, in this case about Skinner Mfg. Co.'s food product.

The adventures of Clyde Beatty, which begin with his troubles in getting a load of "cats" from the jungles to America, will appeal to the kids. Episodic like all adventure serials for kids, and slightly overdone in the mystery parts, the "adventures" are well developed and well staged. All the present voices in the cast are about as good as are ever found in radio dramas, both in quality and casting. Heard Monday through Friday from 5:15 to 5:30 P. M., the program is recorded at KMBC from the regular performance and shipped to KTUL, Tulsa, for broadcast there, and may go on several other stations, via transcription. Beatty's voice is impersonated.

A tieup with Republic's Clyde Beatty screen serial has been arranged with a number of Kansas City theatres. Large posters are in all grocery stores selling Skinner products, and a box face from one of these, plus five cents, is admission for the children into the theatre playing the serials.

Renew "Magic Key"

RCA's "Magic Key" program, heard Sunday afternoons on NBC, has been renewed for an indefinite period, effective immediately.

Radio Personals

TONY SANFORD, J. Walter Thompson account executive, will be sent to London to supervise the Rudy Vallee coronation broadcasts from there . . . Also London-bound on Coronation business will be Mr. and Mrs. Edward R. Murrow, sailing April 21, and the Paul Whites, April 13, all of CBS . . . Walt Disney has been named honorary chairman for NBC's mouse contest April 11. The judges will be Thornton Burgess, Adela Rogers St. Johns, Robert A. Simon, of the *New Yorker;* D. K. Antrim, *Metronome;* John T. Howard, *Spur,* and George Marek, of *Pictorial Review* . . . Miriam Hopkins will be the guest on the CBS "Hit Parade" April 10 . . . Lowell Thomas had a birthday yesterday . . .

✠

Ethel Merman set for the Sealtest show Saturday night. . . . Henry Hull will lead the guest parade on Vallee's program Thursday night. . . . Emil Coleman set for the Riviera late in May, with a Mutual wire. . . . Bernice Claire now rehearsing an act for vaudeville. . . . Hal Kemp signed for the Astor Roof in June, with a Mutual wire. . . . Eddie Duchin leaves for the coast in June. . . . Mady Christians and Paul Guilfoyle added to the "Hollywood Hotel" cast for Friday night to assist Miriam Hopkins and Louis Hayward in re-enacting scenes from "The Woman I Love." . . . Marlyn Stewart signed for a part in Ken Murray's forthcoming picture for Universal, "Broadway Jamboree." . . . Dudley Digges and Sarah Algood will headline the RCA "Magic Key" guest cast Sunday. . . .

✠

Nelson Eddy will make his only guest appearance of the season on the Ford "Sunday Evening Hour" April 18 . . . Wallace West of the CBS press department has drawn the lucky assignment to do the network's publicity on the Coronation from England. He sails this morning . . . Frances Egger is the newest addition to Herb Petty's department at WHN . . .

"Early Bird" Renewed for Year

Grennan Bakeries, Inc., sponsors of the "Early Bird" program on WHN Mondays through Saturdays, have renewed the series for another year effective immediately. Hanff-Metzger is the agency.

Additionally on WHN, Ida Bailey Allen's participating program has added a new sponsor and has been renewed by an old one. The renewal, for 13 weeks, through Frank Presbrey agency, is for the Chef Boiardi Food Products Co. The new sponsor is the Hecker Products Corp., for 11 weeks, through Batten, Barton, Durstine & Osborn.

Webbe to Do "Spelling Bee"

Commencing today and every Wednesday and Thursday thereafter, from 9 to 9:30 P. M., Ted Webbe will broadcast a "spelling bee" on WNEW directly from the stage of the Paramount in Newark. This is in addition to WNEW's current "Question Mark Time" programs, which are heard Tuesday and Friday at the same time.

"Enlightening"

"I have noticed your coverage on radio, particularly as it pertains to the motion picture industry. I think that your articles have been well written and cover the situation from all sides. There is no doubt that theatre men have much to consider from radio, both in their favor and against them, and to have a publication such as *Motion Picture Daily* give the facts, is certainly enlightening"—*Nat Holt,* division manager, RKO Theatres, Cleveland.

Film Ticket Stunt Highly Successful

PHILADELPHIA, April 6.—The giving away of free film tickets has proved an excellent stimulant for the "Classified Section of the News" on WFIL, creating unprecedented demand for inclusion by participating sponsors. The station groups most of the spot announcement accounts on this stanza, interspersing the announcements with recorded music and film chatter by announcer Jack Steck. Although there are four "Classified Sections" aired daily, sponsors for participation must now take their turn on a growing waiting list. There are already 23 participants on the program and as many waiting to go on.

Fifty pairs of tickets are given to listeners each week for the best sentences using key words given by the announcer and the name of a participating sponsor. Mail response to the contest idea is unprecedented. Theatres giving the passes receive an air reader on their current attraction.

Royal Visitors Welcomed

NBC unrolled the plush carpets reserved for royal visitors yesterday afternoon when Prince Chichibu and his princess visited Radio City. The royal pair was received by Leonx Riley Lohr, president, Clay Morgan, O. B. Hanson, and Frank E. Mason and A. L. Ashby, vice-presidents. Hon. Masutaro Inoue, Japanese consul in New York, was present also.

A special television demonstration of films of their arrival in New York was held for the visitors.

Renew on Astaire Program

The Fred Astaire program, sponsored by the Packard Motor Co., has been renewed for an additional five-week period, carrying the series up to June 1 on the NBC-Red network, Tuesdays from 9:30 to 10:30 P. M., E.S.T. Young and Rubicam is the agency.

"Tic Toc Revue" Adds Stations

The Griffin Mfg. Co., whose program, "Tic Toc Revue," has been signed for NBC presentation on the basic Blue network beginning May 17, has contracted for additional station coverage, adding to the basic Blue the Southeast group.

Madeline Brenner Joins WOR

Madeline Brenner, formerly a feature writer for *Judge* and for the *New York Journal,* has joined WOR's sales promotion department as assistant to Joseph Creamer, department head.

RCA to Make Televisor for CBS Station

(*Continued from page* 1)

year. The net profit for the first quarter this year, after all deductions, are estimated at approximately $2,200,000, compared with $1,287,000 for the corresponding period last year. This would be an increase in net profit of more than $900,000 for the three-month period.

Allowing for the quarter's preferred dividend charge, there would remain $1,391,000, equivalent to 10 cents per share on the common stock, against a deficit of approximately one cent per share in the corresponding quarter last year. A total of 9,272,000 shares of stock were voted at the meeting, approving the reelection of the directors.

WMCA Contracts Renewed

New and renewal contracts for summer and fall are being signed by WMCA clients now. The following contracts and renewals are among the outstanding ones signed by the station in the past 10 days.

Alexander's Department Store—to broadcast "Quizdom Court" every Friday night—8:30 to 9:00 P. M., beginning April 9. From the Park Plaza Theatre.

Michaels Brothers — to sponsor broadcasts from the Brooklyn Paramount. "Gerald Griffin's Paramount Hour"—Every Friday from 9:30 to 10:00 P. M.

Carl H. Schultz Corp.—Makers of Dr. Brown's Celery Tonic, now sponsoring Nick Kenny's Children's Parade every Saturday, 10:30 to 11:30 A. M.

United Drug Co.—for Rexall—presents five 15-minute broadcasts—April 27—May 1. Electrical transcriptions.

Remington Rand—renewed for another 52 weeks—sponsorship of "Five Star Final"—8:00 to 8:15 P. M. nightly and 9:00 to 9:30 P. M. Sundays.

Armin Varady, Inc.—presenting Ted Weems' Orchestra for half-hour every Sunday, from Chicago. Also broadcasting four five-minute announcements daily.

Two NBC Programs Dropped

Two NBC programs will leave the airways next month. They are the Griswold Mfg. Co.'s "J. Alden Edkins" program, heard on the NBC-managed and operated stations Sundays from 8:45 to 9 A. M., E.S.T.; and the Harvey Whipple Co.'s "Castles of Romance," heard on WJZ Tuesdays from 6:35 to 6:45 P. M., E.S.T. The former quits May 2, the latter May 4.

Mutual's Gross Up by 11%

Mutual's gross time sale revenue for March aggregated $212,861.07, a gain of 11 per cent over March, 1936.

The cumulative total for the 1937 first quarter was $602,311.16.

Miller Joins G and G

LOS ANGELES, April 6.—Karl Miller, for 10 years sound engineer for Associated Cinema, has resigned to accept a similar position with the G. and G. Sound Corp.

Coast Players for Annual Radio Show

Los Angeles, April 6.—The second annual Radio Show, to open here April 17 at the Shrine Auditorium, will feature a galaxy of Hollywood talent. CBS will offer two nationwide network broadcasts from the show, at a time as yet unannounced.

Among those who will appear are Al Jolson, Eddie Cantor, Milton Berle, Joe Penner, Martha Raye, Bob Burns, Francia White, Conrad Thibault, Jack Benny, Clarence Muse, Eddie Peabody, the Morgan family, Ed Lowry, Phil Harris, Haven Macquarrie and others.

WMCA Gets Five Accounts

Five new accounts are reported by WMCA.

Beginning April 9, and continuing for 12 weeks, Alexander's Department Store will sponsor "Quizdom Court." It will go on Fridays thereafter from 8:30 to 9 P. M. The account was handled direct.

Michaels Bros., sponsoring a program direct from the stage of the Paramount in Brooklyn, for 13 weeks, Fridays from 9:30 to 10 P. M. WMCA sales staff handled the deal.

Madison Personal Loan, through the Alsop Recording Co., 49 announcements a week for 52 weeks.

Emerson Drug Co., through J. Walter Thompson, 100-word announcements daily for Bromo Seltzer for 300 broadcasts.

Procter and Gamble, through Pedlar & Ryan, 20 announcements for Camay Soap, beginning April 27.

In Third WFIL Program

Philadelphia, April 6.—Bachman Chocolate Manufacturing Co., New York, will supplement its radio time on WFIL with a third program, making the company the biggest single buyer of time on the station. The initial contract called for a daily quarter-hour with Ole King Cole, designed for children, and the sponsorship of two news flashes daily. In addition, Bachman will sponsor a daily five-minute shot giving the baseball scores, starting April 20, for 26 weeks. Account is handled by E. W. Helwig Agency of New York.

Olson Replaces Lawrence

Milwauk", April 6. — Johnny Olson has replaced Larry Lawrence as conductor of the "Question Bee" program heard over WTMJ Mondays at 8 P. M., C.S.T. Lawrence is now doing only his five-minute column broadcasts weekday morning on "The Revolving Stage" program at 8 A. M., C.S.T.

Menken In New Bayer Series

Helen Menken, in a new serial titled "Her Second Husband," replaces Ethel Barrymore's "Famous Actors Guild" series for Bayer Aspirin April 14. The time and network remain the same, 8:30 to 9 P.M., E.S.T., on the NBC - Blue. Blackett - Sample - Hummert is the agency.

Bob Seal of WCOL Sick

Columbus, April 6. — Bob Seal, WCOL announcer, is taking time out while trying to rid himself of the mumps. Seal's wife, Marian Barton, is pinch-hitting on his "Hollywood Gossip" program.

Pays the Fines

Denver, April 6.—A novel broadcast over station KLZ here is the "Boners' Court," a program in which announcers are called down for mistakes made on the air. For each boner sent in by the listeners the announcer is fined 10 cents, which goes to purchase theatre tickets as prizes for the best contributions.

A novel contribution was received. One woman wrote in, cited three boners, naming the announcers and the times, and pasted on the card were three dimes, with the phrase, "pity the poor announcers."

Three New Stations Are Asked from FCC

Washington, April 6.—Applications for three new stations were received today by the F. C. C., Utica WUTK, Inc., Utica, N. Y., asking for a 1,420-kilocycle, 100-watt station; Havens and Martin, Inc., Petersburg, Va., for a 1,210-kilocycle station, with 100 watts power night, 250 watts day, and Floyd A. Parton, San Jose, Cal., for a 1,150-kilocycle, 250-watt daytime station.

The commission also received applications from WMFR, High Point, N. C., for change of frequency to 1,210 kilocycles; WAYX, Waycross, Ga., for increase of day power to 250 watts, and KPQ, Wenatchee, Wash., for change of frequency to 1,360 kilocycles and increase of power to 1,000 watts.

Felicitations Pour In on R. H. Cochrane

(Continued from page 1)

the felicitators from England and Herb McIntyre, Australia. The Universal office in Spain, theatre operators in Penang, Peru, the Argentine, the Philippines, China and Japan sent in cables voicing a happy note of the occasion.

Will H. Hays was represented by letter. Other messages came from Seton Margrave of the *London Daily Mail,* Stephen Watts, *London Sunday Express;* Pat Mannock, *London Daily Herald;* Ian Coster, *London Evening Standard;* A. Jympson, *London Harman Evening News;* Hannen Swaffer, English critic, and LeRoy Brauer, from China.

Alley Heads "U" Reel

Norman Alley yesterday was named by Charles Ford, editor, as head of the Universal Newsreel west coast office. He succeeds Mervyn Freedman, resigned.

Alley flew to the coast yesterday to assume his new duties. He has been with the company for some time and recently covered the Ohio flood disaster.

Pierce Joins Monogram

William Pierce has resigned from Grand National's publicity department to become studio publicity head for Monogram. He will leave for Hollywood on April 19.

Dickstein Action Is Expected Today

(Continued from page 1)

today was confident that he would be able to secure a favorable report.

The bulk of the opposition to the bill during the hearings came from the film industry, representatives of which expressed the fear that restrictions upon the entry into this country of alien artists would give rise to increased difficulty in selling pictures abroad, particularly in those countries whose talent was barred.

Dickstein, on the other hand, contended that the legislation need not deprive the film industry of foreign actors, but merely makes it obligatory for foreign governments to extend to our talent the same privileges we offer theirs.

Defeat N. H. Sunday Bill

Concord, N. H., April 6.—Despite the efforts of theatre men, the New Hampshire legislature has turned down by a close vote a bill to permit picture houses to open at 4 P. M. on Sundays, instead of 6 P. M., as at present.

Mills Is Named to New Ascap Position

(Continued from page 1)

to take over general supervision of the music licensing society's activities.

John G. Paine, chairman of the Music Publishers' Protective Ass'n, was invited by the board to assume the post being vacated by Mills on May 1. While Paine asserted that "there is no question but what I will accept," he added that the formal approval of the M. P. P. A. board would be asked at a meeting being held today. He said he would recommend Harry Fox, head of the organization's electrical transcription department, for the board chairmanship.

Both the Ascap board which is seeking Paine and the M. P. P. A. board are composed of music publishers. Paine's organization recently retained Joseph V. McKee as "czar" of trade relations in the music publishing industry.

Elected to Ascap's new administrative committee in addition to Mills were Gene Buck, Ascap president; Irving Caesar, Louis Bernstein and Walter Fischer. The board also named Herman Greenberg of the Ascap staff as assistant general manager.

Hold Talks on Plan For Roxy with Kent

Hearings on the proposed plan of reorganization of the Roxy were adjourned early yesterday afternoon to permit Special Master Addison S. Pratt and counsel for the bondholders' and stockholders' protective committee to confer with W. C. Michel, executive of 20th Century-Fox, with reference to a possible revision of the offer made by that company. The conference was held yesterday to include Sidney R. Kent, president of 20th Century-Fox, who sails for Europe today. Neither Michel nor Kent could be reached for comment last night.

George W. Retz, member of the Pound committee which proposed the plan stated that if a better offer were proposed by another company, the committee would accept it.

Overvaluation of GB Assets Charged

(Continued from page 1)

whose name the action was filed, denied under cross examination that "any individual with a really big interest" was behind him. H. Christie, counsel for Drown, detailed to the court the disagreement within the board of directors on the recently completed G. B. deal with C. M. Woolf's General Film Distributors, and the effect of the latter on the company profits not shown in the accounts. He testified that the directors who had dissented from the board's decision had not been allowed copies of the statement of the company's losses before the board adjourned.

Grand National Gets Start in New Studio

(Continued from page 1)

"Marked Money," a Condor picture, have been started, and 10 more are scheduled within two months. To take care of this production rush five bungalows will be started shortly. The administrative staff is now housed in a reconstructed two-story building. Two stages will be sound-proofed and reconstructed. Three new projection rooms will be built, as well as a new dressing room building, enlarged mill and machine shops, additional film vaults, a publicity building and photograph gallery. Harold Lewis, studio manager, and A. E. Kaye, technical supervisor, are in charge of this work.

Erpi Mirrophonic sound is to be used.

The company today announced 48 features for next season in addition to two series of westerns.

Temporary Board for New Theatre Council

Temporary directors of the American Theatre Council, the new organization sponsored by Actors' Equity, the Dramatists' Guild and League of N. Y. Theatres to revive the road and restore the popularity of the stage in the hinterlands, were named yesterday. They are Luise Sillcox and Sidney Howard of the Dramatists' Guild, Frank Gillmore and Paul Turner of Equity, and Marcus Heiman, Lawrence Langner and Warren Munsell of the League of N. Y. Theatres.

The new organization's proposed convention will be held at the Astor, May 24 to 27, instead of May 18 to 21, as previously announced. Turner and Munsell are in charge of convention plans with Gardner Harding, convention manager.

Circuits, Stagehands Again Discuss Wages

(Continued from page 1)

and a third boost of six per cent on Sept. 1, 1938.

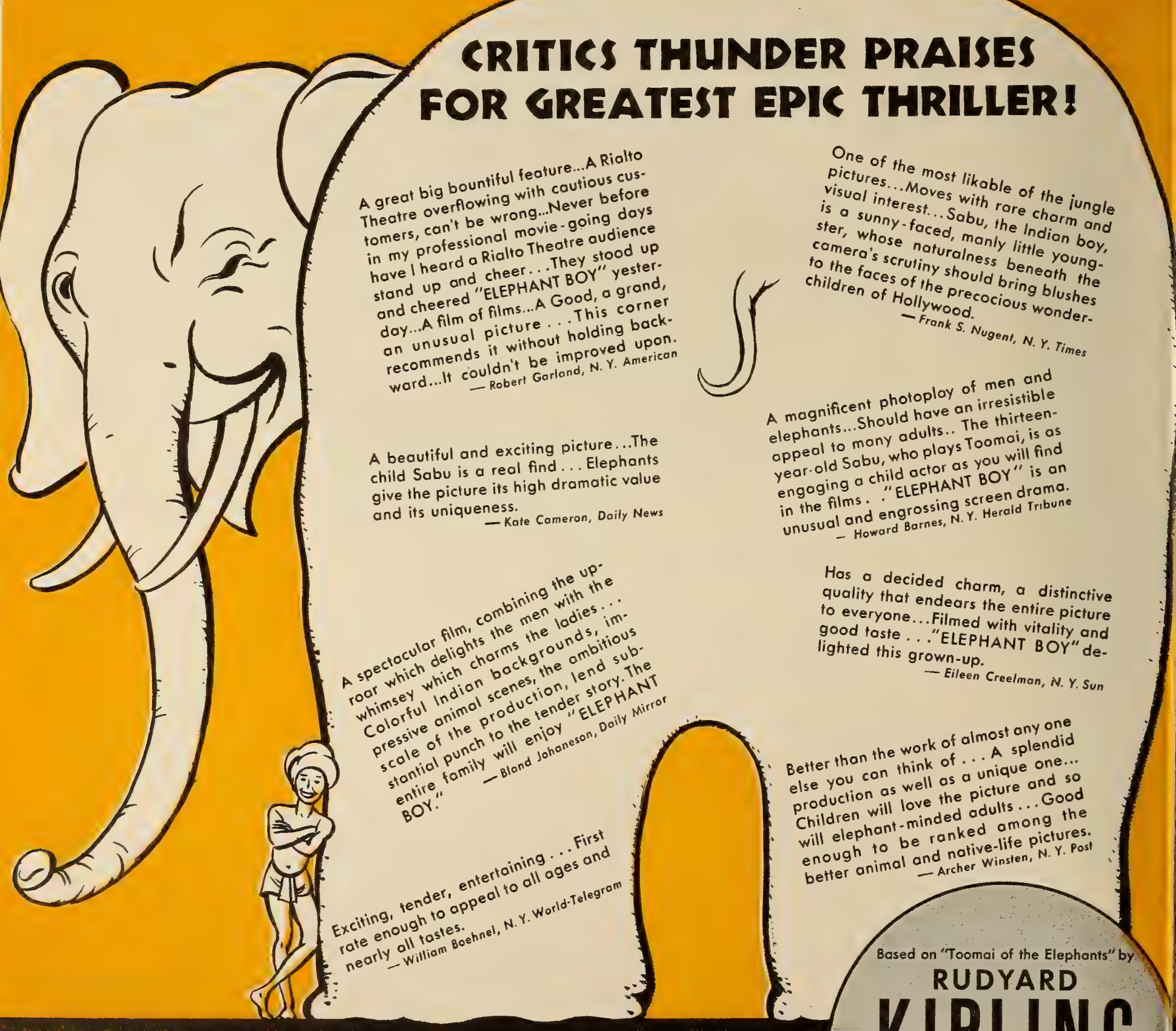
The committees of the two locals agreed to the circuits' proposal, but their organization turned it down. Meanwhile, the circuits are standing pat and the union committees will again present the proposition to their bodies for approval.

BUSINESS IS

COLOSSAL!

"Elephant Boy" gets speedy Rialto start! By 3 P. M. every seat in the theatre had been sold four times, according to the management.

— Motion Picture Daily



CRITICS THUNDER PRAISES FOR GREATEST EPIC THRILLER!

A great big bountiful feature...A Rialto Theatre overflowing with cautious customers, can't be wrong...Never before in my professional movie-going days have I heard a Rialto Theatre audience stand up and cheer...They stood up and cheered "ELEPHANT BOY" yesterday...A film of films...A Good, a grand, an unusual picture... This corner recommends it without holding backward...It couldn't be improved upon.

— *Robert Garland, N. Y. American*

A beautiful and exciting picture...The child Sabu is a real find... Elephants give the picture its high dramatic value and its uniqueness.

— *Kate Cameron, Daily News*

A spectacular film, combining the uproar which delights the men with the whimsey which charms the ladies... Colorful Indian backgrounds, impressive animal scenes, the ambitious scale of the production, lend substantial punch to the tender story. The entire family will enjoy "ELEPHANT BOY."

— *Bland Johaneson, Daily Mirror*

Exciting, tender, entertaining... First rate enough to appeal to all ages and nearly all tastes.

— *William Boehnel, N. Y. World-Telegram*

One of the most likable of the jungle pictures...Moves with rare charm and visual interest...Sabu, the Indian boy, is a sunny-faced, manly little youngster, whose naturalness beneath the camera's scrutiny should bring blushes to the faces of the precocious wonder-children of Hollywood.

— *Frank S. Nugent, N. Y. Times*

A magnificent photoplay of men and elephants...Should have an irresistible appeal to many adults.. The thirteen-year-old Sabu, who plays Toomai, is as engaging a child actor as you will find in the films. . "ELEPHANT BOY" is an unusual and engrossing screen drama.

— *Howard Barnes, N. Y. Herald Tribune*

Has a decided charm, a distinctive quality that endears the entire picture to everyone...Filmed with vitality and good taste..."ELEPHANT BOY" delighted this grown-up.

— *Eileen Creelman, N. Y. Sun*

Better than the work of almost any one else you can think of... A splendid production as well as a unique one... Children will love the picture and so will elephant-minded adults... Good enough to be ranked among the better animal and native-life pictures.

— *Archer Winsten, N. Y. Post*

ALEXANDER KORDA *presents*

ELEPHANT BOY

Based on "Toomai of the Elephants" by
RUDYARD
KIPLING
directed by
ROBERT FLAHERTY
and ZOLTAN KORDA
a London Film
Released thru UNITED ARTISTS

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 82 NEW YORK, THURSDAY, APRIL 8, 1937 TEN CENTS

Says Reserves Of GB Should Go for Losses

Maxwell Thus Testifies In Dividend Action

By BRUCE ALLAN

LONDON, April 7.—Any reserves existing in the Gaumount British financial structure should be allocated to meet the "severe" capital losses of the company, John Maxwell, head of Associated British Pictures, testified at the continued hearings today of the G. B. stockholder action for an injunction to prevent the directorate from paying a declared dividend on the preference shares. Maxwell was one of the G. B. directors who vigorously opposed the board's decision on the dividend.

Maxwell's statement came in answer to cross examination by Sir William Jowitt. The action is being heard before Justice Clauson. Maxwell declared that the G. B. board is composed of three sections, the nominees of the 20th Century-Fox interests, the nominees of A. B. P., the Maxwell company, and the three Ostrer brothers. He said that the closing down of G. B. production and distribution was discussed at length at a meeting on Feb. 11, last, and that the 20th Century-Fox and Maxwell nominees were opposed.

"We thought it a policy of defeatism," Maxwell testified. "We thought it still possible to revive the fortunes

(Continued on page 11)

Pathe Net for '36 Totals $183,953.18

Pathe Film Corp. had a net profit of $183,953.18 for 1936 after all charges including interest, depreciation and provision for Federal income tax. The profit was added to earned surplus and raised the total of that item to $376,200.16.

Total income was $1,327,356.31. Of this, $777,915.71 came from film

(Continued on page 11)

Famous Englishmen Will Talk for NBC

NBC has lined up an impressive list of British guest speakers who will discuss the Coronation on networks of that company. The schedule follows:

Rev. Canon A. C. Deane, chaplain to King George VI, April 20 at 7:45

(Continued on page 11)

More Radio—Pp. 10-11

20th-Fox Will Not Boost Bid For Roxy, States Sidney Kent

"We are not prepared to boost our bid on the Roxy," Sidney R. Kent, president of 20th Century-Fox, told *Motion Picture Daily* yesterday when questioned on attempts being made by various bondholder and stockholder interests to get the company to revise its offer.

"I think we have gone as far as we want to go," he said, "and if anyone wants the theatre any more than we do he can have it."

Kent made the statement just before he sailed for England. Special Master Addison S. Pratt and counsel for the bondholders' and stockholders' protective committees for the Roxy cut short a hearing Tuesday afternoon to repair to W. C. Michel's office where efforts were made to induce 20th Century-Fox to change its bid.

A motion by Harold B. Seligson, counsel for the Tipton committee, to dismiss the proposed reorganization plan was denied yesterday by Pratt because he lacked the power to dismiss the proceedings at present. The proponents of the plan rested their case yesterday. The opposition will begin today.

Van Beuren's Production to Wind Up Soon

The Van Beuren Corp. will discontinue production with the completion of its current season commitments for RKO, it was decided at a meeting of the board of the company yesterday.

Van Buren's current program should be completed during July, and thereafter a gradual liquidation program, calculated to wind up its activities, will be begun. The company contracted to produce 32 short subjects for RKO release this season. RKO owns a 50 per cent interest in Van Beuren and the other 50 per cent was acquired recently by Condor Pictures, of which A. J. Van Beuren

(Continued on page 11)

Dickstein's Alien Actor Bill Tabled

WASHINGTON, April 7.—Opposition to the Dickstein Alien Actor Bill by members of the House Immigration Committee today proved too strong for supporters of Chairman Dickstein and the measure was tabled, with indications that it will not again be revived this session.

The motion to shelve the measure was offered by Representative Kramer of California, who later declared that the bill is dead for the session.

Chairman Dickstein refused to discuss the situation other than to say that it had merely been tabled "for the present," and indicated that he would make another effort to bring it up before adjournment.

M-G-M Plans 52 for Next Year: Schenck

M-G-M will have 52 features next season and "plenty of them will be big ones," Nicholas M. Schenck, president, yesterday told MOTION PICTURE DAILY. Norma Shearer will make two pictures a year, he added.

Schenck emphasized that the "plenty of big ones will be good ones" and next season will be the greatest in the company's history. He did not touch upon the number of shorts the company will release.

Asked about the Norma Shearer situation, Schenck said: "It is all straightened out and we're one happy family." The reason Miss Shearer will make only two a year is because

(Continued on page 11)

Rubin Going Abroad; May Confer on G. B.

J. Robert Rubin, vice-president of Loew's, will sail next Wednesday on the *Normandie* for a four-week vacation and business trip to England and France. Rubin stated yesterday he might look in on the G. B. situation in England.

On the same boat will be Truman H. Talley, producer of Movietone News. He will be gone three weeks, during which he will attend the Coronation. Following his return from abroad, Talley will go to the coast for the 20th Century-Fox convention and then will sail for Sweden. Lowell Thomas. commentator for the newsreel, will sail the latter part of the month for the Coronation.

Sixty Set for 20th-Fox List, Kent Declares

Eight Will Be "Outside Pictures", He States

Twentieth Century-Fox will release 60 features next season, Sidney R. Kent, president, told MOTION PICTURE DAILY yesterday prior to sailing on the *Queen Mary* for England. Of this number, 52 will be produced on the coast and eight will be "outside pictures." The "outside" films will include six Sol Lesser westerns and two to be made in England by New World, 20 Century-Fox subsidiary.

Kent stated that the principal purpose of his trip abroad was to hold two sales meetings in Paris. He denied he was going over on anything in connection with G. B., but "if anything pops up, I'll try and take care of it."

Nicholas M. Schenck, president of Loew's, conferred with Kent in his stateroom, presumably on the G. B. situation, just before the *Queen Mary* pulled out. J. Robert Rubin, vice-president of Loew's, was another visitor.

There is a possibility 20th Century-Fox may discontinue production in England. Kent said he will decide definitely on the matter while he is in England. He plans to return about May 15.

Walter J. Hutchinson, foreign head, accompanied the president. He will remain abroad after the two conventions and return in June.

Disney Completing Final Two for U. A.

Walt Disney is now completing the last two subjects for U. A. release, Roy Disney, general manager of Walt Disney Prod., stated yesterday. The first RKO release will be "Pluto's Quin Puplets," which is now in the last stages of work, he said. The final releases for U. A. will be "Hiawatha" and "Mechanical Man."

Disney plans to make 18 subjects next season. Of this number, eight to ten will be with Mickey Mouse. The balance will be made up of Silly Symphonies, Donald Ducks and Plutos.

"Snow White," the first full length feature cartoon in Technicolor, will be ready for release through RKO in December, Disney said. There will be all new characters in the feature. The second full-length animated Technicolor subject is now in production.

Walt Disney will arrive in New York in 10 days or so to look over the various plays.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 8, 1937 No. 82

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. FERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Italy Closing Film Accord with Germany

BERLIN, April 7.—Luigi Freddi, chief of the film division of the Italian Propaganda Ministry, is in Berlin to complete details on the film accord between Germany and Italy which was tentatively formulated some time ago. An organization called Difu has been developed to finance the distribution of Italian films in the Reich and to encourage further use of German films in Italy. Johanna Friedrich Doering represents Germany in the organization, and Mario and Ida Franchini are the Italian agents.

Under the surface is seen in the new accord an attempt to break the strong hold of American product on the Italian market. In return, it is believed, the German industry will finance Italo-German cooperative films. An extensive propaganda campaign is planned in each country to induce interest in the product of the other.

German stars have been informed of drastic salary cuts as a step in an attempt to make up the year's film deficit, amounting to 12,000,000 to 15,000,000 marks. The Government also hopes, through barter deals, to better the position of German product in the foreign market.

Insiders' Outlook

By RED KANN

Hollywood, April 7.

IF you are a success, which ordinarily means you have something, or somebody, someone else wants, or thinks he wants, the result in Hollywood is target practice. The marksmanship, mind you, is not always as accurate as it might be, but when the barrage lands in front, behind and maybe on the sides, it gets close enough to make the surroundings, let's say, a trifle distasteful. If you will bear that in mind while the typewriter shifts for a moment to another matter, later we'll see if the two cannot be persuaded to join hands. . . .

▼

Drawing their justifiable pride from any number of directions, Nick Schenck and Louis B. Mayer like to talk at length about the manner in which their official family has stuck it out all these years. Changes in the topline aggregation in New York have been very infrequent. In Hollywood where the mortality rate is considerably higher, it is proportionately difficult to keep the line intact. Yet Mayer has done it, but not without what could be described as financial penalty. When target practice from other directions, therefore, meets up with this professional family pride, in the case of Metro at least and so far, the shells have been successfully dodged. And were again a few days ago. . . .

▼

Norma Shearer was the issue. Metro was the defender; Sam Goldwyn and Dave Selznick, who are pretty good allies within United Artists at the moment, the aggressors. Two years ago when the late Irving Thalberg was in the throes of an unhappy series of moments, Goldwyn tried and tried hard to acquire a new producer for U. A. You may recall the talk. The diplomatic hand of Schenck cleared away that situation, but not before Mayer, the inside insists, voluntarily gave part of his holdings in the Mayer Company to Thalberg as one inducement to continue with the organization for which he had done a generally illustrious job. The Mayer Company was the unit formed when Bob Rubin brought Mayer and Thalberg into Metro-Goldwyn back in the days when Marcus Loew was at the helm and Schenck bulked large in the ascendancy. Partners all, Rubin, Mayer and Thalberg wanted stock in what then became Metro-Goldwyn-Mayer. Loew said they ought to earn from that which they produced. This, if you didn't know it, will explain the tremendous earnings figures reported for these three in S. E. C. and income tax reports. . . .

▼

That was two years ago. A few months later, Thalberg died and the industry became the poorer for it. Miss Shearer had a personal problem to contend with, but latterly also found herself confronted with a professional difficulty as well. Thalberg, in latter years, had produced all of her pictures. The meticulous care directed at them is widely known, of course. There never seemed much doubt about the ultimate decision of Miss Shearer to continue with her career, but there was a grave doubt in her mind as to the auspices under which she might proceed with Thalberg gone. Should it be Goldwyn, or Selznick, who had interested her in the Scarlett O'Hara role in "Gone with the Wind"? Or her home lot, the scene of enthronement on about as tall a peak as any to which woman in Hollywood might aspire? . . .

▼

The era of "Free Souls" was far behind and had been supplanted by "Smilin' Thru," "The Barretts of Wimpole Street" and "Romeo and Juliet." Exhibitors may snort at the Shakespeare item, but here where prestige counts and has many indiscretions committed in its name, it was something to have played the part of Juliet. The O'Hara part in the Mitchell novel is unsympathetic. Would it be worth the risk? Of such questions is Hollywood made up. The problem of production supervision, in this case, was an extremely important one as well; the shadow of Thalberg hovered over the outcome. Almost incidental, comparatively, were the terms of any deal. Not so incidental, however, was how to dispose of the Thalberg equities in the Mayer Company. . . .

▼

It was more or less patent future profits could not be divided on the three-way basis which had prevailed when Thalberg was alive. But how to reach amity, which was another way of describing a division satisfactory to the principal parties? The job was significant enough to bring Schenck in from Florida and Rubin from New York, with "Lep" Friedman flanking. Mayer was on the ground and, finally, a formula worked out. The terms provide that, to each of the first three pictures Miss Shearer is to make for Metro and aside from the six figures flat in salary per film for her services, there will be added an agreed upon sum covering equities and profits on the Thalberg end. Beyond "Marie Antoinette," the first Shearer, looms "Pride and Prejudice," drawn from the Max Gordon show which ran in New York several seasons ago. Hunt Stromberg, almost a lone eagle at Metro, what with his record of successes trailing, holds the inside track as the Shearer producer while Bernie Hyman, as the wires out of here narrated on Monday, is the runner-up. . . .

▼

The arrangement won't please Goldwyn, nor will it Selznick, but it is stamped with earmarks of a happy one for the star and her producer. It seems a rather safe conclusion to draw that Schenck, Mayer and Rubin would have gone further than was necessary in this circumstance to keep Miss Shearer where she has been for so long. If this tale has any conclusion, it might well be an illustration once more of the sagacity with which Schenck meets and licks his intra-organizational problems. But that's an old and well demonstrated yarn anyway. . . .

Utility Workers to Confer on the Coast

Details of the admission of the Utility Workers' Union to the basic agreement between major studios and the five internationals will be worked out by the heads of the unions on the coast in the near future, it was stated here yesterday.

Among the principal details is the settlement of conflicting jurisdictional claims over the various classifications of studio laborers now aligned with the Utility Workers' Union. Several of the internationals which are already signatories to the basic agreement claim jurisdiction over one or more of the labor classifications within the Utility Workers' organization. Most of the union representatives who came here for the annual wage scale conferences with producing company heads and Pat Casey have left New York for Hollywood.

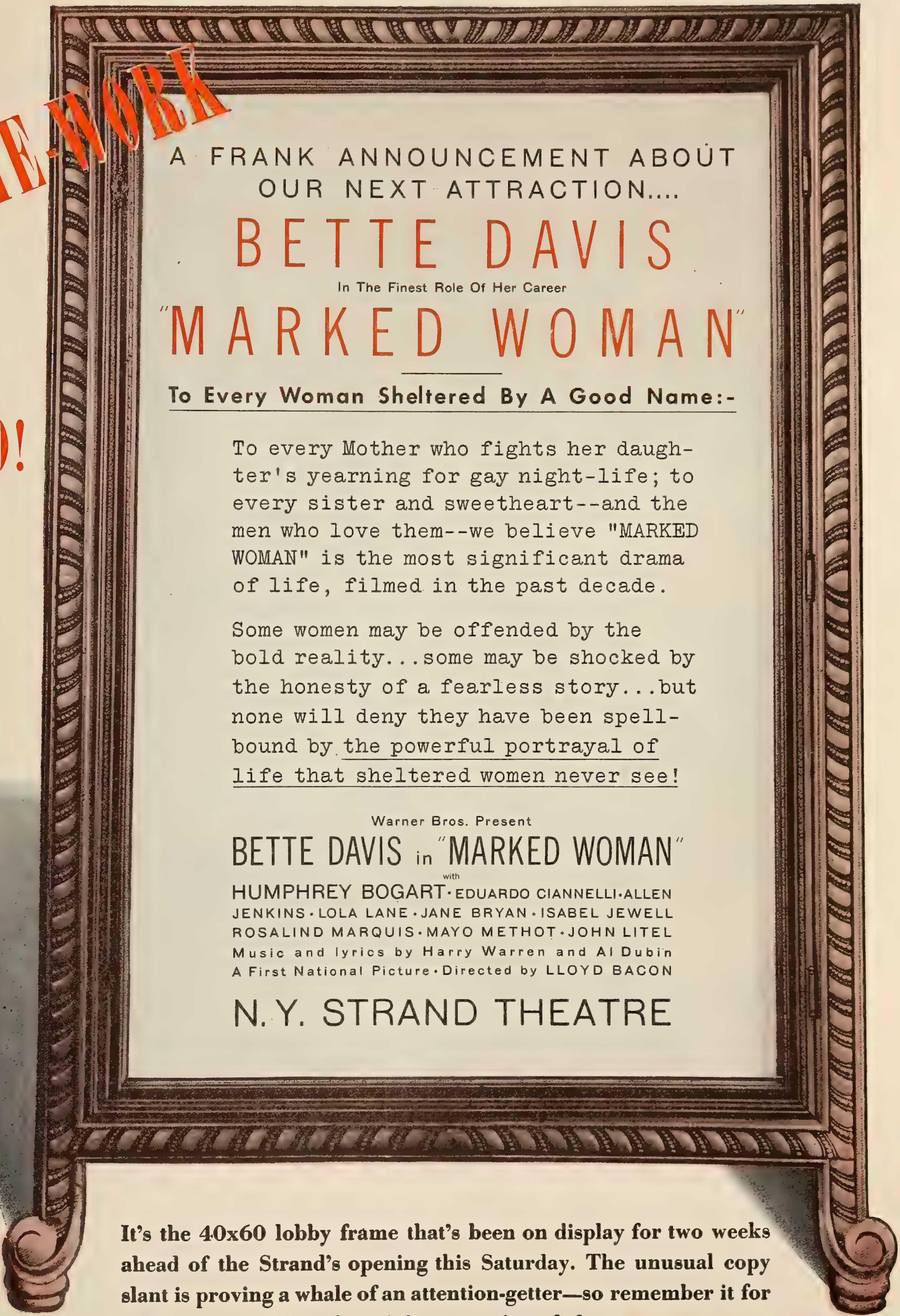
Prospects of the Screen Actors' Guild being admitted to the basic agreement appeared less bright yesterday, although indications that company heads may consider the application further are still in evidence. No meeting on the subject has been called yet, although Casey reiterated yesterday that there was still a possibility of one.

The companies' principal objection to the admission of the guild is the apparent impracticability of setting up a standard wage scale for the widely divergent talent groups embraced in the guild's membership, it was said.

MPTO Meet April 18

MEMPHIS, April 7.—The semi-annual convention of the M.P.T.O. of Arkansas, Mississippi and Tennessee will be held at the Hotel Chisca here April 18 and 19. R. X. Williams, Oxford, Miss., president, will preside.

SWELL
FRAME-WORK
by the
N. Y.
STRAND!



A FRANK ANNOUNCEMENT ABOUT
OUR NEXT ATTRACTION....

BETTE DAVIS

In The Finest Role Of Her Career

"MARKED WOMAN"

To Every Woman Sheltered By A Good Name:-

To every Mother who fights her daughter's yearning for gay night-life; to every sister and sweetheart--and the men who love them--we believe "MARKED WOMAN" is the most significant drama of life, filmed in the past decade.

Some women may be offended by the bold reality...some may be shocked by the honesty of a fearless story...but none will deny they have been spellbound by the powerful portrayal of life that sheltered women never see!

Warner Bros. Present

BETTE DAVIS in "MARKED WOMAN"

with

HUMPHREY BOGART · EDUARDO CIANNELLI · ALLEN JENKINS · LOLA LANE · JANE BRYAN · ISABEL JEWELL ROSALIND MARQUIS · MAYO METHOT · JOHN LITEL

Music and lyrics by Harry Warren and Al Dubin

A First National Picture · Directed by LLOYD BACON

N. Y. STRAND THEATRE

It's the 40x60 lobby frame that's been on display for two weeks ahead of the Strand's opening this Saturday. The unusual copy slant is proving a whale of an attention-getter—so remember it for your showing of Bette's rarin' return triumph from WARNER BROS.

Purely Personal

J. CHEEVER COWDIN and SAMUEL MACHNOVITCH returned from the Universal studio yesterday and may plane out again this week end for further conferences with CHARLES R. ROGERS and other studio officials.

•

MARY LOU BALSLY, daughter of LEE BALSLY, head of the accessories department of 20th Century-Fox, was married Tuesday at St. Ursula's Church, Mt. Vernon, to EDWARD P. ORSENIGO, ad sales head of the Indianapolis exchange.

•

MARGO leaves the cast of "The Masque of Kings" Saturday and departs for Hollywood the following day. She has a starring role in "The Hurricane."

•

LOU BROWN, Loew publicity director for Baltimore, is in town discussing spring campaigns with OSCAR A. DOOB.

•

HARRY MOSKOWITZ, Loew theatre building supervisor, has returned from Harrisburg where improvements were made in the Loew houses.

•

JOSEPH R. VOGEL is in Boston conferring with H. M. ADDISON, Loew district manager.

•

GLORIA SWANSON will sail next Wednesday on the *Normandie* for England.

•

ERNO RAPEE, RUTH SELWYN and NAT PENDLETON sailed yesterday on the *Queen Mary* for England.

•

NORMAN H. MORAY, Vitaphone sales head, will arrive in New Orleans today for product talks.

•

BILLY and BOBBY MAUCH and their mother, MRS. MARGUERITE MAUCH, were greeted by hundreds of children at the Grand Central Terminal yesterday.

•

M. RICHARDS of Warners office in London flew to the coast yesterday via American Airlines.

•

JULES LEVY is back from a trip.

•

DOTY HOBART'S and THOMAS McKNIGHT'S play, "Double Dummy," has been purchased by M-G-M.

•

HARRY C. ARTHUR is here from St. Louis and MIKE MARCO from the coast. They plan to spend several weeks in town. WILLIAM SCHNEIDER accompanied ARTHUR.

•

WILLARD McKAY plans to leave for Florida tomorrow night by plane to escort his family home from a winter vacation there.

Frederick Jordan Dead

CHARLESTON, S. C., April 7.—Frederick Jordan, 59, one of the founders of radio station WSCS, here, died April 5.

Emile Pathe Buried

PARIS, April 7.—Emile Pathe, who died Saturday, was buried yesterday in the family vault at St. Mande.

Out Hollywood Way

HOLLYWOOD, April 7.—CHARLES R. ROGERS suffering from an attack of ptomaine . . . ROSALIE STEWART back from a four-week vacation in Honolulu . . . FAY WRAY back at work at Columbia after an absence of several months . . . Universal staging a "Top of the Town" party at Omar's Dome, local night spot, Thursday . . . HUGH HERBERT, ELLA LOGAN and PEGGY RYAN will appear . . . EWING SCOTT improving at the Queen of the Angels Hospital . . . HAL WALLIS contemplating a European trip . . . PETE SMITH back from a 10-day vacation at Palm Springs . . .

+

Casting: ANNA STEN in "Gorgeous" at Grand National. Her husband, EUGENE FRANKE, will produce and direct . . . MIRIAM HOPKINS gets feminine lead in "The Perfect Specimen," opposite ERROL FLYNN, JANE WYMAN and MARCIA RALSTON for Warners . . . PAUL EVERTON in "The Deep South" and MAX HOFFMAN, JR., in "Devil's Saddle Legion," all at Warners . . . DOUGLAS DUMBRILLE in "The Firefly," M-G-M . . . VIRGINIA VERRILL in "Walter Wanger's Vogues of 1938" . . . PRESTON FOSTER and JOAN FONTAINE head cast of "You Can't Beat Love" and FAY BAINTER goes in "Vivacious Lady," Radio . . . JOSEPH SAWYER and EDWARD ELLIS in "Midnight Madonna" Major Pictures . . .

+

Writer—TOM REED signed to a term contract at M-G-M and awaiting an assignment.

+

Option—SAMUEL GOLDWYN takes up option on DAVID NIVEN and he will next appear in either the "Goldwyn Follies" or "The Adventures of Marco Polo."

+

Title Changes—"One Hour of Romance" to "Confession" and "The Cherokee Strip" to "The Little Buckaroo," both Warners.

+

Film Editors—BOB KERN assigned to the film editing job on "The Firefly," M-G-M.

Interstate Creates New Shorts Ad Unit

DALLAS, April 7.—As a result of the success of his program building and short subject booking department under the direction of Bess Short, R. J. O'Donnell, vice-president and general manager of Interstate, has added a publicity, advertising and exploitation department. The new setup separates the short booking and selling from the feature department.

Fred McFadden has been named head of short selling advertising and campaigns for the circuit. He will start the job by discussing selling problems at the coast studios.

Votes Sunday Opening

LINCOLN, April 7.—Meadow Grove, Neb., yesterday voted in favor of Sunday films by 112 to 17 votes, while Stromsburg rejected the shows by a margin of seven votes.

Table California Tax

SACRAMENTO, April 7.—The Revenue and Taxation Committee of the Assembly today tabled a bill calling for an excise tax on one-sixteenth of a cent per foot on film.

Libby Holman to Sing

HOLLYWOOD, April 7.—Libby Holman, who is booked at Grosvenor House, London, for Coronation Week, will feature "If It Isn't Pain, Then It Isn't love," from Paramount's "Swing High, Swing Low."

Casting Directory Out

HOLLYWOOD, April 7.—The second issue of the Academy Casting Directory, just out, includes 1,600 photographs reproduced by lithography and 1,300 free lance and contract players.

Levine Has No Plans

Nat Levine, former production head for Republic, has no plans for a future affiliation, he stated yesterday. He will sail on the *Rex* on Saturday for a two-month vacation on the Continent.

"Maytime" Gets 4th Stanza at Capitol

"Maytime" will be held for a fourth week at the Capitol, delaying the opening of "Personal Property." The musical is now being held a third week in Boston, Baltimore, Indianapolis, St. Louis, Toledo and Washington. In Hartford, New Haven, Springfield, Rochester, Norfolk, Louisville, Harrisburg, Dayton, Atlanta and Wilmington, it is being held a second week.

Warners Issue Manual

Warners have gotten out a 50-page manual explaining its sales accessories' plan which goes into effect May 2.

Wall Street

Losses Continue; Paramount Drops 12 Points

	High	Low	Close	Net Change
Columbia	33½	33	33	— ½
Columbia, pfd.	41	41	41	— ¼
Consolidated	4⅜	4¼	4¼	— ¼
Consolidated, pfd.	15⅛	15⅛	15⅛	— ¼
Eastman Kodak	162	159	160	—3
Gen. T. Equip.	28¼	27½	28¼	—1¼
Loew's, Inc.	79½	77¼	77¼	—2¾
Loew's, pfd.	106½	106½	106½	— ½
Paramount	24¼	23⅜	23½	— ¾
Paramount 1 pfd.	165	164½	164½	—12
Paramount 2 pfd.	21⅞	21⅛	21⅛	— ½
Pathe Film	8½	8⅛	8⅛	— ⅜
RKO	9⅛	8½	8¾	— ⅜
20th Century-Fox.	38	37⅛	37⅛	— ½
Universal, pfd.	86	86	86	.....
Warner Bros.	15⅛	14¼	14⅜	.....
Warner, pfd.	62	62	62	.....

Technicolor Gains on Curb

	High	Low	Close	Net Change
G. T. Equip., pfd.	3	2⅞	2⅞	.....
Sonotone	1⅝	1⅝	1⅝	— ⅛
Technicolor	21⅜	20⅜	21⅜	+ ½
Trans-Lux	4½	4½	4½	— ⅛

Fractional Bond Changes

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	.....
Loew's 3½s '46	97½	97½	97½	— ¼
Paramount B'way 3s '55	73¼	73	73	— ¼
Paramount Pict. 6s '55	100⅛	100	100	— ⅛
Warner Bros. 6s '39 wd	95⅝	95	95⅝	+ ⅜

(Quotations at close of April 7)

Music Men to Study Paine Resignation

The Music Publishers' Protective Ass'n appointed a committee of three yesterday to consider and make recommendations to the organization's board on accepting the resignation of John G. Paine as chairman in order to permit Paine to accept the general managership of Ascap.

Paine has stated already that "there is no question" of his accepting the Ascap post and the Ascap board has declared that it would draft Paine if he declined its offer. The M. P. P. A. committee will also report on Paine's recommendation that Harry Fox succeed him as chairman of the organization. The committee is to report back to a later meeting.

Erpi Files Answer In Royalty Action

Erpi filed its answer yesterday in the $211,743 breach of contract suit brought against it in U. S. District Court by John G. Paine as agent and trustee for music publishers. Paine claims that he contracted with Erpi in September, 1927, to permit Erpi to sub-license producers to use songs in the United States and Canada of which the publishers held the copyrights.

Later, in July, 1929, the rights were extended for all foreign countries. Paine alleges that $211,743 in royalties remain unpaid. The answer admits the contract but denies that any royalties are unpaid. Erpi also claims that the statute of limitations has expired on part of the claims.

Second Judge Avoids Hearing Zirn's Plea

Federal Judge Henry Leibell yesterday disqualified himself from ruling on the motions of Samuel Zirn, attorney, to set aside the recent acquisition of Orpheum Circuit assets by Stadium Theatres Corp., RKO subsidiary. Judge Leibell stated his disqualification after the case had been referred to him by Federal Judge Murray W. Hulbert, who also had disqualified himself.

The case was assigned to Federal Judge Patterson for hearing tomorrow. Zirn's action also involves an attempt to have Referee Oscar W. Ehrhorn removed from the Orpheum bankruptcy proceedings.

Sets Pathe Trial Date

The trial of the $50,000 suit brought by Phillips H. Lord, known as Seth Parker, against Pathe News was set for April 19 by Federal Judge Vincent L. Leibell yesterday. Lord alleges that he arranged a world cruise in 1933 and that Pathe agreed to supply cameramen and technicians to film the cruise. Expenses were to be shared on a 50-50 basis. He claims Pathe failed to supply the men or share the expense and Lord was compelled to hire F. Herrick Herrick to make the film. He claims that an additional expense of $50,000 was incurred.

Fox Hearing Tomorrow

Hearing on the proposed reorganization plan for the Fox, Brooklyn, will be held tomorrow before Federal Judge William Bondy. The meeting was scheduled for Tuesday and adjourned until tomorrow, and not April 16, as originally reported.

with an EYE *to the* BOX-OFFICE!

"INTERNES CAN'T TAKE MONEY"

TURN...

Paramount's
has box-office

"Internes Can't Take Money" has . . . ROMANCE

It has young love . . . the yearning of the one man for the one woman. It has the kind of romance that is understood, appreciated and thrilled to by the millions who live, breathe and have their being in the very backgrounds and the very scenes that make this picture a document from real life itself.

"Internes Can't Take Money' has... HOSPITAL BACKGROUNDS

Much of the dramatic action in this dynamic picture takes place in a hospital. Not familiar and stereotyped scenes, but an hitherto undramatized phase of the life of the hospital interne, the temptations to which he is subjected, the sacrifices he is called upon to make in order to stick to his ideals.

"Internes Can't Take Money" has UNDERWORLD BACKGROUNDS

Action outside the hospital brings in the underworld and many colorful underworld characters. Here, too, originality of plot and freshness of treatment are maintained, an ingenious twist being given to the actions of a kingpin racketeer who is called upon to pay off a debt of honor.

"INTERNES CAN'T TAKE MONEY"

elements that audiences LOOK for in pictures

"Internes Can't Take Money" has . . . MOTHER LOVE

Poignant, sincere, heart-tugging scenes that portray a young mother's search for the child that has been taken from her. Scenes that grip as they show the heights to which she rises when called upon to sacrifice everything that respectable women hold on to in order to get her child back.

"Internes Can't Take Money" has . . . SUSPENSE

Scene after scene, cleverly directed, superbly played by stars who get every bit of emotional and physical value out of their roles. Scenes that will live long in the memory . . . the whole worked up to a gripping and affecting climax that will leave audiences emotionally limp.

"Internes Can't Take Money" has . . . SUPERB ACTING

A new Barbara Stanwyck, aided by a story that gives real opportunity to her talents. Joel McCrea adds to his stature as a leading man. Lloyd Nolan and Stanley Ridges in crisp underworld roles make dynamic every scene in which they appear. Perfect direction by Alfred Santell.

Barbara Stanwyck and **Joel McCrea** in

"INTERNES CAN'T TAKE MONEY"

with LLOYD NOLAN, Stanley Ridges, Priscilla Lawson, Nick Lukats. A Paramount Picture. Directed by Alfred Santell

Paramount Pictures

Mr. EXHIBITOR:

Is Your EYE on Your BOX-OFFICE?

We take it for granted it is. We also take it for granted that you're showman enough . . . businessman enough . . . to dig into this matter of **"INTERNES CAN'T TAKE MONEY"**. Give it every consideration. Base that consideration on the unusual story . . . the Class A performances of **BARBARA STANWYCK, JOEL McCREA, LLOYD NOLAN, STANLEY RIDGES** . . . the finished direction. Then, give the picture the preferred playing time it deserves, the kind of advertising buildup that'll presell it to your audience, and we'll underwrite it that "Internes Can't Take Money" will make plenty of money for you.

Paramount Pictures

"Horizon" Is Denver Wow; Takes $8,500

DENVER, April 7.—"Lost Horizon" just about flattened out the competition in its first week here at $1.50 top at the Broadway. The $8,500 take was over par by $6,500 at regular prices, and holdouts were numerous.

"Seventh Heaven" cracked a three-day record at the Denver, it was stated, and picked up $9,500. This was $2,000 over a seven-day par. "Swing High, Swing Low" was nearly as big in its second week at the Denham as during its first week at the Orpheum. The take was $7,000, $2,000 up.

Total first run business was $38,500. Average is $27,000.

Estimated takings for the week ending April 1:

"LOVE IS NEWS" (20th-Fox)

ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. **Gross: $3,500.** (Average, $3,000)

"LOST HORIZON" (Col.)

BROADWAY—(1,500), 55c-83c-$1.10-$1.50, 7 days. Roadshow. **Gross:** $8,500. (Average, $2,000)

"SWING HIGH, SWING LOW" (Para.)

DENHAM—(1,500), 25c-35c-40c, 7 days, 2nd week. **Gross:** $7,000. (Average, $5,000)

"SEVENTH HEAVEN" (20th-Fox)

DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. **Gross:** $9,500. (Average, $7,500)

"QUALITY STREET" (RKO)
"PARK AVENUE LOGGER" (RKO)

ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $7,500. (Average, $6,000)

"WOMEN OF GLAMOUR" (Col.)
"PAROLE RACKET" (Col.)

PARAMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $3,500)

"Earth" at $7,500 Is Milwaukee Top

MILWAUKEE, April 7.—Top money for the week went to "The Good Earth" which grossed $7,500 in eight days as a roadshow at the Davidson.

Second money, $6,000, went to "Swing High, Swing Low" and "Her Husband Lies" at Fox's Palace. This was $1,000 above average. The only other house to go above average was the Riverside where Gene Autry in person and "The Big Show" on the screen were good for $5,500.

The weather was generally fair and mild and the 10-cent admission hike on prices before 6 P.M. at all first runs with the exception of the Riverside was reported to have had little effect on business.

Total first run business was $32,200 for six houses. Average for five is $24,500.

Estimated takings:

Week Ending April 1:

"SWING HIGH, SWING LOW" (Para.)
"HER HUSBAND LIES" (Para.)

PALACE—(2,400), 35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000)

"THE BIG SHOW" (Republic)

RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Gene Autry. **Gross:** $5,500. (Average, $5,000)

"MAID OF SALEM" (Para.)
"CLARENCE" (Para.)

STRAND—(1,400), 35c-50c, 7 days. **Gross:** $1,200. (Average, $1,500)

"KING AND THE CHORUS GIRL" (W.B.)
"WE WHO ARE ABOUT TO DIE" (RKO)

WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

"SEVENTH HEAVEN" (20th-Fox)
"ESPIONAGE" (M-G-M)

WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $7,000. (Average, $8,000)

Week Ending April 3:

"THE GOOD EARTH" (M-G-M)

DAVIDSON—(1,600), 55c-$1.50, 8 days, 2 shows daily. **Gross:** $7,500.

"Waikiki" Big With $20,000, San Francisco

SAN FRANCISCO, April 7.—"Waikiki Wedding," on a dual with "Her Husband's Secretary," at the Fox, was the big money-maker of the week. The $20,000 gross was over normal by $4,000.

"Maytime" was still strong in its third week at the Paramount on a take of $14,500, and "The King and the Chorus Girl" turned in a nice profit on a $15,700 gross at the Warfield. "Lost Horizon" was good for $11,200 in its fourth week at the Geary. "Good Earth" fell off to $8,500 in its fifth week at the St. Francis.

Total first run business was $106,250. Average is $99,000.

Estimated takings:

Week Ending March 30:

"LOVE IN EXILE" (G.B.)
"TUNDRA" (Principal)

EMBASSY — (1,400), 10c-25c-35c-40c, 7 days. **Gross:** $3,800. (Average, $4,500)

"LOST HORIZON" (Col.)
(Roadshow)

GEARY — (1,400), 55c-88c-$1.10-$1.65, 7 days, 4th week. **Gross:** $11,200. (Average, $10,000)

"QUALITY STREET" (RKO)

GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: vaudeville. **Gross:** $16,500. (Average, $16,000)

Week Ending March 31:

"WAIKIKI WEDDING" (Para.)
"HER HUSBAND'S SECRETARY" (W.B.)

FOX — (5,000), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $20,000. (Average, $16,000)

"I PROMISE TO PAY" (Col.)
"WE HAVE OUR MOMENTS" (Univ.)

ORPHEUM — (2,440), 15c-30c-35c-40c, 7 days. **Gross:** $8,700. (Average, $9,500)

"MAYTIME" (M-G-M)

PARAMOUNT — (2,740), 15c-30c-35c-40c-55c-75c, 7 days, 3rd week. **Gross:** $14,500. (Average, $13,000)

Week Ending April 1:

"GOOD EARTH" (M-G-M)

ST. FRANCIS—(1,400), 55c-88c-$1.10-$1.65, 7 days, 5th week. **Gross:** $8,500. (Average, $10,000)

"KING AND THE CHORUS GIRL" (W.B.)

WARFIELD—(2,680), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $15,700. (Average, $13,000)

Week Ending April 2:

"TALES FROM VIENNA WOODS"
(Vienna Films)

CLAY—(400), 15c-35c, 7 days, 2nd week. **Gross:** $950. (Average, $1,000)

"HISTORY IS MADE AT NIGHT" (U.A.)

UNITED ARTISTS—(1,200), 15c-30c-35c-40c-65c, 7 days. **Gross:** $6,400. (Average, $6,000)

"Waikiki" on Dual Leads Spokane Gain

SPOKANE, April 7.—"Waikiki Wedding," on a dual with "A Doctor's Diary," took $6,200 in seven days at the Fox to help total first run grosses hit $15,000 during Easter week, a several months' high. Average week for the Fox is $5,200.

"On the Avenue" did $5,200 in seven days at the State, about $400 over par.

Total first run business was $15,000. Average is $13,200.

Estimated takings for the week ending April 1:

"WAIKIKI WEDDING" (Para.)
"A DOCTOR'S DIARY" (Para.)

FOX—(2,300), 25c-40c, 7 days, world premiere. **Gross:** $6,200. (Average, $5,200)

"ON THE AVENUE" (20th-Fox)

STATE—(1,000), 30c-40c, 7 days. **Gross:** $5,200. (Average, $4,800)

"WHEN'S YOUR BIRTHDAY?" (RKO)
"CRACK-UP" (20th-Fox)

ORPHEUM — (1,200), 20c-30c, 4 days. **Gross:** $2,400. (Average, $2,200)

"HEAD OVER HEELS IN LOVE" (G.B.)
"ARIZONA MAHONEY" (Para.)

ORPHEUM — (1,200), 20c-30c, 3 days. **Gross:** $1,200. (Average, $1,000)

"Love News" Only Grosser in Cincy

CINCINNATI, April 7.—"Love Is News" was the only picture to go over the line Easter week, garnering $13,500 at the RKO Palace, where the normal take is $10,000. It was moved to Keith's.

"Maytime" broke even at $12,000 on a holdover week at the RKO Albee, and shifted to the RKO Capitol.

Total first run business was $55,950. Average is $58,700.

Estimated takings for the week ending April 1:

"MAYTIME" (M-G-M)

RKO ALBEE—(3,300), 35c-42c, 7 days, 2nd week. **Gross:** $12,000. (Average, $12,000). Moved to RKO Capitol.

"LOVE IS NEWS" (20th-Fox)

RKO PALACE—(12,700), 35c-42c, 7 days. **Gross:** $13,500. (Average, $10,000). Moved to Keith's.

"RACING LADY" (RKO)

RKO SHUBERT—(2,150), 40c-60c, 7 days. Stage: "World's Fairest Revue." **Gross:** $10,500. (Average, $12,000)

"HIDEWAY GIRL" (Para.)

RKO CAPITOL—(12,000), 35c-42c, 7 days. **Gross:** $4,750. (Average, $6,500)

"NANCY STEELE IS MISSING"
(20th-Fox)

RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $4,400. (Average, $6,500)

"THREE SMART GIRLS" (Univ.)

RKO GRAND—(1,200), 25c-40c, 7 days, 5th downtown week, with week intervening. **Gross:** $2,600. (Average, $2,750)

"ROUNDUP TIME IN TEXAS"
(Republic)

RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,250. (Average, $1,250)

"MIDNIGHT COURT" (W. B.)

RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,200. (Average, $1,200)

"READY, WILLING AND ABLE"
(W. B.)

KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $5,750. (Average, $6,500) Moved to RKO Grand.

"Waikiki" Rolls Up $4,100 at Lincoln

LINCOLN, April 7.—"Waikiki Wedding" rolled $4,100 into the Stuart till, a substantial $1,000 above average.

"History Is Made at Night" went out after its share of the shekels and came up with $3,000, $800 over par. The Orpheum's vaude-film policy netted $2,700, $950 in the clear.

Total first run business was $11,600. Average is $9,000.

Estimated takings:

Week Ending March 31:

"BRAND OF THE OUTLAWS" (Republic)
"PLOT THICKENS" (RKO)
"MURDER GOES TO COLLEGE" (Para.)
"POPPY" (Para.)

LIBERTY—(1,200), 10c-15c, 7 days, dual split. **Gross:** $900. (Average, $850)

Week Ending April 1:

"HISTORY IS MADE AT NIGHT" (U.A.)

LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $3,000. (Average, $2,200)

"TIME OUT FOR ROMANCE" (20th-Fox)
"RACING LADY" (RKO)
"DON'T TELL THE WIFE" (RKO)

ORPHEUM — (1,350), 10c-15c-20c-25c, 7 days. Stage: 3 days: Harry Clark's "Penthouse Follies" unit. **Gross:** $2,700. (Average, $1,750)

"PAROLE RACKET" (Col.)
"YOU'RE IN THE ARMY NOW" (G.B.)

VARSITY—(1,100), 10c-20c-25c, 7 days. **Gross:** $900. (Average, $1,100)

Week Ending April 2:

"WAIKIKI WEDDING" (Para.)

STUART — (2,000), 10c-25c-40c, 7 days. **Gross:** $4,100. (Average, $3,100)

No Games in Providence

PROVIDENCE, April 7.—Despite the widespread employment of various types of games in New England, none of the five leading downtown theatres here has used them. One exhibitor declared the games tended to offer distractions contrary to the principles of good showmanship.

"Maytime" Is Seattle Best; Gets $14,400

Seattle, April 7.—"Maytime" ran away with the bulk of the first run business, getting $14,400 at the Fifth Avenue. This was more than double par. The run will be continued indefinitely.

"History Is Made at Night" and "Let's Get Married" stood up well in spite of the competition, the take going to $8,500, over the line by $3,200. This dual was moved to the Orpheum which has returned to a straight film policy. "Love Is News" and "Man of the People" took a better-than-fair $4,150 at the Music Box.

Total first run business was $42,650. Average is $30,500.

Estimated takings for the week ending March 29:

"SWING HIGH, SWING LOW" (Para.)
"THE MIGHTY TREVE" (Univ.)

BLUE MOUSE—(950), 25c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. **Gross:** $3,800. (Average, $4,000)

"MAYTIME" (M-G-M)

FIFTH AVENUE—(2,500), 25c-40c-55c, 7 days. **Gross:** $14,400. (Average, $7,000)

"HISTORY IS MADE AT NIGHT"
(U.A.)
"LET'S GET MARRIED" (Col.)

LIBERTY—(1,800), 15c-25c-40c-55c, 7 days. **Gross:** $8,200. (Average, $5,000)

"LOVE IS NEWS" (20th-Fox)
"MAN OF THE PEOPLE" (M-G-M)

MUSIC BOX—(950), 25c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $4,150. (Average, $4,000)

"PERSONAL PROPERTY" (M-G-M)
"BREEZING HOME" (Univ.)

ORPHEUM—(2,450), 25c-40c-55c, 7 days. **Gross:** $7,600. (Average, $6,000)

"TWO WISE MAIDS" (Republic)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville headed by the Crockett Family. **Gross:** $4,500. (Average, $4,500)

NOTE: Paramount Theatre film program cancelled for one week during engagement of San Carlo Opera Company.

"Maytime" $15,000 Indianapolis Smash

INDIANAPOLIS, April 7.—"Maytime" was a smash hit at Loew's, going $9,000 over the line for a take of $15,000. It was held.

All first run houses rallied from the Lenten lows. The Lyric, with "We Have Our Moments" on the screen and the "Casa Manana" revue on the stage, took $9,400, $2,400 over normal. "History Is Made at Night," dualed with "Criminal Lawyer" at the Circle, was $1,000 into the black with $5,000. "The King and the Chorus Girl" did $4,500 at the Apollo, which was $500 upstairs.

"Tobacco Road" played to good houses in a week's engagement on the stage at English's. The annual Indiana state high school basketball tournament provided some Saturday competition.

Total first run business was $33,900. Average is $21,000.

Estimated takings for the week ending April 2:

"KING AND THE CHORUS GIRL"
(W.B.)

APOLLO—(1,100), 25c-40c, 7 days. **Gross:** $4,500. (Average, $4,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"CRIMINAL LAWYER" (RKO)

CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $5,000. (Average, $4,000)

"MAYTIME" (M-G-M)

LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $15,000. (Average, $6,000)

"WE HAVE OUR MOMENTS" (Univ.)

LYRIC—(2,000), 25c-40c, 7 days. Stage: "Casa Manana" Revue. **Gross:** $9,400. (Average, $7,000)

KNX's Problem Still Is Far from Settled

San Diego, April 7.—Continued listener complaints, plus Mutual's retaliatory advertisements highlighting the San Diego situation, have CBS representatives scurrying around spreading goodwill, but dodging comment for publication.

It is believed the silence is strategy. It is pointed out that the network can make no promises until something is done in Washington. The only solution to the self-interference problem which messes up San Diego reception of KNX is to move KNX or establish a new station in the border city, neither of the established stations there being interested in affiliation. F.C.C. approval is necessary for either action and with several applicants for construction permits in San Diego, CBS is forced into a role of watchful waiting, observers insist. It is understood the network is ready to take immediate action when a move from Washington clears the way.

Listeners who have been circulating petitions gradually are beginning to understand that it means more to CBS to cover the San Diego market than it does to them to get CBS programs. The realization that CBS is just as eager as they are to clear up the reception situation has turned away much of the early wrath. San Diego currently is supplied by KFSD (NBC Blue) and KGB (Mutual).

Ralston Off for Summer

The Ralston Purina Co. program featuring Marion Talley and heard Sundays from 5 to 5:30 P. M., E.S.T., on the NBC-Red, will leave the network for the summer months, terminating with the July 4 broadcast. The program will resume in the fall. The Gardner Advertising Co., St. Louis, is the agency.

May Cut Gillette Program

The Gillette Safety Razor "Community Sing" program, heard Sundays for a full hour on CBS, will probably be cut to a half-hour at a new time on the network, it was learned from a reliable source yesterday. The program features Milton Berle and is handled by Ruthrauff and Ryan.

Taplinger Opens in London

Bob Taplinger has established a London office with T. L. J. Crane, formerly editor of *The Voyager*, a British magazine, in charge of the office.

The London office will handle film talent and commercial publicity.

Pick Paramount Talent

Hollywood, April 7.—"Paramount on Parade" Sunday will feature Randolph Scott, Ida Lupino and Benny Baker in a sketch directed by Raoul Walsh and George Archainbaud. Bill Herbert, newly signed writer, is preparing the script.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production—
that "extra" something that's good radio

Radio Personals

CONTRARY to all reports, Myron Kirk remains as the head of the Ruthrauff and Ryan radio department. "Tiny" Ruffner was added merely to take over the production duties on the agency's programs. Kirk will head east in three weeks, to remain in New York permanently . . . Helen Menken, who soon begins her own starring series for Bayer Aspirin, guest appears on Kate Smith's program next Thursday . . . Lew Amis, head of the Erwin Wasey radio department, is out of the hospital following a sinus operation . . . Paul White planes to Chicago today to confer with baseball czar Landis, probably about CBS baseball broadcasts . . . Kate Smith will have a group of orphans as her guests at the circus tomorrow . . . Patti Chapin will guest sing on "Johnny Presents" Saturday . . . Niela Goodelle signed by Paramount.

✚

East and Dumke next week celebrate the beginning of their 19th year of partnership in the show business . . . Edward Everett Horton will guest appear on Jack Oakie's "College" April 13 . . . Jose Delaquierre, soloist with Leopold Stokowski, will be heard over WHN as the guest of Don Albert tonight . . . Sam Jaffe, now appearing in "Eternal Road," will be Crosby Gaige's guest on CBS Monday morning . . . Grantland Rice and Grete Stueckgold will be Joe Cook's featured guests Saturday . . .

✚

Hollywood Town Pump

Hollywood, April 7.—The Morgan Family went into an hour's show over KEHE beginning today. They broadcast from 9:30 to 10:30 P.M., P.S.T., every night but Tuesday . . . The May Co., through the Jefferson Kaye Wood agency, has contracted for a series of one spot announcements weekly over KECA . . . Second airing of "New Horizons" featuring "stars of tomorrow" will be heard over KNX Friday from 9:15 to 9:45 P.M., P.S.T. One highlight will be the story of De Witt Wallace, editor of *Readers' Digest* . . . Effective Monday, the "Man to Man" broadcasts, conducted by Clary Settell as the "Old Observer" were extended over the entire CBS Pacific network on a Monday, Wednesday, Friday basis . . . Also effective Monday, "Columbia Almanac," aired over KNX locally and the CBS Pacific web broadcast on a new hour, from 9:15 to 9:30 A.M., P.S.T. Monday to Friday. . . .

McCosker Reception Guest

Alfred J. McCosker, president of WOR and chairman of the Mutual board, will be the guest of honor at a reception tendered by the National Music League tonight, following the "Music and You" broadcast on WOR.

'Extremely Valuable'

"In my opinion the mediums —radio and motion pictures— are drawing closer together. The exhibitor who is on his toes must study his competition, if he would know what is going on. Your radio coverage—fast and condensed —does this. It is, therefore an extremely valuable addition to your pages. I tell you this as one who has long been active in the exhibition field." —*E. M. Fay*, Fay's Theatre, Providence, R. I.

New Shows on the Air

"It Can Be Done"

"Welcome Valley" having worn out its welcome, Household Finance Co. has substituted "It Can Be Done," holding over Edgar A. Guest as the permanent feature. This newcomer to the network family of programs is a so-so offering and seems headed for a rocky future.

The program is themed to prove that no matter what the odds, individuals can rise above their circumstances and do things. Phil Lord's "We, the People" sets out to do the same thing, and does it much more entertainingly.

The opening stanza brought to the microphone, Frank E. Austin, builder of ant palaces, and Mrs. Anna L. Sheridan, an elderly policewoman who is now an attorney. Austin, broke and out of work at 60, proved "it can be done" by creating and successfully marketing the bugdom palaces. Ditto Mrs. Sheridan a retired policewoman and grandmother who enrolled at a western university and graduated with the highest marks ever given by the school.

The dramatizations showing how these two people rose above the levels fate had set for them were stilted and almost amateurish. Frankie Masters' orchestra handled the musical portions nicely.

"It Can Be Done" is presented Tuesdays from 8:30 to 9 P.M., E.S.T. on the NBC-Blue.

"Esquire on the Air"

"Esquire on the Air" frankly states that the program is intended for male ears exclusively, and urges the ladies to busy themselves with other things when the program enters the listeners' parlors. Which is just as well, for the female of the species, bless 'em, will find little of interest in this series. But the pants wearers (exclusive of those instances wherein the lady of the house wears the aforementioned trousers) should take to the program as avidly as they do to the cartoons in the sponsor's magazine.

The program offered timely masculine fashion hints, studding each hint with an entertaining anecdote, described the idiosynerasies of the *Esquire* gag men and cartoonists, told when to use worms or flies when fishing, and in general offered a potpourri of entertaining chatter calculated to keep the men glued to the loudspeaker. A Van Dyked guest, a Mr. Van Duesen, told of the fun he derives from collecting old fashioned shaving mugs.

The series is presented Tuesdays from 8 to 8:30 P. M. on WOR. The Smart Publishing Co., publishers of *Esquire* and *Coronet*, sponsors.

Banner

Showboat to Coast, With Ross Quitting

While confirmation still is withheld by Benton and Bowles, it has been established that the Maxwell House "Showboat" program will shift to Hollywood in July and that when the change is made Lanny Ross will leave the series. Atherton Hobler, president of the agency, has left for Hollywood to complete arrangements for the new setup and to line up guest artists for the summer offerings. The guests, naturally, will be film players.

Ross will leave the program voluntarily. He has received several bids for new programs, but will not accept any radio offers pending the outcome of negotiations to make a picture this summer.

Alan Cormack at KNX

Hollywood, April 7.—Alan N. Cormack, traffic manager for the coast division of CBS, is now at KNX, Los Angeles outlet for the chain. The traffic headquarters setup will continue at San Francisco and Cormack will divide his time between the two cities. Connie Blake, Cormack's assistant, will handle San Francisco during his chief's absence.

Carborundum on 11 Years

The Carborundum Co's. "Voice of Niagara" program, radio's oldest sponsored series of band programs, closes its 11th consecutive year of broadcasting with Saturday's program. It's heard on CBS. Batten, Barton, Durstine and Osborn is the agency.

Muse to Talk New Show

Hollywood, April 7.—Clarence Muse, colored, following the broadcast of "Paducah Plantation" on Saturday, will leave for Chicago by plane where he will contact an unnamed sponsor for an all colored air show to emanate from the coast over a national NBC network.

KRRV Files Increase Data

Washington, April 7.—The F. C. C. has received an application from KRRV, Sherman, Tex., for change of frequency from 1.310 to 1,450 kilocycles, and an increase in power from 250 to 500 watts.

Transamerica Signs Peabody

Hollywood, April 7.—The exclusive services of Eddie Peabody have been engaged for four years by the terms of a contract drawn with Transamerica.

Joe E. Brown with Lux

Joe E. Brown will offer "Alibi Ike" on the Lux "Radio Theatre" April 19. The supporting cast is unannounced as yet.

John Loveton Shifts Jobs

John Loveton of the Benton and Bowles radio department has resigned to accept a position in the radio department at Ruthrauff and Ryan.

LEO SAYS:
Your favorite columnist may be first in blessed events — but WHN is first in sporting events!
WHN DIAL 1010
AFFILIATED with
M-G-M • LOEW'S

Famous Englishmen Will Talk for NBC

(*Continued from page* 1)

A. M. on the Red; O. F. Morshead, Windsor Castle librarian, April 27 at 8:45 A. M. on the Blue; Lawrence Hausman, author of "Victoria Regina," May 3 at 6 P. M. on the Red; Sir Josiah Stamp, May 6 at 7:30 P. M. on the Red; May 12, from 2:20 to 3 P. M. on the Red, the Prime Ministers of England , Canada, Australia, New Zealand, South Africa, and the Viceroy of India. Also May 12 on the Red, at 6:45 P. M., John Masefield, poet laureate of England.

Blair to Direct Programs

Greenville, S. C., April 7.—Frank Blair, WBFC announcer, has been appointed program director, succeeding Walter Knobebloch, who has gone to WOL, Washington.

Bill Bivens, chief announcer of WFBC, will have charge of special events, and Charles Batson, who has been doing part-time announcing, will become a full-time mikeman.

Lee Drops "Society Editor"

Hollywood, April 7.—The Don Lee network has supplanted "Society Editor" with a musical program originating in the El Paseo Cafe in Santa Barbara.

The program will be released over KFRC, San Francisco; KDB, Santa Barbara; KGB, San Diego, and KHJ locally. The time is from 1:15 to 1:30 P.M , P.S.T.

Purex Sponsors "In-Laws"

Los Angeles, April 7.—Purex will sponsor "In-Laws" on Don Lee-Mutual and independent stations beginning April 19. Lord and Thomas is the agency. The series is transcribed, and will be presented five times weekly. Associated Cinema produces.

Fred Graham Succeeds Hardy

Los Angeles, April 7. — Fred Graham succeeds Glenn Hardy, resigned, with the "Hollywood Stars" as news-reporter for the Alka-Seltzer "Newspaper of the Air" nightly from KHJ on the Don Lee System, 9 P. M., P.S.T.

Name Lyceum Opener

London, March 30.—Herbert Wilcox's "The Gang Show," entirely played by Boy Scouts, will be the first film to be shown at the Lyceum, famous house associated with many of the triumphs of Sir Henry Irving and Ellen Terry, on April 13.

Gracie Fields with "Hotel"

Hollywood, April 7.—Gracie Fields has been written in for a guest spot on "Hollywood Hotel" over CBS April 16. Bette Davis also will appear.

Davidson Heads KLZ Publicity

Denver, April 7.—N. N. Davidson, formerly connected with the production end, has been promoted to publicity director of radio station KLZ.

Pick Trio for "Dodsworth"

Walter Huston, Nan Sunderland and Fay Bainter will be starred in the "Lux Radio Theatre" version of "Dodsworth" April 12.

Publicity Debate

Philadelphia, April 7. — It should be worth hearing. Press agents for "Boy Meets Girl" and "Susan and the Gods" will debate on the relative merits of their respective shows WIP, tomorrow. Both will play here starting April 12.

Listeners able to determine which to attend, after hearing the spiels of the adjective boys, will be entitled to perspicacity awards—or something.

Pathe Net for '36 Totals $183,953.18

(*Continued from page* 1)

developing and printing sales and $514,424.65 from film rentals. The income from other operations was $35,015.95. Dividends received from the DuPont Film Mfg. Corp. totalled $385,000.

Assets are listed at $3,943,661.87. O. Henry Briggs, president, reported that the withdrawal from distribution resulted in a loss of $200,000, but no further loss is anticipated from this source.

Imperial Will Have 32 for Next Season

Imperial has set plans for production of 32 films for next season. The list will be divided into four series; six exploitation specials, 10 Jewel productions, eight musicals and eight outdoor features. The company has purchased a number of stories and exchanges have been established in various key situations.

Philadelphia Games Are Set by Warners

Philadelphia, April 7.—Using Bonus and Bingo, Warners will go into the games situation next week.

For the first time the circuit, which has held out against giveaways, prizes and double features, will enter the competition and both duals and games will be tried in three houses, the Kent, Imperial and Cadet.

End Brooklyn Basketball

Professional Night has replaced basketball games at the Brooklyn Paramount. For one hour on Friday nights a name band leader and six vaudeville acts will occupy the stage. The new policy was inaugurated last week when Vincent Lopez headlined the show with a half dozen tryout acts. Si Fabian plans to continue the plan indefinitely.

RKO Signs Don Wilson

Hollywood, April 7.—RKO has signed Don Wilson, NBC announcer, for a part in "Radio City Revels," forthcoming film which will follow "Missus America" by the same studio.

Henigson Deal Off

Hollywood, April 7.—The deal by which Henry Henigson was to return to Universal as studio manager under Charles R. Rogers, in charge of production, has fallen through.

Says Reserves Of GB Should Go for Losses

(*Continued from page* 1)

of the production business of the company. At that time we knew nothing about the agreement with C. M. Woolf's General Film Distributors. We knew nothing about it until after the preference dividend was passed. The figures before us induced a contrary belief because £118,000 were allocated for the working expenses of production and distribution during 12 months."

Maxwell commented on Isidore Ostrer's refusal to permit the directors to take copies of the financial estimate before the board for study. "The chairman (Ostrer) said there is always the possibility we might lose it," Maxwell declared. He still thought there had been a shrinkage of capital calling for provision before disposal of the reserve, the A. B. P. head testified.

Edward Maloney, accountant, continuing his testimony from yesterday, declared the theatre depreciation as listed was insufficient, in his opinion. He testified that if he had been a director he would have opposed the preference dividend. Under cross examination by Cyril Radcliffe, Maloney agreed the company would pay the dividend from the revenue account, even if the company's fixed assets depreciated.

The G. B. position had been weakened by £800,000 in the year to March, 1937, exclusive of the studio depreciation, Maloney said. He agreed that a dividend was permissible if there were reserves available in that amount.

Dixey Stock Issue Delayed to October

London, April 7.—The Stock Exchange here has forbidden a public issue of the stock of the Independent Exhibitors Dist. Corp., formed some months ago by Capt. A. F. Dixey, for six months. The company is a cooperative producing-distributing organization.

The Stock Exchange has demanded six months of trading in the issue before a market quotation will be permitted. The company is raising capital privately, with the shares being traded in a pooling arrangement. Under the Stock Exchange ruling the public issue will be made sometime in October. The company's first film for distribution will be Joe Rock's "Cotton Queen," on which an immediate trade showing is planned.

See Break in Union Deal with Paramount

London, April 7.—A break is expected momentarily in the agreement between Paramount and Union Cinemas here, completed some months ago, under which Paramount has been supplying stage shows for the houses of the Union circuit.

Leslie Holdernesse is expected to leave the Union General organization, of which he has been head, and which was set up under the agreement, to return to Paramount's theatre organization here.

M-G-M Plans 52 for Next Year: Schenck

(*Continued from page* 1)

she cannot make more of the special type story she is fitted for.

Production plans for M-G-M are now being completed on the coast, he said, while he said he did not know how many will be made abroad next season, he added: "One thing I can tell you and that is we are definitely going ahead with English production plans."

Ben Goetz, Michael Balcon, Benny Thau and Bob Ritchie are now ironing out final production plans for England in Hollywood with Louis B. Mayer and Edward J. Mannix. Several stars will be sent over to appear in the British-made productions.

In regard to expansion plans for the Loew circuit, Schenck stated: "We are continuing along the same lines."

Some of the pictures planned for next season include: "Return of the Thin Man," "The Foundry," "Girl of the Golden West," "The Firefly" and "Pride and Prejudice."

M-G-M's annual convention will get under way at the Ambassador, Los Angeles, May 2 and continue for six days.

News of the Day, the newsreel produced by the Hearst organization will be continued twice a week, Schenck said.

Loew's Dividend Voted

Loew's directors yesterday declared the quarterly preferred dividend of $1.62½, payable to stockholders on May 15, as of April 30. This was the first meeting in two months.

Cosmopolitan Plans Six, Hatrick States

Cosmopolitan Prod. will produce six features for Warners 1937-38 program, E. B. Hatrick, general manager of Hearst's film interests, stated yesterday. He arrived from the coast Monday after conferring with William Randolph Hearst on next season's plans.

The first fall release will be "Confession," he stated. Marion Davies will appear in two of the six pictures.

Van Beuren to Wind Up Production Soon

(*Continued from page* 1)

is chairman and George Hirliman, president.

Indications are that with the windup of the Van Beuren activities Condor will produce a limited number of short subjects for RKO to replace those formerly made by Van Beuren. RKO already has contracted for the distribution of Hirliman's George O'-Brien pictures.

An additional short subject list may be produced by Condor for Grand National.

George Hirliman Here

George Hirliman, president of Condor Pictures, came in from the coast yesterday by plane for production conferences with eastern executives. The meeting was to have been held in Chicago last week, but was delayed.

Lewis Studio Head At Grand National

Hollywood, April 7.—Harold Lewis, former production manager for B. F. Zeidman Prod., has been named studio and production manager for Grand National. Sidney M. Biddell, until now in charge of stories and talent, continues those duties, but also becomes executive aide to E. L. Alperson. A. E. Kaye, formerly identified with exhibition in the east, has been appointed studio technical supervisor.

Philip N. Krasne, of the law firm which represents G. N., has transferred headquarters to the studio.

Conrad Nagel, in addition to his acting commitments, has been designated as director of "Love Takes Flight."

The start of production on Grand National's color films drew nearer today with the arrival of four French color experts to join Albert N. Chaperau, chairman of Intercontinental Prod., Inc., which will produce the forthcoming color pictures of the Grand Canyon by Keller-Dorian process. The arrivals were Jean Vidal, Jean Malherbe, Albert Guigui and Francois Pampioni.

Renew Plea for 2 P.M. Opening in Hartford

Hartford, April 7.—Armed with 40,000 ballots cast by patrons favoring opening at 2 P.M. instead of 5 P.M. Sundays, theatre owners of this city appeared before the Ordinance Committee of the Common Council to ask a change in city law to permit earlier openings.

The matter had previously been given a public hearing, but had been tabled. The request now is to take the matter from the table and act upon it. Signatures of 1,000 business men will augment the ballots cast recently in theatre lobbies.

Grainger to Do Remake

Hollywood, April 7.—Edmund R. Grainger, associate producer at Universal, is planning a remake of "The Shannons of Broadway." The story was made as a silent several years ago with James and Lucille Gleason in the title roles. If available, the Gleasons will also appear in the new version.

Plan Goldwyn Building

Hollywood, April 7. — Production expansion involving an estimated expenditure of $35,000 at the Samuel Goldwyn studios provides for three new shops and additional space to accommodate 100 more employes. A new plastermold construction occupies 5,000 square feet.

Date "Star Born" Start

Hollywood, April 7.—Selznick International has decided to open "A Star Is Born" at the Chinese here April 20. A special trade press preview will be held at the Four Star that morning.

Judd Monogram Manager

Des Moines, April 7. — F. E. Judd, formerly with 20th Century-Fox here and for the past few months manager for Republic in Omaha, has been made manager of the local office of Monogram.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Internes Can't Take Money"

(Paramount)

Hollywood, April 7.—There is a full measure of dramatic suspense in this picture concerning the manner in which a young hospital interne becomes involved with gangdom in his effort to aid a pretty girl in distress. His performance of two operations outside the official line of duty, the last to assist the girl to find her baby, are the dramatic highlights of the film, which has sufficient drama and excitement to satisfy amply the regular run of picture goers, even though it is not fraught with any great significance.

It is a vigorous story, told well, lacking comedy relief but compensating with speed and action. The hospital atmosphere is merely initial background and incidental to the theme, having its origin in the refusal of Joel McCrea, the interne, to take money for the emergency operation performed on Lloyd Nolan, gang chief. By so doing, he gains a friend in Nolan, who helps in McCrea's effort to help Barbara Stanwyck, met accidentally when she comes for hospital treatment, in her search for her child.

The climax comes when Miss Stanwyck, in a last desperate act, agrees to go away with another gangster in return for information as to the whereabouts of her child. McCrea, who had misunderstood her reason for wanting money, goes to Nolan, and complete gangster coverage of transportation facilities is mobilized. Her companion is shot, and in Nolan's headquarters McCrea performs a masterful operation to save his life, in return for information about the child, which brings happiness and a culmination of the romance.

Alfred Santell directed from the Rian James screen play of Max Brand's *Cosmopolitan Magazine* story.

Production Code Seal No. 3,032. Running time, 81 minutes. "G."

"Mile a Minute Love"

(Fanchon Royer-Ace)

Hollywood, April 7.—Of neighborhood calibre, this film carries the formula romantic chase routines. In its present cutting the situations drag and lose their punch, but the performances are good and show balanced direction. An excellently photograph speedboat race highlights the thrill elements.

The story features a bogus count, Duncan Renaldo, and his cohort, Earle Douglas, moving in on Wilfred Lucas, wealthy speedboat enthusiast, and ruining the chances of a young inventor, William Bakewell, getting Lucas' backing on a new super charger.

Renaldo works himself into Lucas' confidence as well as his gushing sister-in-law, Vivien Oakland, while the romantic thread weaves itself around Bakewell and Arletta Duncan, the daughter of Lucas.

The balance of the picture features fist fights and boat races, which Bakewell doesn't win according to formula, and culminates in the arrest of the swindlers and the success of Bakewell, both romantically and professionally.

The performances are highlighted by those of Miss Oakland and Etta McDaniels as the robust and colored cafe owner. Elmer Clifton directed, with photography by Arthur Martinelli. Renaldo did the original story with Edwin Anthony penning the screen play.

Production Code Seal No. 3,156. Running time, 73 minutes. "G."

Shearer Adds Third Horn

Hollywood, April 7.—Douglas Shearer, in charge of sound at M-G-M, has devised a new three-way horn for analyzing songs and music in playbacks. The former two-way horn is strengthened by a third horn of high frequency to weigh sound values in all ranges. The new horn is not intended for theatres, but aids in recording with proper balance.

Zukor, Dunphy Return

Hollywood, April 7.—Adolph Zukor, accompanied by Christopher Dunphy, returned yesterday from the meeting of the Paramount theatre partners in Miami Beach and the dinner held in his honor in New York a week ago.

Savannah Return $2,037

Savannah, Ga., April 7.—Returns of $2,037.95 have been made by the white film houses to City Treasurer Roy S. Carr, covering the amusement tax for March. The total is $241.45 in excess of February returns from white theatres. One of the two colored theatres filed a return of $334.41 for the month. It is expected that the total March return will approximate $2,500.

Lasky on Pons Films

Hollywood, April 7.—Jesse Lasky will produce future Lily Pons pictures at RKO instead of Pandro S. Berman who produced them previously. The studio is currently seeking stories for the actress.

Variety Club

Kansas City

Kansas City, April 7.—Variety Club has moved into its new quarters and is now planning a series of parties at which crippled children from the R. J. DeLano School will be brought to Film Row in groups of 30 or 40 to see a picture at the Paramount screening room, and then be taken to the new clubrooms and served ice cream and cake. The idea will be inaugurated April 9, and about every two weeks thereafter something similar will be planned. Arthur Cole of Paramount heads the charities and welfare committee.

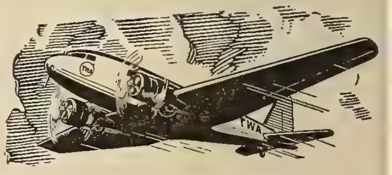
Other new committee chairmen named by President Elmer C. Rhoden are: Finance, Sam Abend; entertainment, Frank Hensler and Harry A. McClure; ladies auxiliary, Finton Jones; bowling, E. E. Jameson; picnic, Robert F. Withers; publicity, George S. Baker, and initiation, Dr. C. L. Gilles and Hensler.

R. R. Biechele, Cole, Abend, Jameson and Jones make up the new house committee.

New directors are Officers Rhoden, Jones and Biechele, Homer Blackwell and Abend, along with Withers, Cole, Jameson, Ralph C. LiBeau, Baker and Hensler.

Anne B. Kliegl Married

Anne Beatrice Kliegl, daughter of John K. Kliegl, inventor of the well known studio light, and Mrs. Kliegl, was married yesterday to Lieut. James Francis Byrne, U. S. N. at Holy Trinity Church, 213 W. 82nd St.



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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 83 NEW YORK, FRIDAY, APRIL 9, 1937 TEN CENTS

Pick Quigley Award Victors In Close Vote

Chatham, Holland to Be Honored on Coast

L. A. Chatham, manager of the Sooner Theatre, Norman, Okla., and Sid Holland, manager of the Elco, Elkhart, Ind., are the winners of the 1936 Quigley Grand Awards of the Managers' Round Table of *Motion Picture Herald.*

Chatham won the silver plaque for his campaign on "Anthony Adverse" and Holland took the bronze plaque for his "Music Goes 'Round" campaign. Both are now eligible for round trips via United Air Lines to the coast for presentation of the awards. The trip will be made May 1.

The awards were the result of the voting of about 30 prominent industry figures following the luncheon held Tuesday at the Hotel Astor. The voting was close.

Cowdin Denies Big Layoffs at Studio

J. Cheever Cowdin, Universal chairman, said yesterday that reports published on the coast that more than 100 persons had been dismissed by the studio at the beginning of the week were untrue. Cowdin stated that not more than 25 persons had been laid off, and that the layoffs were temporary and occasioned by a slowing down of production after peak activities at the studio over a period of several months.

Cowdin returned from the coast late Wednesday to attend adjourned meetings of the board of Universal Pictures and Universal Corp. yesterday at which unfinished business from

(*Continued on page* 15)

Ohio's Bill to Stop Reel Cuts Defeated

COLUMBUS, April 8.—Senate Bill 208, calling for the elimination of censorship of newsreels, was defeated in the Senate here today. It received 13 votes of the 19 necessary for passage. Pressure was exerted by churches, schools and other organizations.

House Bill 241, providing for an increase of seven per cent in admission taxes, failed to reach the House Taxation Committee today. A hearing is set for next Wednesday.

The hearing on the bill which would

(*Continued on page* 15)

G. N. Session Set on Coast May 16 to 19

Foreign, Domestic Men To Meet First Time

Edward Peskay, general sales manager of Grand National, has set May 16-19 as the dates for the company's first international convention. It will be held at the Ambassador, Los Angeles, with approximately 70 domestic and foreign representatives in attendance.

Accompanied by Edward Finney, Peskay will leave early next week for the coast and make several stopovers en route. They will arrive in Los Angeles by the end of the week.

On May 12, a special convention train will leave New York and field representatives will board it at various points. The train will arrive in Los Angeles on May 16 when the sales force will spend the day at the

(*Continued on page* 7)

Stoppage of Salary Listing Discussed

By BERTRAM F. LINZ

WASHINGTON, April 8.—Administration support for the repeal of that provision of the law under which the compensation of persons receiving more than $15,000 a year is made public was indicated today by leaders in the House and Senate. The legislation calling for the repeal is sponsored by Representative Doughton of North Carolina.

In the House, Speaker Bankhead voiced his approval of the proposal, as did Senator McKellar of Tennessee in the Senate. McKellar last year made an unsuccessful effort to have repeal of the provision included in the

(*Continued on page* 15)

"Wedding" 2nd Week Para. Gross $50,000

"Waikiki Wedding" in its second week at the Paramount garnered approximately $50,000. Part of Easter Week, when the theatre increased the opening price from 25 cents to 35 cents, is included in the take.

The Music Hall finished a second week of "Seventh Heaven" with $79,500. The first week ended at $100,000. "Lost Horizon" at the Globe took in about $17,000 for the fifth week at two-a-day prices, and "Silent Barriers" wound up a second week at the

(*Continued on page* 15)

MPTOA PLANS NEW DRIVE FOR REFORM

Nationwide Tour in View To Press Plans, Says Kuykendall

The M.P.T.O.A. will begin a nationwide drive this month to coordinate exhibitor efforts to obtain trade practice concessions and reforms from distribution companies, Ed Kuykendall, M.P.T.O.A. president, said yesterday on his arrival here from Washington.

The drive will replace further efforts on the part of the M.P.T.O.A. to have its 10-point trade practice program approved by distributors through joint conferences with sales heads, Kuykendall said. He declared that the concessions which have been made by the seven distribution companies which recognized the M.P.T.O.A. program were not satisfactory, that the distributors are familiar with what is wanted by exhibitors and that the M.P.T.O.A. has already done all that it could to obtain the desired concessions from distributors through round-table sessions.

The M.P.T.O.A. head declined to say what procedure would be recommended to the exhibitor groups throughout the country to obtain the concessions sought. He declared, however, that a definite plan had been devised which he is not at liberty to divulge at this time.

Starting at Memphis on April 18, Kuykendall will address exhibitor gatherings in 13 strategic cities

(*Continued on page* 7)

Probe Film Duties

London, April 8.—Neville Chamberlain, British Chancellor of the Exchequer, in answer to a question in the House of Commons today, declared that he is aware that imported positives can be used to make duplicate negatives, and that the situation relative to possible evasion of duties is being considered by the British Government.

Attack Dividend Payment of G.B.

By BRUCE ALLAN

LONDON, April 8.—The payment of a preference share dividend by the board of directors of Gaumont British was scored today in the hearing on the shareholder action contesting the payment, by Dixon Boardman, banker and one of the G. B. directors who opposed the declaration of the dividend.

Boardman testified that the estimates to the board indicated a production loss of £423,000, and net profits from other sources of £194,000. Including one semi-annual dividend already paid, the G. B. loss is just under £300,000, Boardman said. The dividend was not earned, he declared, the company's reserves are insufficient and payment of the dividend would be imprudent.

Cross-examined on the fact that

(*Continued on page* 7)

Empire Coast Union Affiliates with CIO

HOLLYWOOD, April 8.—The application of the Empire Projectionists's Union for affiliation with the C. I. O. was accepted here today by William Dalrymple, west coast representative of John L. Lewis, who asserted as well that 600 studio workers are now banded together in the Studio Employes' Protective League and have signed C. I. O. pledges.

"When the C. I. O. organizes an industrial union," Dalrymple said, "it takes in everything around the plant but the company officers."

Asked for a statement concerning the report that the C.I.O. is using the projectionists as the spearhead in

(*Continued on page* 15)

Kuykendall Names Radio Committee

Formation of an M.P.T.O.A. committee headed by Walter Vincent of Wilmer & Vincent Theatres to consider plans for control of film personalities and material used in radio broadcasting in order to lessen competition with theatres was completed yesterday by Ed Kuykendall, M.P.T.O.A. president.

On the committee in addition to Vincent, who was named chairman, are Arthur H. Lockwood of Middletown, Conn.; Lewen Pizor, Philadelphia, and Samuel Pinanski, Boston. An early meeting of the committee wil be called to agree on procedure, Vincent said.

The designation of the committee is

(*Continued on page* 15)

More Radio—Pp. 14-15

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 9, 1937 No. 83

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.
MEXICO CITY: Apartado 269; James Lockhart, Representative.
MONTEVIDEO: P. O. Box 664; Paul Bodo, Representative.
MOSCOW: Petrovski Per 8; Beatrice Stern, Representative.
PARIS: 29 Rue Marsoulan; Pierre Autre, Representative.
PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, Representative.
RIO DE JANEIRO: Caixa Postal 3358; A. Weissman, Representative.
ROME: Viale Goribia; Vittorio Malpassuti, Representative.
SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Hold Rites for Bransby

Atlantic City, April 8.—Funeral services were held here today for Harry C. Bransby, 72, who had been projectionist at the Colonial here since 1910, and was one of the oldest projectionists in the country. He was partner at the Colonial of William Reed, also a veteran.

Helen Burgess Dead

Hollywood, April 8.—Helen Burgess, who appeared in "The Plainsman," is dead here of pneumonia. She was 22.

Now in preparation for motion picture production

"The Model Murder"
"My Wondering Daughter"

Imperial Distributing Corp.
729 Seventh Ave., New York City

Insiders' Outlook

By RED KANN

Hollywood, April 8.

TALES from the Hollywood Hills:

The community is sad. The five or six gallon Stetson, worn by Si Seadler up from the ranch and the desert through five days' meanderings in these anointed parts, has returned to Lucien Hubbard, owner. For Si, a few days ago now, went east. At the preview of "Captains Courageous," one of the awe-struck sideliners, remarked: "He must be a rich rancher."

All efforts at persuading Seadler to wear the hat and his full cowboy regalia into the Loew Building in far-off New York went afloppo. . . .

* * *

They have a system in the new administration building at 20th Century-Fox where the corridors are plush-carpeted and the walls an almost dead white "on account of we make so many pictures with hospital backgrounds," one attache offered. Down the hall from Joe Schenck's offices, about which more at another time, is an elaborate layout for visiting New York executives. The door now carries John D. Clark's plate. Other plates, however, are available and at a moment's notice. Such as for Sidney R. Kent and Joseph H. Moskowitz. The last to visit gets the longest billing. His name stays up until the next one hits town. Clark's run is tops this month. . . .

* * *

The yarn of a producer, not quite as proficient in the classics as he might have been and what happened about that. A writer, the ribbing kind, told him he had made a deal for stories from Aristophanes and Moliere. Later, there was submitted a script from the latter. The producer didn't like it.

"Who is this guy Mollerey or Maloney?" he demanded.

"Just a fellow who used to steal plots from Shakespeare."

"Well, he's no good. Fire him." . . .

* * *

Earthquake stories:

To Seadler: "Did you feel the earthquake the other morning?"

From Seadler: "No, I didn't. I was at the studio. There's always an earthquake there."

Max Schuster, the New York publisher, insists upon this:

"I ordered a fried egg that morning. By the time I got it, it was scrambled." . . .

* * *

One on Frank Morgan and you needn't go further if you know it.

All of his life, it is reported about him, Morgan had been seeking enough of what it takes to buy a yacht. Hollywood, finally, furnished it and Morgan acquired his boat. The first day out on a two weeks' cruise brought much *mal-de-mer*. Morgan put into port and spent the remaining thirteen days at Palm Springs. . . .

* * *

Attention Ned Depinet, Willard McKay, Herb Yates, Grad Sears, Jules Levy, N. L. Nathanson, "Deac" Aylesworth, Sam Dembow, et al: A chapter of "21" has been organized at the B-Bar-H Ranch. The location: A stable. The Neon sign: Numerals and the letters laboriously spelling out "21 Club," made up of empty Ballantine cartons, one-fifth of a quart size and representing whisky consumed. . . .

* * *

A chance meeting with Lou Lusty, following handshakes:

"Is that sunburn, or something Sam Briskin told you this morning?"

Forty-eight hours later, Lusty was reported out of Radio and the job of Briskin's executive assistant, but the report proved untrue.

* * *

A definition of a producer, attributed to Walter Wanger in the lighter vein:

"You've got to be firm. You've got to be definite. You've got to make up your mind. And then change it." . . .

* * *

To the title-conscious at the studios:

Why not a picture called "Bank Night?"

Flagstad Song Chosen

Hollywood, April 8.—Kirsten Flagstad, recently signed by Paramount for "The Big Broadcast of 1938," will sing the "Battle Cry of the Walkyries" from "Die Walkuere" as her contribution to the picture.

The prima donna will have the full orchestral support of the New York Philharmonic orchestra under the direction of Guillaume Pelletier.

Orders "Souls" Retakes

Hollywood, April 8.—William Lebaron, production chief at Paramount, has ordered a month's additional shooting on "Souls at Sea," which was recently completed after five months. The Gary Cooper and George Raft feature will resume production in three weeks and will entail the insertion of a new sea sequence and a new ending.

Claims Noteholders Approved Roxy Plan

Alvin J. Schloffer, a member of the noteholders' protective committee, testified yesterday that the noteholders approved the proposed plan of reorganization for the Roxy, at the hearing before Special Master Addison Pratt. Schloffer, connected with Halsey Stuart & Co., was described as the father of the plan by Harold P. Seligson, counsel for the Tipton bondholders' committee. Schloffer revealed that Milton C. Weisman, receiver of the Fox Theatres Corp., is expected to declare a dividend to creditors shortly.

The Roxy plan provides that noteholders are to participate in the claim against Fox Theatres Corp. to the extent of 65 per cent of their interest. The value of the stock in the new corporation may be expected to be about $8 or $9, according to Schloffer. He also was connected with the reorganization of Fox Metropolitan Playhouses and the proposed plan of reorganization for the Detroit Fox Theatre and office building.

Deny Play Infringement

Jacob and Lee Shubert, the Shubert Theatres Corp. and the Select Theatres Corp. filed answers in the U. S. District Court yesterday to the infringement suit of Richard Fitch. The defendants deny that their play, "My Maryland" infringed on "Barbara Frietchie, the Frederick Girl," written by Clyde Fitch, the plaintiff's father. They also allege that a license to use the dramatic portions of the Fitch play was obtained in January, 1924.

Suits Filed in Ohio Over Censor Action

Columbus, April 8.—The local chapter of the North American Committee to Aid Spanish Democracy has filed suit in Ohio Supreme Court in an effort to compel censors to release "Spain in Flames" and "The Greater Promise," Russian films recently banned.

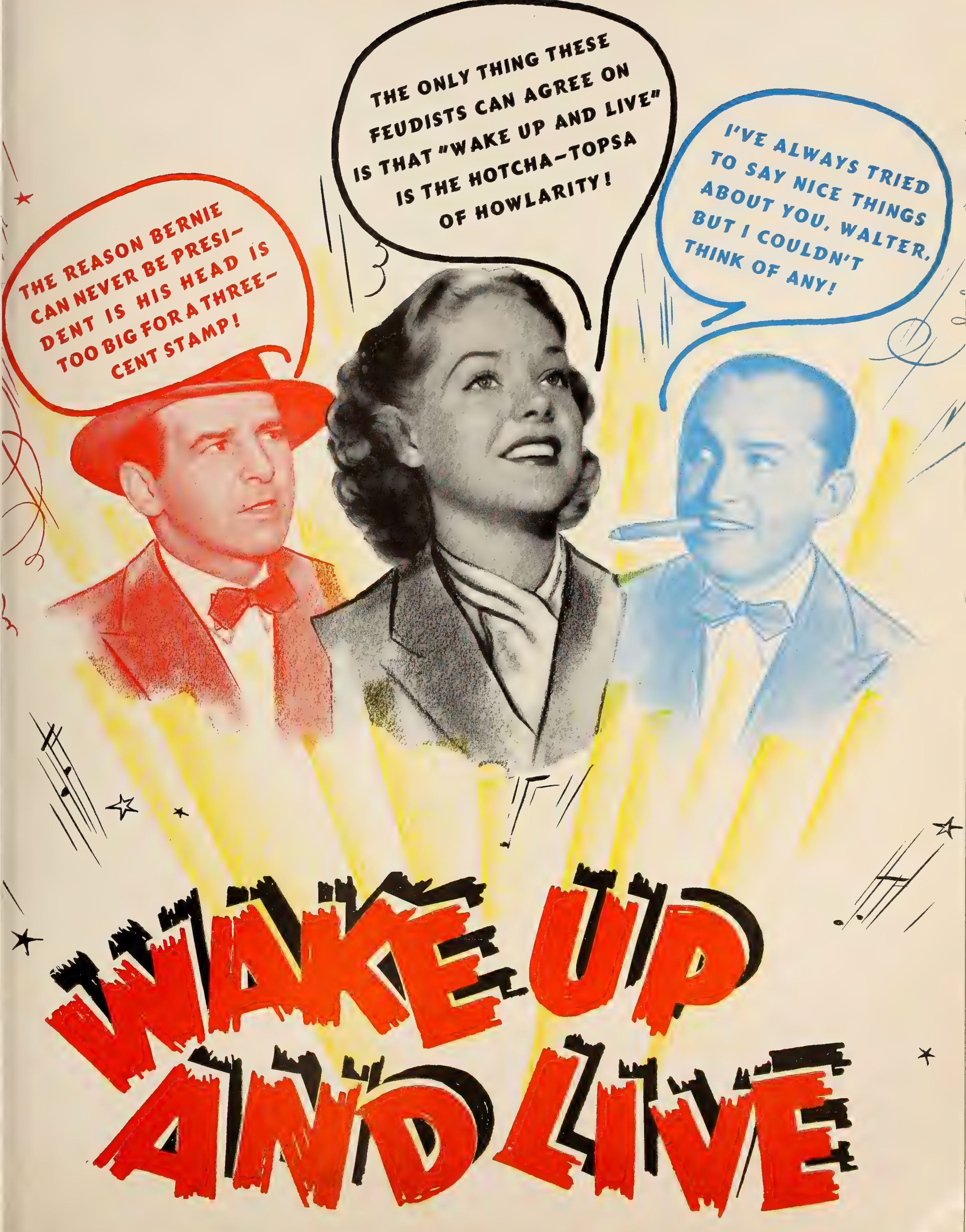
Another suit with the same purpose has been filed by Icor, described as an association to aid Jewish refugees in Birobidjan, Russia. Russell M. Chase, a Cleveland attorney, is acting for both organizations.

Three Companies Formed

Dover, Del., April 8.—The following companies have been incorporated here: Imperial Pictures, Inc., to deal in films, capital, $1,000,000. Incorporators are J. M. Frere, J. A. Frere and C. R. Murphy of Wilmington. Packsaddle Adventure Pictures, Inc., to deal in films, capital, $100,000. Incorporators are D. B. Hilliard, H. M. Coote and J. A. Twomey of Wilmington; United Shows, Inc., to deal in shows and amusement devices, capital, 1,000 no par shares.

Spitz to Hold Meeting

Leo Spitz, RKO president, will hold a luncheon meeting at the Astor next Wednesday of industry leaders to meet James G. McDonald, who was high commissioner for refugees under appointment of the League of Nations. McDonald will discuss present conditions in Germany and Poland and the status of Jewish refugees from those countries.


THE REASON BERNIE CAN NEVER BE PRESIDENT IS HIS HEAD IS TOO BIG FOR A THREE-CENT STAMP!
THE ONLY THING THESE FEUDISTS CAN AGREE ON IS THAT "WAKE UP AND LIVE" IS THE HOTCHA-TOPSA OF HOWLARITY!
I'VE ALWAYS TRIED TO SAY NICE THINGS ABOUT YOU, WALTER, BUT I COULDN'T THINK OF ANY!
WAKE UP AND LIVE

SWELEGANT!
the CINEMAGNIFICENT!
MUSICOLOSSAL!
& YOWSAH!

Winchell winces! Bernie burns! Alice Faye fascinates! Patsy Kelly flipcracks! Ned Sparks dead-pans! Jack Haley gets panicky! The whole cast's a howl! Gordon & Revel reveal nine new song hits! The title's a showman's pip! It's the sho-wow that tops "Sing, Baby, Sing," "One in a Million" and "On the Avenue"!

Flashola!
NINE SMASHOLA SONGS
BY GORDON & REVEL
including
"It's Swell of You"
"I'm Bubbling Over"
"There's a Lull in My Life"
"Never in a Million Years"
"Wake Up and Live"

THE SWEET-HOT OF ALL 20th's MUSICALS!

WAKE UP AND LIVE

with

WALTER WINCHELL **BEN BERNIE** **ALICE FAYE**

PATSY KELLY · NED SPARKS · JACK HALEY

GRACE BRADLEY · WALTER CATLETT
LEAH RAY · JOAN DAVIS · DOUGLAS
FOWLEY · MILES MANDER

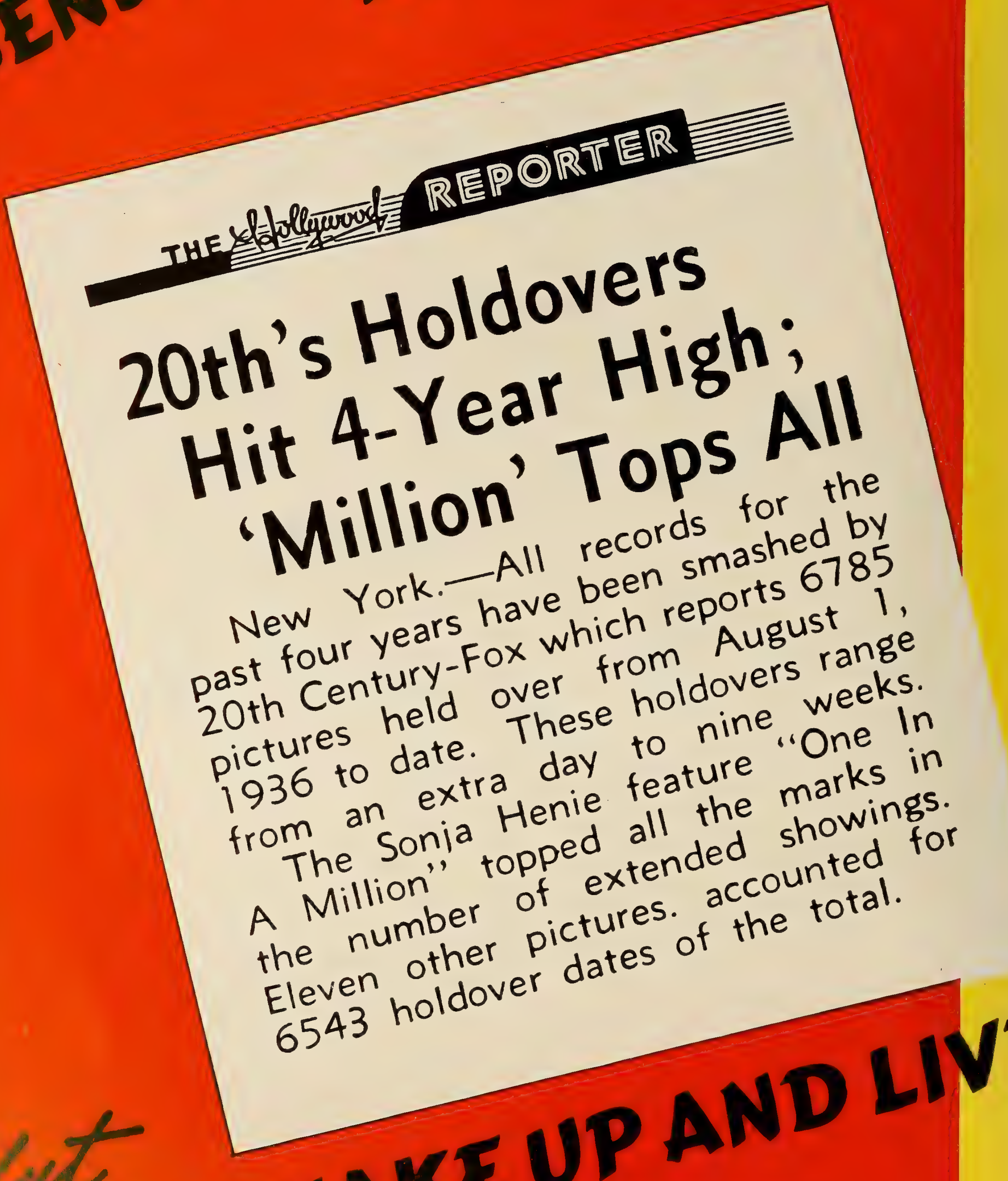
Directed by Sidney Lanfield

Associate Producer Kenneth Macgowan. Screen play by Harry Tugend and Jack Yellen. Original story by Curtis Kenyon. Based on Dorothea Brande's book.

20th CENTURY FOX

Darryl F. Zanuck
in Charge of Production

A SENSATIONAL RECORD...



THE Hollywood REPORTER

20th's Holdovers Hit 4-Year High; 'Million' Tops All

New York.—All records for the past four years have been smashed by 20th Century-Fox which reports 6785 pictures held over from August 1, 1936 to date. These holdovers range from an extra day to nine weeks.

The Sonja Henie feature "One In A Million" topped all the marks in the number of extended showings. Eleven other pictures accounted for 6543 holdover dates of the total.

...but WATCH "WAKE UP AND LIVE" CRACK IT!

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

Hint: Wake up and set "Wake Up and Live" for extra-extended playing time *now!*

MPTOA Plans New Drive on Trade Reform

(*Continued from page* 1)

throughout the country during the next two months. In each center efforts will be made to coordinate the strength of regional exhibitor units affiliated with the M.P.T.O.A. and to enlist the aid of non-members of the organization in the drive for trade practice reforms and concessions.

Kuykendall declared that the impending move is in line with decisions made at a meeting of the executive committee of M.P.T.O.A. at Miami last month, and sentiment echoed on the convention floor there. Kuykendall was criticized at the Miami convention for being "too tolerant" in his unsuccessful negotiations with distributors for the adoption of the 10-point program. A possible key to the impending action may be found in his reply to the criticism at that time.

"I have tried every method I know," Kuykendall said then. "If exhibitors of the country stood solidly together for one week we would have every distributor on bended knee."

Silent on Legislation

Kuykendall emphatically denied that a new season "buyers' strike" would have any place in the projected drive. He declined to comment on whether or not the Allied States—sponsored legislation for divorce of theatre interests from distributing or producing companies had any part in the new procedure.

Kuykendall plans to return to Washington Sunday and will confer there with regional exhibitor leaders. From Washington, he will go to Memphis for the meeting of the Tri-States Exhibitors' Ass'n, opening April 18, at which the projected plan first may be broached. He will return to New York following the Memphis meeting and confer with exhibitor representatives here.

Kuykendall said he planned to accept the invitation of the C.E.A., British exhibitors' organization, to address its annual summer meeting in England.

Equipment Exhibits For MPTOA Planned

Plans for an "equipment exposition" to be held in connection with future M.P.T.O.A. conventions are already in work, Ed Kuykendall, M.P.T.O.A. president, reported yesterday.

Kuykendall said that the proposal, which was first broached at the exhibitor organization's recent Miami convention, was receiving strong support from equipment manufacturers and supply dealers and interest in it at this point is sufficient to warrant continued planning. The equipment exposition would be held during several days either preceding or immediately following the M.P.T.O.A. annual convention to avoid conflicting with convention programs.

If the proposal materializes next year, it may cost Memphis the 1938 M.P.T.O.A. convention, as Kuykendall offered the opinion that one of the larger cities, such as Chicago, would have to be selected in order to obtain proper exhibit facilities.

Out Hollywood Way

Hollywood, April 8.—Barrett Kiesling, M-G-M publicity field contact man just back from a tour of the country, estimates that more than 150 film and drama editors will visit Hollywood during the coming year.

Aileen Horstmann, socially prominent in The Hague, Holland, astounded Samuel Goldwyn employes by refusing to be photographed while visiting sets.... Gladys Rosson, private secretary to Cecil B. DeMille, to the desert to recuperate from a cold. . . .

Bernard Newman, former head costume designer for RKO, signed to do costumes for next Ginger Rogers starring picture, "Vivacious Lady." . . . Frank Lloyd and staff off to northern California to do research work on "Wells Fargo," Paramount. . . . Oscar Hammerstein signed by Columbia to write and produce an untitled musical. . . . Buck Jones starts "Black Aces" at Kernville.

+

Casting—Jan Duggan in "New Faces of 1937," William Brisbane, Bradley Page and Richard Lane in "You Can't Beat Love," RKO. . . . Joyce Compton and Stuart Erwin get the leads in "Small Town Boy," Zion Myers' production for Grand National release.

+

Writers—William Rankin signed for an original, "Dancing in the Street," Arthur T. Horman writing "Junior G-Men" and Manuel Seff collaborating with Harry Clork on "Radio City Revels," all at RKO. . . . Max Magnus scripting "Queen at 14" for Deanna Durbin, Universal.

Adele Commandini to do an original for Merian C. Cooper and David O. Selznick. . . . Signed by M-G-M —Harvey Ferguson, who joins Louis D. Lighton unit; Commander Frank Wead, unassigned; Vincent Lawrence to do script of "The Four Marys."

+

New Contracts—Jacqueline Wells signed to a term contract at Columbia.

Attack Dividend Payment of G. B.

(*Continued from page* 1)

the losses were mainly due to G. B. Distributors operation, Boardman contended, "A loss by a wholly owned subsidiary is the same as a loss by the parent company." He disagreed that the use of the £500,000 reserve was conservative finance.

"During the past four years," he said, "we have had to use something like £1,000,000 for other losses," in concluding the evidence of the plaintiffs in the action.

Sir William Jowitt, counsel for G. B., opened for the company with the assumption that the action in declaring the dividend was within the law, and the statement that the directors who voted the dividend were not told by their accountants that they were committing a grievous sin from the accountancy point of view. He said the directors thought the preference dividend justified even if it meant dipping deeply into the reserves, because the company is now in comparatively calm water. It could devote more time to exhibition, he said, which is "far more profitable than production since films for world showing come up against the American interests, which make it extremely difficult for any British firm to get in."

Accountants Ask Payment

Wilfred Harrison of Price, Waterhouse & Co., accountants, and E. M. Bowden, G. B. auditor, gave evidence supporting their joint affidavit that they had advised on the accountancy aspect, holding the view that since the cessation of production made the heavy current losses non-recurring, they regarded the dividend as payable. Under cross-examination, Harrison agreed that subsidiary losses must be borne by the parent company, but said that amounts, not referred to in the accounts, were available to meet the losses of G. B. Distributors.

W. B. Robinson, secretary of G. B., gave evidence concerning the financial position of the company.

Talks Begun Here on New A. H. Blank Deal

Efforts to conclude details of the agreement under which A. H. Blank's Central States circuit operations would be combined with those of Tri-States circuit, which is jointly owned by Paramount and Blank, were begun here yesterday and may continue into next week. Blank will also discuss new season film buys while in New York.

Details of the new operating deal, involving about 70 theatres in Iowa, Nebraska and southern Illinois, will be worked out with Y. Frank Freeman, Paramount vice-president. The deal involves the elimination of Paramount's option to repurchase Blank's 50 per cent interest in Tri-States, thus placing the operations on a permanent basis.

Daughter Born to Blanks

Des Moines, April 8.—Myron Blank, head of Central States Theatre Corp., and Mrs. Blank are the parents of a daughter, Beverly Ann, born April 3 at a local hospital.

Seek Commerce Unit Solely for Industry

Washington, April 8.—Efforts to have a separate film foreign department set up within the Bureau of Foreign and Domestic Commerce are being made here in an effort to cope with the industry's increasing problems in doing business abroad, it was learned today.

Championed by industry and Administration officials, the proposal appears to have an excellent chance of materializing providing an adequate appropriation can be had. Ed Kuykendall, M. P. T. O. A. president, has been active here on behalf of the proposal.

Spiegelglass Is Named

Hollywood, April 8.—Leonard Spiegelglass today was named assistant to Emanuel Cohen of Major Pictures.

G. N. Session Set on Coast May 16 to 19

(*Continued from page* 1)

studios. The first business session will start Monday, May 17.

The company will have 65 features next season, 16 of which will be westerns. Half of the westerns will be produced by Finney's independent unit.

Among those who will attend the four-day session are Sol Edwards, eastern sales manager; James Winn, western sales manager; Saul Krugman, assistant to Edwards and Winn; Jack L. Barnstyn, foreign head; Edward Ugast, his assistant; Harry Allan and M. Adilman, Canada; M. Crown, South America, and representatives from France and England. Ann Rosenthal, legal head at the home office, will be among those attending.

Edward L. Alperson, president, has canceled plans for coming to New York before the convention. A board of directors meeting was held yesterday at which Peskay presided. He was congratulated on his first sales meeting. Otherwise, the meeting was routine.

Milstein Will Hold Chicago Sales Meet

J. J. Milstein, vice-president in charge of Republic distribution, leaves today on the Century for Chicago. He will hold a regional sales meeting there over the weekend. A similar meeting is scheduled in Kansas City Monday.

Attending the Chicago meeting will be Max Roth, central division sales manager; Irving Mandel, Harry Lorch and L. W. Marriott of Indianapolis, and Jack Frackman of Milwaukee.

Wall Street

Light Gains Revive Board

	High	Low	Close	Net Change
Columbia	33¼	32½	33⅛	+ ⅛
Columbia, pfd.	42¼	42¼	42¼	+1¼
Consolidated	4¼	4⅛	4⅛	— ⅛
Consolidated, pfd.	14⅞	14⅞	14⅞	— ¼
Eastman Kodak	160¾	160¼	160¾	+ ¾
Gen. T. Equip.	29	28	28½	+ ¼
Loew's, Inc.	79	77½	78¼	+1
Loew's, pfd.	106½	106½	106½	.....
Paramount	24⅜	23½	24⅛	+ ⅝
Paramount 2 pfd.	21¾	21¼	21½	+ ⅜
Pathe Film	8¼	7⅞	7⅞	— ¼
RKO	9⅝	9	9½	+ ¾
20th Century-Fox	38	37⅛	37¾	+ ⅝
Warner Bros.	15⅜	14⅝	14⅞	+ ½

Little Curb Movement

	High	Low	Close	Net Change
Grand National	2⅞	2¾	2⅞	+ ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	20⅝	20⅛	20⅛	— ¼
Trans-Lux	4½	4⅜	4⅜	— ⅛
Universal Pict.	12	12	12	.....

RKO, Warner Bonds Up Slightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¼	98¼	98¼	— ¼
Loew's 3½s '46	97⅝	97½	97½	.....
Paramount B'way 3s '55	72⅝	72⅝	72⅝	— ⅜
Paramount Pict. 6s '55	100	100	100	— ½
RKO 6s '41 pp.	117¼	117¼	117¼	+ ¼
Warner Bros. 6s '39 wd	95⅝	95	95⅝	+ ⅞

(Quotations at close of April 8)

"Maytime" Is Philadelphia 2nd Week Hit

PHILADELPHIA, April 8. — "Maytime" continued to pace the town, getting $22,000 for its second smash week at the Boyd. It was held a third week.

"Seventh Heaven" also clicked big at the Fox with $19,500 and was held a second week, the first holdover for this house in some time.

"History Is Made at Night" started well with $12,000 at the Aldine. A second week was set with the management talking a third. Virtually every other house shared in the upswing.

Total first run business was $118,400. Average, exclusive of the two roadshow houses, is $81,960.

Estimated takings for the week ending April 1:

"HISTORY IS MADE AT NIGHT" (U.A.)

ALDINE—(1,300), 40c-55c-65c, 7 days. **Gross:** $12,000. (Average, $8,160)

"LAST OF MRS. CHEYNEY" (M-G-M)
(2nd run)

ARCADIA—(600), 25c-40c-50c, 7 days. **Gross:** $3,100. (Average, $2,800)

"MAYTIME" (M-G-M)

BOYD—(2,400), 40c-55c, 7 days. **Gross:** $22,000. (Average, $14,000)

"LOST HORIZON" (Col.)
(Roadshow)

CHESTNUT—(1,350), 55c-86c-$1.14-$1.71, 7 days, 4th week. **Gross:** $10,500.

"HER HUSBAND'S SECRETARY" (F.N.)

EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Mitchell and Durant and "Greenwich Village Scandals." **Gross:** $15,000. (Average, $14,000)

"SEVENTH HEAVEN" (20th-Fox)

FOX—(3,000). 40c-55c-65c, 7 days. Stage: Lester Cole's Midshipmen; Virginia Lee and Lathrop Bros., Al Bernie. **Gross:** $19,500. (Average, $14,000)

"ONCE A DOCTOR" (F.N.)

KARLTON—(1,000), 25c-35c-40c, 7 days. **Gross:** $2,000. (Average, $4,000)

"SWING HIGH, SWING LOW" (Para.)
(2nd run)

KEITH'S—(2,000), 30c-40c-50c, 7 days. **Gross:** $3,300. (Average, $4,000)

"THE GOOD EARTH" (M-G-M)
(Roadshow)

LOCUST — (1,300), 55c-86c-$1.14-$1.71, 7 days, 6th week. **Gross:** $9,000.

"KING AND THE CHORUS GIRL"
(W.B.)

STANLEY — (3,700), 40c-55c, 7 days. **Gross:** $15,000. (Average, $14,000)

"SEA DEVILS" (RKO)

STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $7,000. (Average, $7,000)

State to Use Films

SPOKANE, April 8. — A plan to advertise the state of Washington with sound films in color was proposed this week by Frank Guilbert, civic leader and manager of the Good Roads Ass'n. The film plan would come under the seven-man progress commission recently set up by Gov. Clarence Martin with $250,000.

Takes Holyoke House

BOSTON, April 8. — The Holyoke Theatre, Inc., has been formed to operate the Opera House in Holyoke, Mass. Frederick E. Lieberman, circuit head, is president of the new corporation, while his brother, Morton Lieberman, is secretary. Samuel Richmond is treasurer.

Kincey Managers Switch

SPARTANBURG, S. C., April 8.—Jack Headrick, manager of the Strand here, and Harvey Smith, manager of the Carolina at Greenwood, both Wilby-Kincey houses, have exchanged positions.

"Maytime" Is High in Two Boston Spots

BOSTON, April 8. — "Maytime" topped the field with a gross of $21,000 at Loew's Orpheum. Average is $12,000. The same film drew $6,000 above average at the Loew's State on a gross of $17,000.

"Quality Street" dualed with "When's Your Birthday?" at the RKO Memorial drew $15,000, $3,000 above average.

At the Metropolitan "Waikiki Wedding" and a stage attraction featuring Vic Hyde, the one-man band, drew $26,500, above the line by $4,500.

"The Good Earth," now in its third week as a roadshow at the Colonial, grossed $9,000.

Total first run business was $123,800. Average is $102,500.

Estimated takings for week ending March 31:

"SWING HIGH, SWING LOW" (Para.)
"PENROD AND SAM" (W. B.)

FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $5,800. (Average, $4,500)

"QUALITY STREET" (RKO)
"WHEN'S YOUR BIRTHDAY?" (RKO)

RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. **Gross:** $15,000. (Average, $12,000)

"MAYTIME" (M-G-M)

LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. **Gross:** $21,000. (Average, $12,000.

"MAYTIME" (M-G-M)

LOEW'S STATE—(3,573), 35c-45c-65c, 7 days. **Gross:** $17,000. (Average, $11,000)

"WAIKIKI WEDDING" (Para.)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Vic Hyde one-man band. **Gross:** $26,500. (Average, $22,000)

"SWING HIGH, SWING LOW" (Para.)
"PENROD AND SAM" (W. B.)

PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $8,800. (Average, $7,000)

"GOOD EARTH" (M-G-M)

COLONIAL—(1,643), 55c-83c-$1.10-$1.65, 7 days, 3rd week. **Gross:** $9,000.

"SOLDIER AND THE LADY" (RKO)

RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: "Cafe Internationale." **Gross:** $21,000. (Average, $21,000)

"Maytime" $10,000 New Haven Grosser

NEW HAVEN, April 8.—"Maytime" at Loew's-Poli led with a $10,000 gross, over par by $3,000. The feature will be held at the College.

"Swing High, Swing Low" and "Murder Goes to College" at the Paramount, with the best weekend business in town to its credit, hit $6,800, up by $2,000, and were held. The Roger Sherman, with "The King and the Chorus Girl" and "Midnight Court," grossed $5,600, over par by $900; while the College fell slightly under the $2,800 average with "Nancy Steele Is Missing" and "Man of the People."

Total first run business was $25,000. Average is $19,300.

Estimated takings for the week ending April 2:

"NANCY STEELE IS MISSING"
(20th-Fox)
"MAN OF THE PEOPLE" (M-G-M)

COLLEGE—(1,499), 25c-35c, 7 days. **Gross:** $2,600. (Average, $2,800)

"SWING HIGH, SWING LOW" (Para.)
"MURDER GOES TO COLLEGE" (Para.)

PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $6,800. (Average, $4,800)

"MAYTIME" (M-G-M)

POLI—(3,040), 35c-50c, 7 days. **Gross:** $10,000. (Average, $7,000)

"KING AND THE CHORUS GIRL"
(W.B.)
"MIDNIGHT COURT" (W.B.)

ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $5,600. (Average, $4,700)

"Waikiki" $8,000 Top in Louisville

LOUISVILLE, April 8. — "Waikiki Wedding" hit the high spots at the Rialto with a take of $8,000, above average by $3,500.

"History Is Made at Night" with "Elephant Boy" took $6,400 at Loew's State, over the line by $900. "The King and the Chorus Girl" on a single at the Mary Anderson surprised with a take of $4,500, over average by $1,000. It was held.

The weather was pleasant and warm.

Total first run business was $28,000. Average is $22,400.

Estimated takings for the week ending April 1:

"SWING HIGH, SWING LOW" (Para.)
"MURDER GOES TO COLLEGE" (Para.)

BROWN—(1,500), 15c-25c-40c, 7 days, 2nd downtown week. **Gross:** $2,100. (Average, $2,500)

"HIDEAWAY GIRL" (Para.)
"GOLD DIGGERS OF 1937" (W. B.)
"THE STORY OF LOUIS PASTEUR"
(W.B.)
"JUNGLE PRINCESS" (Para.)

KENTUCKY—(900), 15c-25c, 7 days, split week. **Gross:** $2,100. (Average, $1,700)

"HISTORY IS MADE AT NIGHT" (U.A.)
"ELEPHANT BOY" (U.A.)

LOEW'S STATE—(3,000), 15c-25c-40c, 7 days. **Gross:** $6,400. (Average, $5,500)

"THE KING AND THE CHORUS GIRL"
(W.B.)

MARY ANDERSON—(1,000), 15c-25c-40c, 7 days. **Gross:** $4,500. (Average, $3,500)

"EARLY TO BED" (Para.)
"HERE COMES THE NAVY" (W.B.)
"I GIVE FOR LOVE" (W.B.)
"SPECIAL AGENT" (W.B.)

OHIO—(900), 15c, 7 days, split week. **Gross:** $1,300. (Average, $1,200)

"WAIKIKI WEDDING" (Para.)
"MARCH OF TIME"

RIALTO — (3,000), 15c-25c-40c, 7 days. **Gross:** $8,000. (Average, $4,500)

"NANCY STEELE IS MISSING"
(20th-Fox)
"TIME OUT FOR ROMANCE" (20th-Fox)

STRAND — (1,500), 15c-25c-40c, 7 days. **Gross:** $3,600. (Average, $3,500)

"Love News" Dual $8,600, Portland

PORTLAND, April 8. — "Love Is News," on a dual with "Her Husband Lies," rolled up $8,600, soaring over par by $3,600.

"Maytime" was held for a good second week at the United Artists with a take of $7,000, or $2,000 over house average.

"Sea Devils" and "Wings of the Morning" were moved to the Blue Mouse for a second downtown week, bringing in $3,000, or $1,300 over the usual take.

Total first run business was $36,600. Average is $24,700.

Estimated takings for the week ending April 3:

"PERSONAL PROPERTY" (M-G-M)
"BREEZING HOME" (Univ.)

BROADWAY—(1,912), 30c-35c-40c, 7 days. **Gross:** $6,700. (Average, $5,000)

"SEA DEVILS" (RKO)
"WINGS OF THE MORNING"
(20th-Fox)

BLUE MOUSE—(1,700), 30c-35c-40c, 7 days, 2nd week. **Gross:** $3,000. (Average, $1,700)

"BLACK LEGION" (W. B.)
"ONCE A DOCTOR" (F. N.)

MAYFAIR—(1,700), 30c-35c-40c, 7 days. **Gross:** $5,000. (Average, $3,000)

"READY, WILLING AND ABLE"
(W. B.)
"SOLDIER AND THE LADY" (RKO)

ORPHEUM—(1,700), 30c-35c-40c, 7 days. **Gross:** $7,000. (Average, $5,000)

"LOVE IS NEWS" (20th-Fox)
"HER HUSBAND LIES" (Para.)

PARAMOUNT—(3,008), 30c-35c-40c, 7 days. **Gross:** $8,600. (Average, $5,000)

"MAYTIME" (M-G-M)

UNITED ARTISTS—(945), 30c-35c-40c, 7 days, 2nd week. **Gross:** $7,000. (Average, $5,000)

"Horizon" Is Coast Leader For 4th Week

LOS ANGELES, April 8.—"Lost Horizon" continued to set a swift pace in its fourth week at the 4 Star. The $10,200 take was over normal by $6,950.

"The King and the Chorus Girl" got off to a flying start at Warners' Downtown and in Hollywood. At the former it was $3,500 over par on a take of $15,500 and at the latter it was $4,500 up on a gross of $18,500. "Lloyds of London" went $1,800 over the line with $15,800 at Loew's State. Elsewhere business was off.

Total first run business was $108,300. Average is $107,950.

Estimated takings for the week ending April 7:

"THE GOOD EARTH" (M-G-M)

CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 10th week. **Gross:** $9,700. (Average, $17,000)

"LLOYDS OF LONDON" (20th-Fox)

CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $11,800. (Average, $12,500)

"LOST HORIZON" (Col.)

4 STAR—(900), 50c-$1.50, 7 days. 4th week. **Gross:** $10,200. (Average, $3,250)

"REVOLUTIONISTS" (Amkino)

GRAND INTERNATIONAL—(750), 35c-40c, 5 days. **Gross:** $1,800. (Average, $1,200)

"QUALITY STREET" (RKO)
"WE HAVE OUR MOMENTS" (Univ.)

HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. **Gross:** $6,100. (Average, $8,000)

"LLOYDS OF LONDON" (20th-Fox)

LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $15,800. (Average, $14,000)

"QUALITY STREET" (RKO)
"WE HAVE OUR MOMENTS" (Univ.)

PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $6,200. (Average, $8,000)

"OUTCAST" (Para.)

PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: F. & M. Revue, Rube Wolf and his Orchestra, Kenny Baker. **Gross:** $12,700. (Average, $18,000)

"KING AND THE CHORUS GIRL"
(W. B.)

WARNER BROS. (Hollywood)—(3,000), 30c-65c, 7 days. **Gross:** $18,500. (Average, $14,000)

"KING AND THE CHORUS GIRL"
(W. B.)

WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. **Gross:** $15,500. (Average, $12,000)

"Waikiki" $14,000 Leader in Houston

HOUSTON, April 8.—"Waikiki Wedding" at the Metropolitan doubled the usual take of $7,000. It was held.

Another holdover was "Maytime" at Loew's, which had a take of $12,000 at the end of seven days.

Easter weather was rainy and cold. Competition was held to the usual few night spots and hotel orchestras.

Total first run business was $35,000. Average is $26,000.

Estimated takings for the week ending April 1:

"ARIZONA MAHONEY" (Para.)

KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,700. (Average, 7 days, $5,000)

"ONCE A DOCTOR" (F. N.)

KIRBY—(1,450), 15c-35c, 1 day. Bank Night. **Gross:** $1,000. (Average, 7 days, $5,000)

"WOMAN WISE" (20th-Fox)

KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,300. (Average, 7 days, $5,000)

"MAYTIME" (M-G-M)

LOEW'S STATE—(2,750), 25c-50c, 7 days. **Gross:** $12,000. (Average, $7,000)

"HISTORY IS MADE AT NIGHT"
(U. A.)

MAJESTIC—(2,250), 25c-50c, 7 days. **Gross:** $5,000. (Average, $7,000)

"WAIKIKI WEDDING" (Para.)

METROPOLITAN—(2,600), 25c-50c, 7 days. **Gross:** $14,000. (Average, $7,000)

There's a great Day coming

ONLY ONE WEEK FROM NOW!.....

...THAT'S THE DAY A LOT OF IM

WILL LEARN *WH*

Call it

HAS *PLENTY* OF

---

and *WHY* THE STRONGEST AD CAMPAIGN EVER GIVEN A COSMOPOLITAN PRODUCTION IS BACKING IT!

and *WHY* IT PLAYED ON THE LONDON STAGE TO CAPACITY AUDIENCES FOR 2 SOLID YEARS!

an *WHY*

ARE PEOPLE TALKING BEH

It's high time you knew the things everybody's s
ing about this show... this gives you a brief id

> "The best picture Warner Bros. have ever made!"
>
> *Delight Evans, Screenland*

> "It is definitely one of the season's finest films!"
>
> *Carl Schroeder, Screen Guide Magazine*

A WINCHELLULU: **"Warners' Cinemaaaahh Version**

ORTANT EXHIBITORS
FILM DAILY' SAID

Day

DX-OFFICE PULL!"

WAS NEW YORK'S MOST
PULAR THEATRE GUILD
T ALL LAST SEASON!

and
WHY

"IT OFFERS THE BEST PERFORMANCE OF ANY CAST EVER ASSEMBLED FOR ANY PICTURE!"
(Townsend, in Modern Screen Magazine)

YOUR BACK?

"One of those rare gems of screen entertainment!"

Clark Wales, Detroit Free Press

Call It a Day' Is an In-The-Bagola!"

—WALTER WINCHELL

OLIVIA DE HAVILLAND

IAN HUNTER

ANITA LOUISE

ALICE BRADY

ROLAND YOUNG

Frieda Inescort
Peggy Wood
Walter Woolf King
Bonita Granville
Beryl Mercer
Directed by Archie Mayo
A Cosmopolitan Production

Purely Personal

MAURICE CONN, independent producer, is here from the coast on new season production arrangements for Ambassador, Melody and Conn Pictures, which he heads.

•

Joe McConville, Rube Jacter and Lou Weinberg have returned from Chicago after holding a meeting of Columbia's midwest branch managers.

•

Lou Irwin will leave for the coast Sunday and will be gone several weeks. In his absence Fred Bartell will be in charge of the local office.

•

Myron Sattler, local Paramount branch manager, will sail April 17 on the *Munargo* for a 12-day cruise to Miami, Havana and Nassau.

•

J. S. MacLeod and William R. Ferguson will leave for the coast in about two weeks in advance of the M-G-M convention delegates.

•

Edward Altman, president of Capitol Lighting Co., will hold open house May 1, at the company's new quarters at 527 W. 45th St.

•

James Winn, western division sales head for Grand National, is in St. Louis and will be in Chicago on Sunday.

•

Gloria Gilbert, toe dancer, left for the coast yesterday. She has a part in "Walter Wanger's Vogues of 1938."

•

A. H. Schwartz, his son Fred, and their wives left yesterday for Key West on a vaction and fishing trip.

•

Ben Kalmenson, Warners central district manager, is here for conferences with Gradwell L. Sears.

•

Edward Sutherland, the director, left via American Airlines yesterday for Hollywood.

•

Lou K. Sidney of WHN is being bothered these days with a bad case of laryngitis.

•

Arthur B. Krim has been made a member of the law firm of Phillips & Nizer.

•

Phil Regan drove into town yesterday. He motored from the coast.

•

Rube Jacter's family will return tomorrow from Miami.

•

W. Ray Johnston is due back in Chicago today.

•

Dolores Costello is due today on the *Europa*.

Ampa Slate Next Week

Nominations for the new Ampa slate will be made known next week by the committee in charge, it was stated yesterday. Several men are being considered for the presidency to succeed Gordon White, who will end his second term May 1. Elections are expected to be held next Thursday at the Edison Hotel.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Public Wedding No. 1"

(Warners)

Hollywood, April 8.—This is light and airy comedy geared for double bills and general neighborhood patronage. The show moves fast, performances and direction are good and the dialogue packs many chuckles. The picture adequately fulfills program qualifications.

Berton Churchill, his alleged stepdaughter, Jane Wyman; Dick Purcell and Raymond Hatton are the silvery tongued custodians of a whale's carcass in a carnival concession. The exhibit lacks sex appeal and flops, so the sheriff threatens to close them up for unpaid bills. Putting their wits together, the foursome plans a fake wedding in the mouth of the whale with the town's merchants chipping in for return advertising. Purcell and Hatton run out with the dough and leave Churchill and Miss Wyman without a parson or a groom. William Hopper, a young artist, is substituted in the groom's spot and a real judge performs the ceremony, legally linking Miss Wyman and Hopper.

Miss Wyman finally cashes in on a fake suicide dive involving Marie Wilson and put on by Churchill and gets Hopper's name on the front page. The following series of involved incidents which pit Churchill and Miss Wyman against each other are good for lots of laughs. The romantic conclusion is routine.

Nick Grinde's fast tempo direction leaves no dull lapses in the film. Miss Wyman, Hopper and Churchill do some good trouping. Roy Chanslor and Houston Branch penned a snappy screenplay.

Production Code Seal No. 3,039. Running time, 57 minutes. "G."

"Night Key"

(Universal)

Hollywood, April 8.—Novelty in theme, good performances and engaging romance against a background of occasional sequences of rapid action, serve to make this an entertaining, although unpretentious film, which should be highly suitable in smaller situation.

There is interesting material included, in the pictorial description of the manner in which wired burglar alarm systems in stores operate. Boris Karloff, whose performance as an old man is excellent, and not in keeping with his usual characterizations, is cheated by Samuel Hinds of the fruits of an alarm system he invented years before, and develops an instrument by which he can render the present system useless. He sets about destroying the value of the old system, but carefully refrains from theft. However, accidentally, through his helper, Hobart Cavanaugh, he is forced to work with a gang of thieves.

His daughter, Jean Rogers, searches for him with the aid of Warren Hull, young officer of the protective system. Eventually, in a punch climax, Karloff makes his escape, crosses the gang by reversing the alarm system, and they are captured, with a rescue of Miss Rogers concluding the romance with Hull.

Lloyd Corrigan's direction has given the story pace and interest. Tristam Tupper did the screenplay from a story by William A. Pierce.

Production Code Seal No. 3,113. Running time, 66 minutes. "G."

"Quality Street," which opened yesterday morning at the Radio City Music Hall, was previewed by wire from the coast on March 8.

"The Soldier and the Lady," now being shown at the Roxy, was reviewed from Hollywood by wire under the title of "Michael Strogoff" on Feb. 17.

"Marked Woman," previewed from Hollywood on Feb. 25, opens at the Strand tomorrow morning.

"Maytime" at the Capitol, "History Is Made at Night" at the Rivoli and "Waikiki Wedding" at the Paramount are holdovers.

Meighan Left $577,790

Mineola, L. I., April 8.—A net estate of $577,790.10 was left by the late Thomas Meighan, according to a transfer tax appraisal filed here yesterday. The gross estate was $623,804.59. The will left household effects and four-fifths of the residue in trust for the widow, Frances Ring Meighan.

"U" Club Holds Party

Universal Club members last night held their first social affair since the election of officers. The party was staged at the American Women's Ass'n. The program was put on under the direction of Joe Weil. Herman Stern headed entertainment.

Loew Sets Camera Night

Candid Camera Night will be inaugurated by Loew's at the State on April 12. Patrons with candid cameras will be invited to take pictures of the stage show. Amateur photographers will be asked to submit the snapshots for awards. It is planned to set aside every Monday night for the new vogue.

Blair to Pierce Post

Harry N. Blair has been appointed Grand National exploitation manager. He succeeds William Pierce, who resigned to join Monogram on the coast. Helen Harrison has been named to handle G. N. publicity.

Short Subjects

"Glove Taps"

(Roach-M-G-M)

The "Gang" is approached by a pair of newly-arrived-in-the-neighborhood ruffians as they leave school. It seems the newcomers are tough guys and they must establish their reputation in the new location. Alfalfa is elected to combat one Butch. He trains with the aid of Spanky. The day of the bout arrives. During the second round a pair of Alfalfa's confederates "fix" the bout and he comes out the winner. It is average fare of this sort, but will doubtless please the kids. Production Code Seal No. 3,020. Running time, 11 mins. "G"

"Super Snoopers"

(Columbia)

El Brendel and Monty Collins, provide the comedy in this short. The humor is of the overworked variety. Brendel is a would-be detective; Collins is a policeman. Together they pursue and corner a gang of bank robbers who elude the pair. Later they again track the gangsters and recover the money, not however, until they enact many stenciled situations. Production Code Seal No. 2,956. Running time, 19 mins. "G."

"Wrestling"

(Rice-Paramount)

This Sportlight is aptly subtitled, "It's a Laugh." Opening with shots of "Man Mountain" Dean's skill in the phoniest of sports, the reel continues with amusing scenes of various and amusing stunts that promoters have utilized. It concludes with a pair of feminine wild cats having at it. Ted Husing, the narrator, gets himself worked up to hysteria. Production Code Seal No. 01,523. Running time, 10 mins. "G."

"Puttin' on the Dog"

(Van Beuren-Radio)

The exhibitions of various breeds of hunting dogs going through their paces in the well filmed and intelligently narrated sequences of this Bill Corum issue should be agreeably received. Of particular novelty there is shown the rare River Toller, a duck decoying dog. Good sporting stuff. Production Code Seal No. 01,448. Running time, 10½ mins. "G."

"Nobody Home"

(Paramount)

Shorty, a chimpanzee, runs the gamut of obvious comedy situations in this short. Left alone at home, he gets into all sorts of awkward adventures about the house, finally getting drunk and dashing off to bed. It is an innocuous little film. Production Code Seal No. 01,501. Running time, 10 mins. "G."

"Jacques Fray and his Orchestra"

(Vitaphone)

In the usual form of presentation this number of the Melody Master series compares favorably with its predecessors. The orchestra plays in finished style. There is singing by Andrea Marsh and the eccentric dancing by Andy and Louise Garr. Production Code Seal No. 01,330. Running time, 10 mins. "G."

UNMATCHED

SUPER X, originally a strictly special-purpose film, is today so highly valued by the industry that it is employed in the bulk of all feature pictures . . . appears in the great majority of box-office champions and critics' choices. Reasons: unmatched photographic quality . . . unmatched adaptability. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

◂ Radio Personals ▸

JOSEPH M. KOEHLER, president of Radio Events, Inc., off to Bermuda with Mrs. Koehler for a 10-day vacation. . . . Bosley Crowther, assistant drama editor of the New York *Times,* has authored a radio original on Shakespeare titled "Will of Stratford," which will be aired April 26 from 9:30 to 10 P. M., E.S.T. on the NBC-Blue. . . . Howard Barry, baritone, has been signed by the CBS artists' bureau. . . . Fred Allen will be interviewed by Nellie Revell April 20 on the NBC-Red. . . . Bettie Glenn, publicist, and Jack Fraser, NBC announcer, were married yesterday afternoon. . . . Peggy Conklin, of "Yes, My Darling Daughter," will be the guest of Radie Harris on WHN tonight. . . . Fred Weber, Mutual executive, in from Chicago today. . . . Beginning today, Mutual will offer a daily trade release. . . . NBC executives Franklin Dunham, Judith Waller and Ernest La Prade will address the 8th Institute of Education, meeting at Ohio State May 3 to 5. . . .

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Hal Janis, sports director for WMCA left yesterday for a two-week vacation. . . . Alice Faye has been signed for Brunswick recordings. . . . Little Jackie Heller set to do a guest stint on Ed Wynn's airing April 17. . . . Lionel Stander, Frances Farmer and Percy Grainger will contribute to the Kraft "Music Hall" festivities April 15. . . . Larry Holcomb, NBC Chicago program director, has resigned to become radio director of the Fletcher & Ellis agency here. . . .

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Boston Town Pump

BOSTON, April 8.—Chief Announcer Mort Blender of WCOP has resigned to enter the advertising field in Chicago. . . . Thornton Steel of WRDC has joined the staff of WCOP. . . . Bill Enyman, station manager of WORL, has resigned, with Court Treat, formerly of WCOP, filling his position. . . . "Stars of Tomorrow," will be inaugurated here tomorrow on WAAB, sponsored by Laco Products. Local entertainers will be featured. . . . Earle Lawrence, heard on Yankee and Colonial network programs, has won a screen test offer from Warners and leaves for New York shortly. . . .

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Chicago Town Pump

CHICAGO, April 8.—Fibber McGee and Mollie will be guests on the Cycle show in New York April 15. Mollie. (Mrs. Jim Jordan) will celebrate her birthday on that date. . . . Joe Kelly, National Barn Dance "m.c." and Jack Holden, announcer on the same show, have collaborated with Al Rule of Hollywood on the production of a two-reeler called "Lest We Forget." Kelly and Holden do the narration for the film, which has a war-time theme. . . . The W. B. Coon Shoe Co., Rochester, N. Y., is sponsoring a 15-minute period of Thesaurus transcriptions titled "Footlight Frolics," over WMAQ each Tuesday at 10:30 A.M. C.S.T., Norman Ross announcing. . . . "Money Talks" a 15-minute discussion of banking problems by Royal F. Munger, *Chicago Daily News* writer, broadcast over WMAQ under the sponsorship of the American National Bank & Trust Co., Chicago, will be heard each Wednesday at 9:45 P.M. C.S.T. Charles Daniel Frey agency handled the deal. . . . "Personality In The Home" is the title of a new 15-minute program sponsored by the Meyercord Co. to be broadcast over WENR on Fridays at 4:15 P.M. C.S.T. Dorothy Adams, interior decorator, and Norm Sherr, pianist, will be heard. . . . C. L. Menser, NBC central division production manager, has been flying about the Midwest in his own plane, making speeches at various meetings of college groups.

Kate Smith Signs

Kate Smith has signed with General Foods for a new full-hour program to begin late this summer or early in the fall. The day, time and network is still undecided.

Called An Asset

"I feel your radio coverage is an asset to the motion picture industry chiefly because it is unbiased and handles the situation from both ends. I really and truly think it would be to the advantage of all to continue with this feature."—Harry F. Shaw, division manager, Loew's, Inc., New Haven.

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San Francisco Town Pump

SAN FRANCISCO, April 8. — Pacific Coast League baseball, now under way, will be aired five times weekly by Ernie Smith, veteran sportcaster, over KYA. . . . Oakland games (107 of them) via KROW . . . . Smith also begins new nightly sports series, sponsored by Roos Bros., down town department store. . . . Abbott Tessman (KPO) recent winner of "best local announcer" contest, staged by Garfinkle agency. . . . Oakland's KLS getting set for grand opening of new Radio Village and studios April 11. Solly Sieff appointed head of music department. . . . Tirso Cruz, Manila dance maestro, arrived by boat to study trend of American popular music. American tour sponsored by Philippine Government. Cruz is composer of island tune "Mabuhay," theme song of Philippines.

United Airlines to Broadcast

HOLLYWOOD, April 8.—United Airlines has purchased time on KHJ for Wednesday for a program titled "Blazing Travel Trails," which will recount the progress of transportation through the years.

Paul Dudley of KHJ is writing the air piece and Charles Bulotti will produce. This is believed to be the first airplane company to buy air time. The program is from 11 to 11:30 A.M., P.S.T.

Johnson Joins WBRY

NEW HAVEN, April 8.—Lee Johnson has been added to the announcing staff of WBRY here. He was formerly with WOC, Davenport, Iowa, on production work.

Procter & Gamble Add Another Program

Radio's biggest client, Procter & Gamble, will add still another program to its imposing list of offerings on April 12, when "The Couple Next Door," a new script series, makes its bow over Mutual affiliates, WGN, Chicago, and WLW, Cincinnati. The programs will be heard Mondays through Fridays.

The series will be heard 10:45 to 11 A. M., E.S.T. on WGN, and on WLW from 1:45 to 2 P. M., until daylight saving time goes into effect, after which it will be heard over both stations at the former time. Blackett-Sample-Hummert's Chicago office handled the deal.

New Mutual Series Set

Lovely Lady, Inc., through the Kirkland-Engel agency, Chicago, will sponsor a new Mutual offering beginning May 9, from 10:30 to 11 P. M., E.S.T., and weekly thereafter. The series will be titled "Your Radio Playhouse," and will be heard over stations WGN, Chicago; WOR, New York; CKLW, Detroit-Windsor; WFIL, Philadelphia; WCAE, Pittsburgh; WGR, Buffalo; WGAR, Cleveland; KWK, St. Louis, and WSAI, Cincinnati. The programs will originate in Chicago.

Program in Time Change

"Sweetest Love Songs Ever Sung," sponsored by the Sterling Products Co. for Phillips Dental Cream, will move to a new time, effective Tuesday, April 27, 9:30 to 10 P. M., E.S.T. on the NBC-Blue. The series is currently heard Mondays from 8:30 to 9 P. M., E.S.T. on the same network. Blackett-Sample-Hummert is the agency.

Renew "Orphan Annie"

The Wander Co.'s network offering, "Little Orphan Annie," has been renewed for a period up to December 31, 1937, through Blackett-Sample-Hummert. The program is heard Mondays through Fridays, 5:45 to 6 P. M., E.S.T. on the NBC-Red, with a repeat for the Midwest from 6:45 to 7 P. M., E.S.T. The commercials are for Ovaltine.

To Air Prize Program

NBC's $1,000 first prize children's serial, selected during the network's 10th anniversary celebration, will make its debut May 2 at 11:30 A.M., E.S.T. on the Red network, and weekly at this time thereafter. It will be titled "The Bravest of the Brave," and is from the pen of Henry W. Lanier.

Lux to Have "Plainsman"

HOLLYWOOD, April 8.—Paramount will put "The Plainsman" on the air in the "Lux Theatre" program, with the stars of the picture, Gary Cooper and Jean Arthur featured in the broadcast. George Wells, Sanford Barnett and William Hebert are writing the air show.

Program for Catalina Island

HOLLYWOOD, April 8.—Retaining the usual dance band pickups, the first commercial radio exploitation of Santa Catalina Island will start May 22 with a daily "Man in the Street" broadcast from various points about Avalon.

New Shows On the Air

"Picadilly Music Hall"

CHICAGO, April 8.—American radio talent let loose in an English Music Hall setting resulted in what might be termed an International hash that was not particularly palatable.

Filled with a roster of guest stars, the majority of which were typical American radio acts, the program lacked the warm appeal usually connected with a British Music Hall. John Goldsworthy, London-born actor, was the M.C. and weighted down with long introductions filled with musty wisecracks had a difficult time keeping the show moving at the proper tempo. Goldsworthy, it seemed, supplied the only music hall touch to the program. Other performers who were expected to do so failed.

Judged individually for performances many of the acts did very well. The Ranch Boys, Maple City Four, a xylophone player and the orchestra under Al Short, were most satisfactory. Sylvia Clark struggled bravely with some weak comedy material.

It seems to us that a synthetic music hall hasn't a great deal of value as a radio offering—provided the show just heard is a sample.

The program was over the NBC-Blue, 10-11 P. M., C.S.T., Tuesday April 6. (Sustaining.)

CROUCH

Plans Set for CBS Five-Story Building

HOLLYWOOD, April 8.—The new five-story CBS building here will consist of seven studios and a larger studio auditorium seating 250. Additional ground is provided for possible expansion. Acoustical developments are being worked out by Dr. Vern O. Knudson.

Extra offices for visiting executives are also included in the plans. The new plant will house the artists' bureau.

While no television facilities are currently provided, plans comprehend the accommodation of this phase.

Deanna Durbin Back Sunday

HOLLYWOOD, April 8.—Deanna Durbin will return to Hollywood in time for next Sunday's Eddie Cantor-Texaco airing.

The young actress has been in Philadelphia for the past three weeks making recordings with Leopold Stokowski for Universal's "100 Men and a Girl."

On the Job

East St. Louis, April 8.—A famous editor once said a good reporter knew where Hell was going to break loose, and was there when it did.

Les Crow, news editor for WTMV, took a stroll down Missouri Ave. and walked into the bombing of a local bookstore. In three minutes he had the news on the air.

Kuykendall Names Radio Committee

(*Continued from page* 1)

in response to a resolution adopted by the recent M.P.T.O.A. Miami convention calling for action by the exhibitor organization to restrict unfair radio competition with theatres. Exhibitors complained in the convention that film programs and personalities on the radio were in direct competition with theatres, that repeated radio appearances damage a star's box-office value, and that broadcasting of excerpts from film productions destroys interest in their theatre showings.

It was stated that the committee would welcome "ideas and suggestions from exhibitors on the radio problem," that it "will undertake to examine the practical matter of what should be done, how it can be done and what form of regulation or control would reduce the damage to stars and theatres to a minimum."

"Shall We Dance?" Off Air

HOLLYWOOD, April 8. — "Shall We Dance?" the Ginger Rogers-Fred Astaire picture which was due for an airing over Hollywood Hotel at an early date, has been crossed off the schedule. A radio version of "Vivacious Lady," starring Miss Rogers will be substituted.

CBS Salutes Station WMAZ

MACON, Ga., April 8.—CBS saluted its newest member when WMAZ joined its networks. The salute came on the Romany Trails program, which features Emery Deutsch's orchestra.

The Macon station is a full member of the chain and will carry daily broadcasts of the Columbia system.

Sponsor "Sports Roundup"

NEW HAVEN, April 8. — Bond Clothes will sponsor the WBRY "Sports Roundup," with Lee Johnson at the mike, beginning Monday. The five-minute sports talk and spot announcements will run Monday through Friday.

Shirley Ward Assigned Script

Shirley Ward of the local J. Walter Thompson office, has been assigned one of the script writing jobs on the new Chase and Sanborn program, which debuts May 9 with Don Ameche as master of ceremonies. She leaves for Hollywood shortly.

Chicago Organist Signed

The Arthur Rosenberg agency, New York, has signed Eddie House, organist of WBBM, Chicago, for a new series of programs to be heard Tuesdays, Thursdays and Sundays. Longines-Wittnauer sponsors.

I. J. Fox Spots on WHN

I. J. Fox, through the Schillin Advertising agency, has signed for a series of spot announcements on WHN, to begin April 15. The contract is for six weeks, six readings a day.

Sportcasters to Convene

CHICAGO, April 8.—Radio sportcasters will hold a convention here at the Edgewater Beach Hotel, April 11-12. More than 40 sports broadcasters are expected to attend.

Exhibitor a Mayor

Kansas City, April 8.—Rex P. Barrett has been elected Mayor of Columbia, Mo. He manages the Commonwealth uptown at Columbia.

Cowdin Denies Big Layoffs at Studio

(*Continued from page* 1)

the annual meeting, held two weeks ago, was completed. With Samuel Machnovitch, Universal treasurer, Cowdin may return to the coast by plane tonight to further discuss new season production budgets with studio officials.

J. Meyer Schine, director, who attended the meetings, left last night for Gloversville.

Common stock voting trust certificates of Universal Corp., the holding company which has the controlling interest in Universal Pictures Co., will be admitted to trading on the N. Y. Curb Exchange today. Listing of 1,014,913 certificates for common stock of $1 par value, of which 525,681 are outstanding, has been approved. In addition to the common stock, Universal Corp. has $4,000,000 of 10-year five per cent convertible debentures outstanding.

"Wedding" 2nd Week Para. Take $50,000

(*Continued from page* 1)

Criterion with a gross of approximately $12,000.

Although "Captains Courageous" has been set for a roadshow engagement at the Locust St., Philadelphia, starting April 18, Loew executives have not decided whether the picture will follow "The Good Earth" into the Astor, or open it at the Capitol here.

Small Wins Permit For Riverdale Spot

After a two-year legal wrangle, Frederick Small was victorious in the Bronx Supreme Court in an action against License Commissioner Paul Moss, who had refused to issue a permit for the building of a 600-seat theatre at Riverdale.

In denying the application for a license, Moss contended the structure would be a traffic hazard, but Justice Steuer ruled that this was of no concern to Moss.

"Wake Up" Is Opened

MIAMI, April 8.—"Wake Up and Live," the 20th-Fox musical with Ben Bernie and Walter Winchell, was given a big opening here last night at the Lincoln.

Among those present were George Ade, Harry Richman, Joe Levis, Phil Baker, Ethel Schutta, George Olson, Terry Lawlor, Everett Marshall and Bernie.

Plan Cochran Musical

LONDON, April 1.—The first film production of a C. B. Cochran musical show is definitely planned for the fall, with Max Schach of Capitol scheduled to produce, for distribution by C. M. Woolf's General Film Distributors.

Stoppage of Salary Listing Discussed

(*Continued from page* 1)

last tax bill. At present the Treasury annually makes a report to Congress listing all persons in the country receiving large salaries. The report is excellent material for the newspapers, featuring as it does hundreds of film actors, actresses, directors and writers.

Consider Biennial Sessions

BOSTON, April 8.—A favorable report on a bill calling for a joint session of the legislature April 21 to debate and vote on the question of biennial sessions has been issued by the legislative Committee on Constitutional Law. The question is in the form of an initiative petition.

Last year more than the required one-fourth of each branch voted for biennials. If the vote is repeated this year the question will go on next year's popular ballot. Adoption would reduce industry lobbying expense.

Regular Conferences On Carrier Act Set

Executives of National Film Carriers' Ass'n will meet with home office executives once every three months to discuss new rulings of the Motor Carrier Act, now in effect. A meeting between the two interests was held the other day at the Park Central. James P. Clark, president of the film delivery organization, presided.

Empire Coast Union Affiliates with CIO

(*Continued from page* 1)

its drive toward industry-wide unionization, Dalrymple said: "The projectionists are one of the groups driving toward industrial unionization under the C.I.O. plan but I cannot say that they are the focal point of the drive."

The League is launching a membership drive for studio workers of all classifications, from laborer to creative department member, it was said.

No Decision on Guild Demand

Prospects of any immediate action on the inclusion of the Screen Actors Guild in the studios' basic labor agreement faded yesterday following a final conference between Pat Casey, producers' labor representative, and Kenneth Thomson, executive secretary of the guild, which failed to result in any change in the situation which has prevailed during the week.

Thomson left for the coast yesterday afternoon to report back to his organization at a meeting of the guild in Hollywood Sunday night. The guild's future course of action probably will be decided at that time, he said.

Unionizing in Philadelphia

PHILADELPHIA, April 8.—Unionization is proceeding rapidly though quietly among exchange employes on Vine St. and it is believed that organizational setups have been largely established. At the present time, only rewinders, shippers, poster clerks and accessory room people are affected by the movement. No definite demands have been made as yet at any of the exchanges.

Ohio Bill to Stop Reel Cuts Defeated

(*Continued from page* 1)

require a minimum of two operators in each booth has been postponed indefinitely while the hearing on House Bill 369 which would compel the employment of a maintenance man in all theatres having more than 300 seats was scheduled for next Tuesday. The hearing on House Bill 348 to eliminate Bank Night and other giveaway games was not heard yesterday.

P. J. Wood, secretary of the I.T.O. of Ohio, stated today that he would strive to bring to an issue the bill calling for divorcement of production and exhibition. The measure has been in the hands of the House Judiciary Committee since the hearing early in March.

Maryland Approves Sunday Films

ANNAPOLIS, MD., April 8.—Film measures acted upon by the legislature which adjourned here this week included the bills legalizing Sunday exhibition in Oakland and Arundel County, both of which passed both houses. The Oakland measure was signed by the Governor after which a referendum in Oakland approved the measure by a margin of 3 to 1.

A bill calling for the barring of children under 18 from theatres showing unapproved films was held in committee while a substitute measure, reducing the stipulated age to 16, was defeated in the House.

The Senate Finance Committee killed the suggested 10 per cent admission tax and substituted a one per cent gross admission levy.

Following passage by the Senate, the House Judiciary Committee defeated the bill which would have placed on a film the name of the judge who overruled the censor board seeking to bar its exhibition.

Fight Connecticut 2-Man Bill

HARTFORD, CONN., April 8.—Seventy-five exhibitors, supported by a number of distributors, today registered opposition to the bill which calls for the employment of two men in all booths at a hearing on the measure held here today before the Judiciary Committee.

Edward Levy, principal spokesman for the exhibitors, sought to prove that fires have not been caused by the lack of an extra projectionist. He declared that the present safety rules of the state police are entirely adequate.

Fred Dempsey, secretary and treasurer of the I.A.T.S.E., and other A.F.L. executives had argued for the bill from a standpoint of safety.

Memphis May Up Prices

MEMPHIS, April 8. — As a result of the new state revenue law in Tennessee, theatres are planning to pass on to the public the three per cent tax which has been imposed on amusements. Plans call for increases of one or two cents in all admissions both in neighborhood and downtown houses.

Reinhardt Plans Changed

HOLLYWOOD, April 8. — Max Reinhardt in July will start direction of the Warner production, "Dostoievsky, Gambler," from an adaptation by Milton Krims. Walter Huston has been tentatively set for the lead role.

"Casino," originally scheduled for Reinhardt, will be handled by another producer.

PUBLIC ENTERTAINMENT NO 1

Telegrams!
Phone calls!
Letters!
Hold-overs!
New records!
Happy patrons!
—that's M-G-M's
"MAYTIME"

"I've got a million of 'em!"

"MAYTIME IS PUBLIC ENTERTAINMENT No. 1"

says Mr. Bernstein,
of Strand Theatre, Ithaca

"'MAYTIME' biggest business we have done in the city of Ithaca on an opening day. Standing room only. Enthusiastic reaction. Applause at finish of each performance. It's the tops. Perfect vehicle for talents of MacDonald and Eddy. 'Maytime' is Public Entertainment No. 1."

BERNSTEIN BROTHERS
ITHACA, N. Y.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 84 NEW YORK, SATURDAY, APRIL 10, 1937 TEN CENTS

MPTO Radio Unit to Meet On April 20

No Definite Plans Set Declares Vincent

The first meeting of the M. P. T. O. A. radio committee was designated for April 20 by Walter Vincent, chairman, yesterday, contingent upon the availability of the committee members on that date. The meeting will be held at Vincent's office here.

In addition to the chairman, the committee is comprised of Lewen Pizor, Philadelphia; Samuel Pinanski, Boston, and Arthur Lockwood, Middletown, Conn.

Vincent said that no definite line of procedure had been decided upon to accomplish the committee's aims of devising means of bringing under control radio's use of film personalities and material in unrestricted competition with theatres. He indicated that while there is a possibility that representatives of radio broadcasters would be asked to attend the initial meeting no formal invitations have

(*Continued on page* 4)

WLW Regional Hook Will Start April 18

WLW's regional hookup will be established April 18, with KQV, Pittsburgh, taking the first program, "The Ave Maria Hour," from 5:30 to 6 P. M., E.S.T. The series is sponsored by the Graymore Monastery, Garrison, N. Y., and Transamerican, of course, is the agency.

WHN will not take the program due to the fact that the Graymore Monastery already has a morning period on the Loew station. Just when WHN will actively tie up with WLW is not known at the moment.

Midwest Spots Using Local Radio Talent

Kansas City, April 9.—Exhibitors in the smaller cities hereabouts are beginning to use local radio talent on their stages. The trend is new for this type of theatre and is particularly significant because of theatres' growing disinclination toward use of money and merchandise giveaways.

Melvin Miller, manager of the Fox Plaza at Ottawa, Kan., April 8 introduced his Thursday "radio night"

(*Continued on page* 4)

More Radio—Page 4

Ostrers Win Court Fight On Dividend

Result Is Victory Over Maxwell Faction

By BRUCE ALLAN

London, April 9.—Justice Clauson in Chancery Division here today rendered a judgment for Gaumont British in the action of a stockholder for an injunction to prevent the company from paying a dividend on the 5½ per cent preference shares, as declared by the directorate.

Thus the action of the dominant faction on the board, headed by Isidore Ostrer and his brothers, in declaring the dividend was upheld in court and the Ostrers are left free to pay the preference dividend. They retain their control, over the vigorous opposition on the board of John Maxwell, head of A.B.P., and the 20th Century-Fox interests, which are allied in the bitter fight of which this action is but one phase.

It was generally believed that the action, brought in the name of W. H. J. Drown, a stockholder, was in reality a move on the part of the Maxwell faction to wrest control of

(*Continued on page* 3)

See Support Gaining For Exhibitor Unit

Support for the I.T.O.A.'s proposal for the formation of a new national exhibitor organization has increased since the close of the recent M.P.T.O.A. Miami convention, according to the current issue of *The Independent,* I.T.O.A. publication.

The paper says that numerous communications have been received from exhibitors demanding such action and urging that some outstanding public personality be offered a sufficiently attractive salary to head the new organization.

"Most suggestions," the article says,

(*Continued on page* 3)

20th-Fox Completes Current Season List

Hollywood, April 9.—With the end of shooting on "Sing and Be Happy" today, 20th Century-Fox completed all pictures scheduled for release during the current season. The company has 15 features currently on hand awaiting release.

Darryl F. Zanuck, production head, said he planned to have 12 features completed prior to the opening of next season.

Miss Assistant

Bridgeport, April 9. — Bridgeport's first feminine assistant manager has been named at the Globe in the person of Catherine Pepe. Miss Pepe, who is one of the few woman assistant managers on the Loew circuit in New England, started at the Globe seven years ago as an usherette, became cashier and finally chief of staff. The manager is Samuel Bandamo.

Production Holds; 41 Features Going

Hollywood, April 9.—Studio activity showed little change last week. Forty-one features were in work, the same as the week before, and one short, also the same as the previous week.

Twenty-two features were in preparation, a gain of four over last week. Fifty-four were in the cutting room, one less than the previous week, and seven were started. The week before there were 10.

Two shorts were finished during the week, one was started and eight were in preparation.

Pictures started during the week were: "Casey at the Bat," Columbia; "The Great Gambini," "The Last Train out of Madrid" and "North of the Rio Grande," Paramount; "It

(*Continued on page* 3)

Brooklyn Fox Plan Approved by Court

The plan of reorganization for the Flatbush & Nevins St. Corp., which owns the Fox Theatre and office building in Brooklyn, was approved yesterday by Federal Court Judge William Bondy. The plan was proposed by the Pound bondholders' committee which has on deposit bonds amounting to $4,472,400 out of $5,650,000 outstanding.

The plan provides for a 20-year lease on the theatre to Fabian Brooklyn Theatres, Inc., at a minimum

(*Continued on page* 3)

Theatre Divorcement Bill Seen in Illinois

Chicago, April 9.—From authoritative sources in legislative circles here it is learned that a theatre divorcement bill is now in preparation and that the measure will be introduced at Springfield shortly.

Opposition to the bill on the part of the large circuits such as Warners, B. & K. and Great States would be made difficult by the absence of any organized front.

RKO Seeking Six Theatres In N. Y. Area

Deals to Be Completed May 1 Under Plan

RKO is negotiating for a half dozen theatres in the Greater New York area. All of the deals are expected to be consummated before the new season gets under way. One of the theatres is in Westchester and will be added to the circuit on May 1. Three others will probably be linked to the RKO metropolitan group about the same time.

Several weeks ago arrangements were completed whereby RKO acquired a half interest in two Randforce theatres in Brooklyn, the Republic and Lefferts. RKO will operate, starting Sept. 1.

With the conclusion of current talks, the circuit will have 50 units in the local territory.

SEC Condor Hearing To Be Held April 19

By CLARENCE LINZ

Washington, April 9.—Public hearing on the registration statement of Condor Pictures, Inc., will be held by the S. E. C. on April 19, it was learned today. The registration, filed at the close of last year, covered 999,999.81 shares of $1 par common stock, 472,818 shares of which were to be issued publicly at $3.25 per share, 408,930 to be issued upon exercise of outstanding warrants, and 118,251.81 shares already outstanding.

The commission suspended the registration pending investigation of "the appearance of untrue statements of material facts and omissions of material facts" in both the registration statement and in the company's prospectus.

FitzPatrick Closes New Deal with Loew

James A. FitzPatrick, producer of Travel Talks, yesterday completed arrangements with Loew's whereby he will make another series of 12 shorts in three-tone Technicolor for release next season. He will sail on the *Normandie* on Wednesday for England, where he will begin work on "Tom Moore," which will be followed by "Bells of St. Mary's."

The two features to be produced at Cinesound studios will be quota pictures for M-G-M. Harry H. Thomas has the distribution rights for this country and United Artists for all other countries.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 10, 1937 No. 84

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Copyright Hearings Will Begin April 12

By BERTRAM F. LINZ

WASHINGTON, April 9.—Hearings on the copyright treaty will begin before a subcommittee of the Senate Foreign Relations Committee, headed by Senator Duffy of Wisconsin, on April 12.

Among those who will be heard will be Gabriel Hess, general counsel for the M.P.P.D.A.; Julian Brylawski, Jr., representing Warners, and John G. Paine, representing the Music Publishers Protective Ass'n.

Pointing out that the committee has considered the matter exhaustively in the past, Senator Duffy today said he would keep the hearings brief.

The copyright treaty was approved by the Senate in the last congress but its action was rescinded in order that legislation amending the copyright act to permit adherence of the United States to the international copyright convention might be passed first. The measure was adopted by the Senate but failed of action in the House.

Schenck Luncheon Guest

HAVANA, April 9.—Joseph M. Schenck was tendered a luncheon Wednesday by Cuban exhibitors at Varadero Beach.

◂ Purely Personal ▸

J. CHEEVER COWDIN, Universal chairman, has deferred his return to the coast until some time next week. He plans to remain at the studio until final arrangements for the company's new season schedule have been completed.

•

ARTHUR GOTTLIEB, president of Du-Art Labs., will leave Sunday for Toronto. JACK GOETZ, vice-president, will sail on the *Queen Mary* instead of the *Berengaria* on May 4 for a five-week trip to England.

•

PAT CASEY is trying to wind up his work here in order to return to the coast as soon as possible. Indications are that he will be able to start west with Victor Clark in a few days.

•

JACK GOLDHAR, U. A. district manager with headquarters in Chicago, was in town yesterday conferring with home office executives.

•

LEO MORRISON is due shortly from the coast. He will reorganize his office here and enlarge the agency's quarters.

•

RALPH BRANTON is in New York from Des Moines to discuss new season film buys.

•

NOEL PIERCE'S novel, "The Second Mrs. Draper," has been purchased by Columbia.

•

JOHN HAY WHITNEY is due back from abroad next Tuesday or Wednesday.

•

ARTHUR LEE went to Washington yesterday for the weekend.

•

C. KING CHARNEY left for Hollywood yesterday via train.

•

JOE MOSKOWITZ is trying to shake off a bad cold.

•

LOWELL THOMAS sails today on the *Rex*.

•

T. ISHAHL, JR., branch manager at Oslo, Norway; A. PAUCKER, manager at Bucharest, and L. GIORDANA of the Alexandria, Egypt, office will be among the foreign contingent attending the 20th Century-Fox coast sales meetings.

•

GILBERT GABRIEL, dramatic critic for the *New York American*, will leave today for the Paramount studios to finish the script on "Victor Herbert." He will travel by plane.

•

BORIS PETROFF has brought a musical titled "Blame It On the Moon" and is now in New York preparing it for production in the fall. PHIL SCHERIK composed the score.

•

COL. JASON JOY of 20th Century-Fox will sail today on the *Rex* and will attend the company's foreign convention in Paris the end of the month.

•

SIG WITTMAN, Universal district manager, will leave tomorrow for Cincinnati, Cleveland and Pittsburgh. He will be gone about a week.

•

NICHOLAS P. ROGERS has resigned as assistant U. S. district attorney to join the law firm of his uncle, SAUL F. ROGERS.

•

THE CALGARY BROTHERS left yesterday for the coast to appear in Paramount's "Double or Nothing."

•

FRED MCCONNELL of Columbia has returned from a 11-week tour of exchanges and Hollywood.

•

JOE E. SCOTT, branch manager for 20th Century-Fox in Omaha, became a father the other day.

•

IRVING MILLS leaves today for a two-week trip to Hollywood.

•

SHIRLEY TEMPLE will celebrate another birthday April 23.

Animal Bill Passes Reading in Commons

LONDON, April 9.—The Cinematograph Films bill, which prohibits the production or exhibition of any picture in which the mistreatment of animals is shown, passed its second reading in the House of Commons today. Geoffrey Lloyd, speaking for the Home Office, approved the principle of the bill and declared it is desirable that foreign producers should realize they are wasting their money if they hope to exhibit in England films showing cruelty to animals.

The bill was promoted by the Royal Society for the Prevention of Cruelty to Animals. It is considered unlikely that the bill will become law during this session, however, because of the short time remaining for the current session of Parliament. It was pointed out that the British censor board is watching such films carefully.

Rites for Miss Burgess

HOLLYWOOD, April 9.—Funeral services for Helen Burgess, who died Wednesday night from pneumonia, will be held at 11:30 o'clock tomorrow from the Little Church of the Flowers, Glendale.

Yates West Soon on Republic's Program

H. J. Yates plans to leave for the coast next week to map new season production plans with Republic Pictures producers. Arrangements for Republic's annual sales convention will be completed on the coast at the same time. Ralph Poucher and J. J. Milstein are expected to accompany Yates.

Although no formal settlement has been reached with striking employes of the Consolidated Film laboratory at Fort Lee, it was reliably reported that practically all of the workers have returned to the plant and operations have continued at normal all week.

Talk Duals Elimination

CHICAGO, April 9.—Allied leaders met here today and discussed plans for the elimination of duals in this territory. Aaron Saperstein refused to divulge details of the "secret plan" by which his organization expects to call a halt to double featuring.

M. B. Shanberg Weds

MIAMI BEACH, April 9.—M. B. Shanberg, Kansas City film man, was married to Mrs. Pauline Marks yesterday.

Mort Spring to Make European Inspection

Mort Spring, assistant to Arthur Loew, foreign head for Loew's, will sail Wednesday on the *Normandie* on a four-month inspection tour of all the company's European offices with the exception of Spain and Russia. This will be his first trip abroad in nine years.

Spring will be accompanied by his wife and daughter. He stated the purpose was for a general checkup and that no changes in personnel were contemplated.

Sam Burger, foreign roving representative, has just returned from the Far East. He had been away for about a year.

Moskowitz Month Set

Loew's annual spring festival this year will be known as C. C. Moskowitz Month. The drive will get under way April 15 with plaques to be awarded theatre managers showing the best results. Among the pictures to be shown during the four-week period will be "Romeo and Juliet," "Maytime," "History Is Made at Night," "Waikiki Wedding," "Swing High, Swing Low" and "Personal Property."

Short Gets N. S. S. Post

LOS ANGELES, April 9.—Paul Short, former managing director of the Majestic, Dallas, has been appointed division manager for National Screen with headquarters in that city, George F. Dembow, general sales manager of the company, stated today. Short will supervise Dallas, Oklahoma City and New Orleans.

Set DeSylva's Second

HOLLYWOOD, April 9.—B. G. De Sylva's second production for Universal will be "Four Black Aces," featuring Bert Lahr, Billy House, Mischa Auer and Jimmy Savo. Henry Myers and Monte Brice will do the script. The production will follow the current "Broadway Jamboree."

"Maytime" Take $45,000

"Maytime" tallied approximately $45,000 in its third week at the Capitol. It is now in its fourth and last week. "Top of the Town" at the Roxy garnered about $39,000 for the second week. The "King and the Chorus Girl" ended a second week at the Strand with about $15,000.

Shearer Has Invention

HOLLYWOOD, April 9. — Douglas Shearer has invented a sound microscope which, when used in the production of musical pictures, amplifies the sound track 10 times, so magnifying recording defects and facilitating segregation for correction.

Radio Buys Two Stories

HOLLYWOOD, April 9.—Two originals, "They Didn't Want Love," by Adele Buffington, and "The Happy Fellow," by Allan Scot, have been purchased by RKO.

Dave Gould Starts East

HOLLYWOOD, April 9.—Dave Gould, dance director at M-G-M, left by plane today for Chicago and New York.

Ostrers Win Court Fight On Dividend

(*Continued from page* 1)

the company from the Ostrers. The dividend was due March 31, last.

Justice Clauson declared the matter was purely and simply a legal one. "Some publicity was given to the suggestion that the purpose of the payment of the dividend was to retain voting control," the court said. "It is not a matter in which I am concerned in the least. I am only concerned with this: Is there a legal bar arising out of company law which prevents a payment out of capital to pay this interim dividend. If anybody has an idea that the court is affected either by commercial desirability or by a suggestion of a deep-laid plot to preserve control it is a complete misconception."

The court declared further, "So much publicity has been given the matter your clients [G. B.] might think the best way to deal with it would be a general meeting [of shareholders], but I do not press the suggestion."

Mark Ostrer was ill and unable to give evidence in support of the affidavit he filed in the case recently. Julian Levy indicated a valuation of £16,143,233 on the company's theatres as going concerns.

Ostrer Lists Reserves

Isidore Ostrer, in his testimony, declared that the reserves the board intended to use for the dividend if it was held legal were £500,000 of general reserve, £200,000 in a special reserve from the year's profit to March, 1936, £147,000 brought forward and £15,000 in a further reserve. He declared that M-G-M had bought two stories for £25,000, further reducing the company's loss. Justice Clauson questioned Ostrer on several points.

Ostrer disagreed that the debt of G. B. Distributors to the parent company was a bad debt. "If the assets were only £1, with the value of the Gaumont newsreel, the debt would be good," he said.

It was contended in opposition that the company's articles of incorporation prevented the payment of a dividend from reserves without the approval of a general shareholders' meeting. The contention was disputed by the company's counsel, and the court upheld the company, declaring the reserves were largely premiums on the shares.

Blank Parleys Delayed

Conferences on the new A. H. Blank theatre operating agreement with Paramount were suspended yesterday for one week. Blank was called to Des Moines last night and is expected back in New York about April 19 to resume his conferences with Y. Frank Freeman, Paramount vice-president.

Ben Piazza Coming

HOLLYWOOD, April 9.—Ben Piazza of Major Pictures left tonight for New York for interviews with Beatrice Lillie, conferences with eastern representatives and reviews of the current stage productions.

Out Hollywood Way

HOLLYWOOD, April 9.—SOL LESSER will make the last reel of "Make a Wish," BOBBY BREEN'S next in Technicolor.

TITO GUIZAR will do a specialty act in "The Big Broadcast of 1938," Paramount . . . JULIAN BLAUSTEIN succeeds BETTY ROBERTS, resigned, as Universal story editor . . . Because of LESLIE HOWARD'S commitment with Warners, WALTER WANGER will start "52nd Street" as his next, instead of "Stand In". . . EDWARD ARNOLD to the Lake Naroonian Club for a rest . . . SAMUEL GOLDWYN gives GARY COOPER a short with scenes from all pictures in which COOPER has appeared.

VIRGINIA VAN UPP back from motor tour through Mexico . . . JIMMY MCHUGH writes theme song to go with Universal's new trademark . . . EDGAR ALLEN WOOLF host to OSCAR STRAUS and MRS. STRAUS and serves personally cooked Viennese dinner.

✚

Casting—MARJORIE LORD given lead in "Easy Going," next for WHEELER and WOOLSEY at RKO . . . PURNELL PRATT in "Night of Mystery," Paramount . . . RUTH ROBINSON added to "Midnight Madonna," Major . . . LILLIAN WEST in "Stella Dallas," SAMUEL GOLDWYN . . . DAN BRADY, WALTER BYRON and OLAF HYTTEN in "I Cover the War," TREM CARR for Universal . . . HARRY STOCKWELL in "Broadway Jamboree," Universal . . . WILLIAM LUNDIGAN in "Armored Car," Universal . . . CHARLES RICHMOND in "The Life of Zola" and LEE DIXON in "Varsity Show," Warners . . . MARY PHILLIPS in "That Certain Woman," Warners .

✚

Writers—FRANK PARTO: borrowed from Paramount by B. P. SCHULBERG to collaborate with GEORGE BRUCE on "Let's Talk of Love."

✚

Song Writers—DAVID DREYER and HERMAN RUBY writing the music for "Easy Going," RKO.

✚

Title Change—Universal's "The Cop" now "The Breaking Point."

Brooklyn Fox Plan Approved by Court

(*Continued from page* 1)

rental of $150,000 annually; 15 per cent of the annual gross up to $1,000,000; 17½ per cent of the gross up to $1,500,000 and 20 per cent of the gross if in excess of $1,500,000. Fabian also agreed to pay 62 per cent of the heating cost. The Reconstruction Finance Corp. has consented to grant a $725,000 first mortgage on the condition that they be permitted to name one of the three voting trustees. Fabian and the bondholders have the right to name the other two.

It was revealed that Milton C. Weisman, receiver for Fox Theatres Corp.,paid $44,596 in dividends to the trustee, which represents five per cent of the claim of $891,000. Fabian Enterprises, Inc., which has held a lease on the Fox Brooklyn since July, 1934, will guarantee the lease. George S. Horton of Horton & Buckley testified that he appraised the land and building at $3,000,000. Samuel L. Chess, attorney for the minority bondholders, told the court that he had originally opposed the plan but subsequently found that it was the best available. The hearings were interrupted on several occasions by women bondholders who insisted they were being defrauded of their rights. Judge Bondy reserved the right to change his mind concerning the approval, but indicated that a formal order approving the plan would be signed next week. The hearing was adjourned to April 16.

Postpone Orpheum Hearing

A hearing on a motion made by preferred stockholders and a creditor of the Orpheum Circuit, Inc., to review the action of Referee Oscar W. Ehrhorn in approving the sale of Orpheum assets to Stadium Theatres, Inc., was postponed yesterday to April 14 by Federal Judge Richard P. Patterson. The hearing was adjourned because of the illness of Samuel Zirn, attorney for the stockholders. Judge Murray Hulbert, who originally heard the arguments on the motion, ruled that he was not qualified to make a decision. Judge Vincent L. Leibell also refused to decide on the motion.

Cinecolor Sues Vericolor

LOS ANGELES, April 9.—Cinecolor today filed suit against Vericolor charging infringement of several patents for a film coloring machine. The plaintiffs seek an injunction and an accounting of an estimated $20,000 of profit claimed accruing to Vericolor as a result of the alleged infringement.

Individual defendants named are T. L. Doherty, Norman Doherty, Cecil Kemper and Henrie DuGal. The plaintiffs cite as the original patentees, William T. Crestinel, Charles W. Prynne, Bruce Burns and Charles E. Fitch.

Lina Argument Adjourned

For the second time argument on a motion by Lina Pictures Corp. for a summary judgment of $5,000 against First Division Exchanges, Inc., was adjourned yesterday. The new date set for argument on the motion is April 16. The suit involves an alleged violation of a contract by which First Division obtained rights to distribute short subjects from Principal Dist. Corp. Lina Pictures took over the Principal contracts on assignment.

Gibson Named in Pact Action

LOS ANGELES, April 9.—Hoot Gibson today was named defendant in a $32,000 action filed here by Colony Pictures charging breach of contract under which Colony anticipated a profit of $4,000 from each of six to eight pictures.

Erpi Men Leave Coast

HOLLYWOOD, April 9.—H. W. Dodge, general manager here of Erpi, has left for 10 days in Arizona and New Mexico. From the same company C. R. Sawyer has returned to New York and L. E. Kennedy has departed for his sales territory in the northwestern states following a fortnight here. F. B. Foster, Jr., treasurer, will resume his duties in New York shortly.

Production Holds; 41 Features Going

(*Continued from page* 1)

Could Happen to You," Republic; "Mexican Quarters," Radio, and "Love in a Bungalow," Universal.

Paramount has 10 shooting; Warners has seven; Radio, six; Columbia and M-G-M, four each; 20th Century-Fox, three; Universal, two; Wanger, Selznick, Roach, Republic and Goldwyn, one each.

Twentieth Century-Fox finished two and Columbia, M-G-M, Republic, Universal and Warners finished one each. Warners had 16 in the cutting room; Columbia, nine; Paramount and 20th Century-Fox, seven each; M-G-M, five; Republic and Radio, two each, and Republic, Selznick and 20th Century-Fox, one each.

Columbia and RKO finished one short each, Columbia and M-G-M had four each in the cutting rooms, and RKO, Roach and Warners had one each. M-G-M and Radio had three each in preparation, Columbia and Roach had one each. RKO had one shooting.

See Support Gaining For Exhibitor Unit

(*Continued from page* 1)

"are to the effect that regional meetings should be called to lay out plans to be followed by a national meeting at which final arrangements will be made."

The paper also relates that the I.T.O.A. "has been approached by a N. Y. state senator to sponsor a proposed investigation of the industry with a view towards its regulation and separation of theatres from producer and distributor interests, and also to aid in providing data and evidence that would aid the legislator in his work."

Action on the proposal is being held in abeyance, it was said.

Wall Street

Board Rises; Para. 6½ Pts.

	High	Low	Close	Net Change
Columbia	32½	32⅜	32½	— ⅝
Consolidated	4⅛	4⅛	4⅛	.....
Consolidated, pfd.	15	15	15	+ ⅛
Eastman	160	158½	159½	—1¼
Gen. T. Equip.	29	28	29	+ ½
Loew's, Inc.	80½	77¼	80¼	+2
Paramount	24½	23⅝	24	— ⅛
Paramount 1 pfd.	171	171	171	+6½
Paramount 2 pfd.	22	21⅜	21⅞	+ ⅜
Pathe Film	8	7¾	7⅞	.....
RKO	9⅝	9	9¼	— ¼
20th Century-Fox.	39⅛	37⅛	38½	+ ⅜
20th Century, pfd.	48¼	48	48¼	+1⅛
Universal, pfd.	84	83	83	—3
Warner Bros.	15¾	14¾	15⅜	+ ½

Light Curb Increases

	High	Low	Close	Net Change
Grand National	2⅞	2¾	2⅞	+ ⅛
Technicolor	20⅞	20⅛	20⅞	+ ⅞
Trans-Lux	4⅜	4⅜	4⅜	.....
Universal	8¼	8	8⅛	— ⅛

Fractional Bond Gains

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¼	98¼	98¼	+ ¼
Loew's 3½s '46	97½	97½	97½	.....
Paramount B'way 3s '55	72⅝	72⅝	72⅝	.....
Paramount Pict. 6s '55	100	100	100	.....
Warner Bros. 6s '39 wd	95½	95	95⅛	+ ⅛

(Quotations at close of April 9)

MPTO Radio Unit to Meet On April 20

(*Continued from page* 1)

been issued yet. He said that the committee might content itself with going over the situation generally and devising some procedure for the future before consulting with radio officials. However, in view of the fact that members of the committee all are from out of town and would be required to make a special effort to attend committee meetings, it is very probable that radio men will be asked to attend in order to make as much progress as possible.

Officials of NBC and CBS said yesterday that they saw no reason why representatives of their organizations should not meet with the committee if asked to do so.

"We welcome any move which has as one of its objects the improvement of radio programs," said one radio official who declined to be quoted. "We understand that some exhibitors have complained that a film star's prestige is injured by his or her appearance on a poorly presented radio program. So is the prestige of the network which carries such a program, and if there is anything we can do to prevent such occurrences we will be more than happy to do our part."

The same official added that any genuine action to control programs would require the cooperation of commercial sponsors and their advertising agencies, as well as the networks.

Midwest Spots Using Local Radio Talent

(*Continued from page* 1)

from 10:30 to 11:00 P. M. with Maxine Ellis, Zerlina Nash and Norvell Slater, staff artists of WHB, Kansas City daylight station. Imports are being reinforced with local talent selected from Ottawans. WIBW, Topeka, is carrying the broadcasts.

The number of theatres booking the Kansas City Kiddies' Review, one of WHB's shows developed by Charles Lee, is increasing. The Uptown at Sedalia, Mo.; the Peoples at Pleasant Hill, Mo.; the Roxy at Bethany, Mo.; the Rigney at Albany, Mo.; the Dickinson houses at Lawrence, Osawatomie and Olathe, Kan., and others, have used different presentations of the Review once a week or so for as long as 10 weeks. In several spots the show has given the theatres new house records.

Fecke President of Standard Syndicated

BOSTON, April 9.—George L. Fecke has been elected president of Standard Syndicated Service, Inc., Fecke was formerly director of radio for M-G-M, and established the M-G-M "Radio Movie Clubs," on more than 50 radio stations throughout the country.

Standard Syndicated Service will devote its efforts to creating business promotion and merchandising features to be syndicated to leading newspapers and radio stations throughout the country.

FCC Fixes Hearing Dates Coming Week

WASHINGTON, April 9.—The F.C.C. today announced its calendar of hearings for the coming week, as follows:

April 12—Before an examiner: applications of Schuylkill Broadcasting Co. vs. Pottsville News and Radio Corp., Pottsville, Pa., for 580-kilocycle, 250-watt daytime station.

April 13—Before an examiner: application of KIEM, Eureka, Cal., for increase of power from 500 to 1,000 watts.

April 14—Before an examiner: application of KGFF, Shawnee, Okla., for change of frequency from 1,420 to 1,430 kilocycles and increase of night power from 100 to 250 watts.

April 15—Before the broadcast division: applications of John S. Allen and G. W. Covington, Jr., Montgomery, Ala., for 1,210-kilocycle, 100-watt daytime station; Clarence C. Dill, Washington, D. C., for 1,390-kilocycle, 1,000-watt station; Port Huron Broadcasting Co., Port Huron, Mich., for 1,370-kilocycle, 250-watt daytime station; WGBI, Scranton, for increase of day power from 500 to 1,000 watts; Golden Empire Broadcasting Co., Marysville, Cal., for 1,140-kilocycle, 250-watt daytime station; WMAS, Springfield, Mass., for 560-kilocycle, 1,000-watt station; KFPM, Greenville, Tex., for change of frequency from 1,310 to 1,420 kilocycles and increase of power from 100 to 150 watts; Hunt Broadcasting Ass'n, Greenville, Tex., for 1,200-kilocycle, 100-watt daytime station; Hannibal Broadcasting Co. vs. Courier-Post Publishing Co., Hannibal, Mo., for new 1,310-kilocycle, 100-watt station.

April 16—before an examiner: applications of WIOD-WMBF, Miami, for change of frequency from 1,300 to 610 kilocycles.

"Efficient"

"It is a pleasure as well as a satisfaction to read the crisp summary of radio news you publish every day. People who have a business interest in radio are bound to find it as efficient and valuable a service as the one you have been rendering to film folk these many years. More power to you."—*Fred E. Baer.*

Willys Mutual Show Set for 30 Stations

The new Willys-Overland "Surprise Party" program, which will be heard weekly on the Mutual network from 10 to 10:30 P.M., E.S.T. beginning April 25, will be offered over the largest Mutual hookup ever contracted for by a sponsor—30 stations.

Additionally, the series will be heard as a transcribed feature on 24 independent stations. The program, set for Willys-Overland by the U. S. Advertising agency, will feature Kay Kyser's orchestra and the Kyser unit of entertainers.

Bijur Quits Agency

George Bijur has resigned as vice-president of the Fletcher & Ellis agency. The company's radio account is the Ward Baking Co., whose network program, "News of Youth," recently left CBS for the summer.

Powell Joins Castle

Edward M. Powell, formerly publicity director for N. W. Ayer & Son, has joined Castle Films Inc., producers of commercial films.

Radio Personals

PETE DE LIMA, formerly of the CBS artists' bureau and now with Lyons and Lyons, is en route to Hollywood from New York. . . . Jack LaRue will be the featured guest on tomorrow night's "Community Sing." . . . Deanna Durbin being ill, Eddie Cantor will offer Ella Logan as a substitute atraction tomorrow. . . . Conrad Thibault flies in from Hollywood April 13 for a concert date at Lehigh University. . . . Jessica Dragonette's "Beauty Box" offering Wednesday will be Straus' "Chocolate Soldier." . . . A new high in script prices has been achieved by Octavus Roy Cohen, who is receiving $500 per script for the new Fleischmann Yeast all-colored show. . . .

* * *

Claude Sweeten and Mrs. Sweeten are here for a week's visit. Sweeten is musical director of KFRC, San Francisco. . . . Jay Lewis Associates are setting several WOR-Mutual programs for Norman Brokenshire. . . . Ralph Wonders, Harry Leedy and Mike Nidorf, all of the Rockwell-O'Keefe office, left the city on business yesterday—Wonders and Nidorf to Chicago, Leedy to California. . . . Cal Swanson, of the J. Walter Thompson office, leaves for Hollywood Tuesday to close his home there. . . . He will return with his wife in May. . . . Also off to Hollywood Tuesday will be J. Savington Crampton, who will begin supervision of the Camel program on his arrival there. . . . Herman Bernie has booked Ethel Shutta for an appearance on brother Ben's program May 4. . . . Ned Midgeley, time buyer for Batten, Barton, Durstine & Osborn returns today from a visit to Louisville. . . . Andre Kostelanetz now dickering to do the musical score for the picture "Artists and Models." . . .

San Francisco Town Pump

SAN FRANCISCO, April 9.—Leon Churchon, recently of WCAE, Pittsburgh, is new production manager of KYA, succeeding Harry Rogers. . . . Same station's new $100,000 transmitter, located on the bay shore, goes into operation early in May (5,000 watts daytime, 1,000 at night). . . . News Commentator John B. Hughes has been sponsored by G.M.A.C. (General Motors Acceptance Corp.), seven nights weekly on KFRC. . . . Joe Reichman's orchestra arrives from Hollywood April 20, to succeed Madrona and Donna at the Fairmount. . . . Al Kavelin's band, from New York's Waldorf-Astoria, succeeds Griff Williams at Mark Hopkins April 26. Williams treks to Chicago for his second summer at the Aragon and Trianon. . . . Eugenie Leontovich, star of "Tovarich" at the Curran, is appearing as guest on local variety hours. . . . Tay Garnett's round-the-world yachting trip may be dramatized as an air script on the networks.

Harry Lubke Reports On Test of Television

HOLLYWOOD, April 9.—Harry R. Lubke, Don Lee television director, has issued a report on what he characterizes as his most successful television test which was held in conjunction with the California Electrical Exhibit.

Lubke stated that sound was televised over a radius of 10½ miles using 300-line, high definition with 24 images per second. Transmission was over W6XAO and the sound on an auxiliary short-wave channel.

Answer Filed by CBS

CBS filed its answer yesterday to a suit brought in U. S. District Court by Richard Fitch charging infringement of his father's play "Barbara Freitchie, the Frederick Girl" in the Shubert musical, "My Maryland." Columbia admitted broadcasting songs from "My Maryland" but denied the infringement. Jacob and Lee Shubert, Select Theatres Corp. and the Shubert Theatres Corp. filed their answers on Thursday.

Air Stars at Merriam Party

HOLLYWOOD, April 9.—Donald W. Thornburgh will take a group of CBS artists to Sacramento April 22 for Governor Merriam's banquet to the state legislature. The banquet will be broadcast over the CBS Pacific Coast network. Virginia Verrill will star on the program with the Singing Strings, Vince Barnett and others also doing stints on the air.

Mexico Opens Two Stations

MEXICO CITY, April 9.—Real Mexican entertainment in the form of music, songs and official news is being broadcast by two radio stations the Federal Press and Publicity Dept. has inaugurated here. The stations are XEXA, short wave, and XEDP, long wave. The Government operates two other stations here.

Love on "Pictures" Program

LOS ANGELES, April 9.—Montagu Love will appear on the "Pick of the Pictures" program tomorrow at KEHE, invited by Warren Stokes, the Hollywood picture commentator, to be interviewed as the outstanding actor of the cast of "The Prince and the Pauper."

Prosser Joins N. W. Ayer

John Prosser, formerly of WLW, has joined the production staff of the N. W. Ayer & Son agency in New York.

Before joining Ayer, Prosser handled production and continuity at WLW, and was station manager of WSAI, which is companion station to WLW.

Kate Smith for Calumet

HOLLYWOOD, April 9.—Kate Smith's broadcasts for General Foods, which will start in the late summer or early fall, will be aired in the interests of Calumet Baking Powder.

Cooper May Replace MacMurray

HOLLYWOOD, April 9. — Strong rumors here are to the effect that Jerry Cooper will replace Fred MacMurray on the "Hollywood Hotel" program.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 85 NEW YORK, MONDAY, APRIL 12, 1937 TEN CENTS

Warner Meet Will Be Held Here May 10

All Company Branches to Be at 4-Day Sessions

Warners will hold its annual sales convention at the Waldorf Astoria for four days starting May 10, Gradwell L. Sears, general sales manager, stated Saturday. Every branch of Warners and its subsidiaries will be represented at the sessions.

"We are approaching the conclusion of what is proving one of the biggest years in the history of Warners," Sears asserted. He will conduct the meetings.

Among those who will attend and participate in the sales sessions are Harry M., Jack L. and Albert Warner, Sam E. Morris, Edward B. Hatrick, Hal B. Wallis, Joseph Bernhard, Carl Leserman Roy H. Haines, Norman H. Moray, Herbert J. Ochs, Sam Sax and S. Charles Einfeld.

More than 200 are expected to attend the four-day meetings. Selling plans for the new 60 features and

(*Continued on page* 6)

20th-Fox Budget To Be Raised 20%

Hollywood, April 11.—Production costs for 20th Century-Fox's program of 52 pictures next season will be increased by approximately 20 per cent, it was made known in advance of the company's annual sales convention which will get under way at the Ambassador May 31.

Darryl F. Zanuck expects to have the first 12 pictures ready by July 1. The first Eddie Cantor picture, which will be sold separately from the rest of the contract, will be placed before the cameras in three weeks. It is titled "Ali Baba Goes to Town."

The current season's production

(*Continued on page* 11)

Rogers Drive Aid Is Pledged by 26 Spots

Twenty-six additional theatres have pledged support in the local collection drive for the Will Rogers Memorial Fund which starts April 30. The New Jersey houses are the Regent, Kearny; Rivoli, Rutherford; Palace, Netcong; Rays, Blairstown; Franklin, Nutley; Butler, Butler; Maplewood, Maplewood; Ritz, Garfield; Colonial, Pompton Lakes, Rialto, Westfield; Rivoli, West New York; Greenwood, Stacy,

(*Continued on page* 6)

Easter Week Key Grosses Take Jump to $2,008,743

Easter week grosses leaped to $2,008,743 in the 175 first run theatres of 29 key cities reporting to Motion Picture Daily. This was only $175,207 below the four-year record set during New Year's week.

It was within $81,401 of the mark set during Labor Day week when the current season got off to a flying start. The comeback was striking in view of the fact that at no time during Lent did the totals come within shooting distance of the $2,000,000 mark.

(*Comparative grosses on page* 6.)

K. C. Moves to Get Agreement On Giveaways

Kansas City, April 11.—A move in the direction of cutting out money giveaways and premiums was instituted here last week with the appointment by the I. T. O. of two committees to check individual independents for their attitude. Should independents agree 100 per cent to eliminate such promotions, that probably will be done.

No steps have been taken with respect to multiple bills, but exhibitors generally are growing increasingly antagonistic to the policy, and it appears likely that any definite move to eliminate doubles and triples also would receive favorable reaction.

The I. T. O. committees named to sound out exhibitor sentiment on

(*Continued on page* 9)

Top Grade English Films, M-G-M Plan

M-G-M's productions to be made in England will be produced on a par with Hollywood, it was learned over the weekend, and with a view to international distribution. Production budgets will run into the same figures as the films turned out on the coast.

Ben Goetz and Bob Ritchie are due from Hollywood today after conferring with Louis B. Mayer and Edward J. Mannix on the company's program in England. Herman Man-

(*Continued on page* 11)

IA Exchange Drive Starts Here Today

The American Federation of Labor, through the I. A. T. S. E., will begin an organization drive among all employes of exchanges in New York today, it was indicated on Saturday. The focal point of the drive will be

(*Continued on page* 11)

Outlook Dark For Starting Local Boards

The outlook for the establishment of local conciliation boards to hear and adjust exhibitor-distributor grievances is admittedly dark, Ed Kuykendall, M.P.T.O.A. president, revealed yesterday before leaving for Washington. His admission came in the face of assurances given him last week that favorable action on the boards might be obtained from distribution companies in the near future.

It is known that at least two major distribution companies have taken a definite stand against participation in the boards and two others have qualified their endorsements of the new conciliation machinery to an extent which would seriously hamper their usefulness. Either situation is capable

(*Continued on page* 6)

Mayer's Firm Paid $1,220,242 Bonus

Washington, April 11.—Louis B. Mayer Pictures received a bonus of $1,220,242 from Loew's during the corporate fiscal year ended in 1936, according to a report on file with the Securities and Exchange Commission. The bonus was divided among Louis B. Mayer, J. Robert Rubin and the estate of Irving Thalberg, co-partners in the Mayer company.

Nicholas M. Schenck, Loew's president, received $312,785; David Bern-

(*Continued on page* 11)

New Bill Requires Alien Player Bond

By BERTRAM F. LINZ

Washington, April 11.—Members of the House Immigration Committee opposed to the Dickstein bill to restrict the entry of foreign actors, which was tabled last week by a vote

(*Continued on page* 6)

Selznick May Quit U.A. for Deal at M-G-M

Company to Stay Intact If Deal Goes Through

By RED KANN

Hollywood, April 11.—Selznick International may switch over to M-G-M at the expiration of the company's current commitment with United Artists. If the deal which has been discussed on "Gone with the Wind" as a springboard materializes it will mark the first outside feature production alignment on the part of M-G-M with the exception of the perennial association of Hal Roach. Selznick holds an eight-picture contract with United Artists. Only two, "Little Lord Fauntleroy" and "Garden of Allah," have been released. "A Star Is Born" is completed and ready for preview. "The Prisoner of Zenda" and "Let Me Live" are in hand and "Tom Sawyer" will be started shortly. This leaves Selznick with two more to go. It is significant that "Gone with the Wind" nowhere within Selznick International is discussed as a United Artists release. It may be, of course, if Selznick continues with the organization. The deal advanced by M-G-M would maintain the identity of Selznick International, which would continue to produce at its own studio, the former Pathe lot in Culver City a few minutes removed from M-G-M. Financing by Metro is not an essential of any deal, but low distribution cost and percentage profits are. Selznick will go east in a couple of weeks, perhaps for the purpose of discussing the possibility with Nicholas Schenck.

Casey Goes West on Painter, Guild Row

Studio labor developments resulting from the rejection of the Screen Actors' Guild application to come under the basic agreement with the studio internationals, and the refusal of the Painters' Union to accept the terms for its readmission to the agreement, will be watched closely on the coast this week by Pat Casey, producers' labor representative, who left for Hollywood over the weekend with work here uncompleted.

While the probability of a strike by either organization is believed unlikely

(*Continued on page* 2)

Radio News—Pages 10-11

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 12, 1937 No. 85

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, Representative.
MEXICO CITY: Apartado 269; James Lockhart, Representative.
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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Mrs. Springer in Answer

Cora A. Springer, executrix of the estate of Jack Springer, filed her answer in Federal Court on Saturday to suits brought by Paramount Productions, Inc., Republic Pictures Corp., Mascot Pictures Corp., Metro-Goldwyn-Mayer Corp. and M-G-M Distributing Corp. for alleged unlicensed exhibition of pictures in Springer & Cocalis theatres. The answer denies any knowledge of the facts complained of. Soteros Cocalis, the Van Dyke Amusement Co., the Spuyten Amusement Co., the Trio Manhattan Corp. and the Trio Amusement Co. are also named defendants.

"THE KING and the CHORUS GIRL"
(Fernand Gravet, Joan Blondell, Edw. Ev. Horton)

Purely Personal

WRAY JOHNSTON, back from Chicago, says the Monogram convention of franchise holders probably will be held at the Drake in that city May 7-8.

•

J. CHEEVER COWDIN and SAMUEL MACHNOVITCH flew to the coast last night for product conferences at the Universal studio.

•

JIMMY CAMPBELL, music head for G. B., will arrive this morning on the *Normandie* and leave tonight via plane for the coast.

•

FRED MCCONNELL of Columbia left yesterday via American Airlines for Hollywood. Late last week he returned from an 11-week flying tour of the country.

•

JACK SICHELMAN is back on the job at the 20th Century-Fox home office after an illness.

•

WALTER WINCHELL is scheduled to make a personal appearance at the Roxy when "Wake Up and Live" opens there on April 23.

•

JED HARRIS flew to the coast over the weekend via American Airlines.

•

LARRY PUCK and not FRED BARTELL will be in charge of LOU IRWIN'S office during his stay on the coast.

•

JOSEPH H. ESTES has joined Filmack Trailer Co. of Chicago as promotion sales manager. He was formerly publicity head for Saenger Theatres in New Orleans.

•

R. P. BEDORE, formerly with Chicago Cinema Products, is now with Golde Co. of Chicago.

•

GEORGE SKOURAS is back from a vacation in Florida.

•

SAM JAFFE arrived from Hollywood by plane Saturday.

•

. . . Denver

RICK RICKETSON, division manager, and HARRY HUFFMAN, city manager for Fox Intermountain, entertained managers of the Huffman and Fox houses at the Denver Athletic Club, celebrating the taking over of the Huffman houses by Fox.

BERLIN TANNER now manager of the Rex in Brighton, succeeding DEFOREST SWANSON, who resigned.

DAVE COCKRILL has increased the evening admission at the Plaza from 10 to 15 cents.

Ban Gang Films

Paris, April 11.—Declaring them influential in the nation's crime wave, the Ministry of the Interior has banned all gangster films. Permits will be refused to films which portray "cynical or violent scenes, gangster raids and shootings of the 'American' type, or pitched battles between the underworld and police."

France banned "Black Legion" last week because of alleged "gangster" content.

Out Hollywood Way

HOLLYWOOD, April 11.—Grand National to film "Renfrew of the Mounted" as a result of a deal with LAURIE YORK ERSKINE, author of the radio series. Four a year will be made with this character.

B. P. Schulberg revises production schedule on "The Great Gambini" so JOHN TRENT can be with his father and mother, injured in an auto crash at San Bernardino. . . . HUGH HERBERT operated upon at Cedars of Lebanon Hospital. . . . GREGORY RATOFF has sold an original, "I Love An Author," to 20th Century-Fox.

CHARLIE RICHARDSON, now casting "The Prisoner of Zenda" and "The Adventures of Tom Sawyer" for Selznick International, acted in both in his younger days. . . . CHARLES DUDLEY, makeup artist, given a dinner at Warners in honor of 25th anniversary. . . . TOM ANDRE to be assistant director for JOHN CONWAY on "Saratoga," M-G-M.

✚

Casting—DORIS NOLAN, on loan from Universal, in "Dead End," SAMUEL GOLDWYN. . . . LIONEL STANDER in "Let Me Live," Selznick International. . . . DON TERRY in "Taxi War," Columbia. . . . ELINORE WHITNEY borrowed from Paramount for "Mr. Dodds Takes the Air," Warners. . . . KAY LINAKER cast opposite BUCK JONES in "Black Aces," Universal. . . . MINNA GOMBELL and RAY MAYER in "Make Way for Tomorrow," Paramount.

VIRGINIA WEIDLER borrowed from Paramount and JAMES ELLISON from HARRY SHERMAN for "Vivacious Lady," RKO. . . . FRANK MCHUGH in "Varsity Show." . . . CLARENCE WILSON, GEORGE CHANDLER, ERVILLE ALDERSON and VICTOR POTEL in "Small Town Boy," ZION MYERS production for Grand National.

✚

Writers—JOHN D. CLYMER is doing an original called "Don't Fall in Love," PINKY TOMLIN'S next for MAURICE CONN. . . . TAMMY COTTER, former reader, made writer and assigned to do an original called "English Derby," Majors. . . . DANIEL FUCHS reports to RKO writing department May 3. . . . WILLIAM JEFFERSON PARKER assigned to do script of "Highway Romance" and BENNY RUBIN to do the gags on "Easy Going," both RKO. . . . BETTY LAIDLAW and ROBERT LIVELY signed for "Face the Facts," Grand National.

✚

Contracts—WYN CAHOON signed to term pact by Columbia. . . . RKO lists options on JOAN FONTAINE, BILLY GILBERT and PAUL GUILFOYLE, players; DUDLEY NICHOLS, writer, and CHRISTY CABANNE, director.

✚

Title Change—Columbia's "Right Guy" changed to "Frame Up."

Casey Goes West on Painter, Guild Row

(*Continued from page 1*)

by New York executives, the situation is believed to hold enough potential danger to warrant Casey's presence on the coast. While there, he is expected to confer further with studio heads, Kenneth Thomson of the guild, and Lawrence Lindelof of the Painters', Decorators' and Paperhangers' Union on the relation of the two labor units to the basic agreement. Developments on the coast permitting, Casey may be back in New York in 10 days to complete his work here.

Claim 7,500,000 Saw Federal RA Picture

WASHINGTON, April 11. — More than 7,500,000 persons in all states paid admission to theatres showing "The Plow That Broke the Plains" since its release 10 months ago by the Resettlement Administration, it was revealed yesterday by the Dept. of Agriculture.

The average theatre audience for the picture has been approximately 750,000 a month, the highest record being established in February with 880,000. The picture has now been shown in every state, with attendance figures reaching 493,000 in Ohio, 481,000 in Texas and 426,600 in Massachusetts. The film now is also being shown also in foreign countries.

The paid attendance figures, the department said, did not include the uncounted thousands of persons who have viewed the picture in schools, colleges, societies, clubs and similar places.

Legion Approves 15 Of 17 New Pictures

The National Legion of Decency, in its list of new pictures reviewed and classified for the current week, approved 10 for general patronage and five for adults, classed one as objectionable in part and condemned one. The list of new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Captains Courageous," "Charlie Chan at the Olympics," "Cheyenne Rides Again," "Fifty Roads to Town," "Let Them Live," "Nobody's Baby," "Old Louisiana," "The Prince and the Pauper," "Smoke Tree Range," "Thunder in the City." Class A-2, Unobjectionable for Adults—"Charlemagne" (French), "Headline Crasher," "Marked Woman," "Men in Exile," "Wenn Die Misik Nicht Waer" (German). Class B, Objectionable in Part—"Monte Carlo" (French). Class C, Condemned—"Slaves in Bondage."

Finish Depositions In Playdate Action

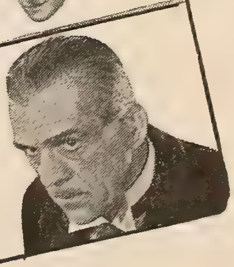
CINCINNATI, April 11.—The taking of depositions by the plaintiff in the suit of RKO Dist. Corp. against the state of Ohio to test the validity of the preferred playdate law, has been completed, and briefs are being prepared for filing by April 15.

The defendants filed briefs at the court hearing in Columbus in November, but it is understood that additional briefs will be filed. There is no indication when a decision will be rendered by the three-judge court.

Grand National GIVES YOU THE PERFECT SCHEDULE FOR April!

PROGRAM

DATE	
Sat. Sun. Mon. Tues.	**"23½ HOURS LEAVE"** A Douglas MacLean Production — Mary Roberts Rinehart's Story with James Ellison & Terry Walker
Wed. Thur. Fri.	**"THE MAN IN THE MIRROR"** with Edward Everett Horton & Genevieve Tobin Produced by Julius Hagen
Sat. Sun. Mon. Tues.	**"GIRL LOVES BOY"** with Eric Linden and Cecilia Parker B. F. Zeidman Production *and* **TEX RITTER** *in* **"Hittin' The Trail"**
Wed. Thur. Fri.	**"TWO WHO DARED"** with Anna Sten and Henry Wilcoxon Produced and Directed by Dr. Eugen Frenke
Sat. Sun. Mon. Tues.	**"KILLERS OF THE SEA"** with Captain Wallace Caswell Jr. A Ray Friedgen Production *and* **"THE GOLD RACKET"** with Conrad Nagel and Eleanor Hunt A Condor Production
Wed. Thur. Fri.	**"JUGGERNAUT"** with Boris Karloff Produced by Julius Hagen



Coming

SMALL TOWN BOY featuring Stuart Erwin—Produced by Zion Myers.
James Cagney in DYNAMITE produced by Richard A. Rowland.
THE GIRL SAID NO—An Andrew L. Stone production—featuring for the first time the famous *Gilbert* and *Sullivan* operettas.
SOMETHING TO SING ABOUT directed and produced by Victor Schertzinger.

SPEAKING OF FA

GOING TO TOWN IN CHICAGO!

"Top Town Tall $23,000; finest coin this house has seen in long time!"
—Variety

HOLDOVER!

REACHING HIGH IN NEW YORK!

"Got tremendous play, piling 'em in for $58,000! And on holdover (2nd week) will be around $38,000 still good. House would like to hold (3rd week) but can't due to commitments!"
—Variety

HOLDOVER!

WAY UP IN FRISCO!

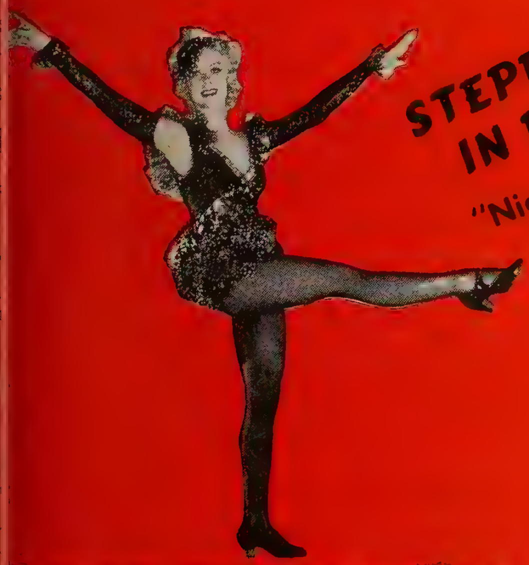
Bang up business and, of course, a Holdover!

HOLDOVER!

TOP

6 Openings,

NCY FIGURES!



STEPPING OUT IN BOSTON!

"Nice 20 G in Hub!"
—Variety

HOLDOVER!

SHAPING UP GREAT IN MIAMI!

Biggest opening in the history of the theatre! Held over for second week!

HOLDOVER!

HOT IN LOS ANGELES!

Biggest opening in months! Tops "Three Smart Girls"! A Holdover!

HOLDOVER!

102 KEY CITY BOOKINGS
STARTING APRIL 14, 15, 16!

OF THE TOWN

Holdovers...that's the **NEW UNIVERSAL** *for you!*

Outlook Dark For Starting Local Boards

(*Continued from page 1*)

of definitely obstructing the work of the board.

Motion Picture Daily revealed as early as Feb. 18 that efforts to establish an initial four or five trial boards in selected key cities had been stalemated by divergent distributor attitudes. The situation existing then has undergone no change up to the present time.

Kuykendall reiterated yesterday that no further meetings with distribution officials to obtain the complete 10-point trade practice program would be held either by himself or other members of the M.P.T.O.A. trade practice committee. He emphasized that his impending national campaign to mobilize exhibitor strength on behalf of the program will supplant further conferences with distributors. A definite plan by which exhibitors will assert their demands, once their efforts have been coordinated, has been devised, Kuykendall said, but declared that its chances of success would be impaired by its being made public at this time.

Kuykendall will go to Memphis from Washington at the end of the week and begin his national trek there. He will return to New York from Memphis and his itinerary thereafter will include Chicago, Minneapolis, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, Denver, Oklahoma City and Dallas. In several of these territories M.P.T.O.A. has no affiliated representation. Kuykendall has explained that the projected drive will include the enlistment of support from outside M.P.T.O.A. ranks.

Rogers Drive Aid Is Pledged by 26 Spots

(*Continued from page 1*)

Strand, Princess, Rialto and Bijou, Trenton. In New York are the New Paltz, New Paltz; Oakland, Warwick; Daly, Congress, Metro, Art, Tiffany and Star, Bronx, and the Stadium, Manhattan.

William A. Scully, M-G-M district manager, is in charge of the local theatre drive. Allied of New Jersey also has promised the support of its membership.

"Love Young" to Roxy

Universal's "When Love Is Young" has been dated into the Roxy starting next Friday.

"MARKED WOMAN"
(Bette Davis, Humphrey
Bogart, Eduardo Ciannelli)

Easter Week Key Grosses Take Jump to $2,008,743

Comparative grosses for the latest available periods:

	Week Ending April 2-3		*Week Ending March 26-27*	
	No. Theatres	***Gross***	***No. Theatres***	***Gross***
Boston	8	$124,100	8	$99,600
Buffalo	6	75,900	5	39,500
Chicago	9	170,200	9	109,300
Cincinnati	8	55,950	8	57,900
Cleveland	5	72,500	5	51,700
Denver	6	38,500	6	30,750
Detroit	7	99,400	7	81,800
Houston	4	35,000	4	20,400
Indianapolis	4	33,900	4	23,300
Kansas City	5	44,900	5	39,900
Lincoln	5	11,600	5	10,650
Los Angeles	9	98,168	9	108,767
Louisville	7	28,000	7	23,100
Milwaukee	6	32,200	5	21,100
Minneapolis	5	39,300	5	27,800
Montreal	5	52,500	5	33,500
New Haven	4	25,000	4	17,700
New York	10	391,300	10	219,200
Oklahoma City	3	11,000	3	8,600
Omaha	3	25,200	3	19,500
Philadelphia	10	115,300	10	108,100
Pittsburgh	6	48,275	6	42,800
Portland	6	37,400	6	36,800
Providence	5	47,200	5	30,300
San Francisco	8	89,600	8	87,700
St. Louis	5	67,600	5	52,100
St. Paul	4	17,000	4	13,500
Seattle	6	42,650	7	35,450
Washington	6	79,100	6	62,900
	175	$2,008,743	174	$1,513,717

Key city grosses from September to the week ending April 2-3:

	No. Theatres	***Gross***
Sept. 4- 5	163	$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2- 3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6- 7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4- 5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1- 2	178	2,037,040
Jan. 8- 9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5- 6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5-6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2- 3	175	2,008,743

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Cartoon Deals Are Set

Astor Pictures has closed distribution deals for the "Sam Small" color cartoon series with exchanges in Minneapolis, Philadelphia, Boston, Pittsburgh, New Orleans, San Francisco and New Haven.

Egyptian King Sees Film

Cairo, April 11.—King Farad, accompanied by the Queen Mother, has witnessed a command performance of "San Francisco."

Ontario Tax May Go To Municipal Units

Toronto, April 11. — Apparently the amusements tax question in Ontario has not been buried with the decision of Premier M. F. Hepburn to abolish the levy June 1. A move has been opened here for the transfer of this field of taxation from the Provincial Government to the various municipalities in order to reduce local property taxes.

Warner Meet Will Be Held Here May 10

(*Continued from page 1*)

the new lineup of shorts will be announced as well as details in connection with the company's ad sales accessories' rental system to be launched May 4.

Harry Warner, Morris and Bernhard are due back from Europe the end of the month.

"Woman" Opens at Strand

"Marked Women," the first Bette Davis picture since she returned to the Warner lot, got off to a big start Saturday at the Strand. The film was aided by an elaborate advance campaign. It is expected to gross $35,000 the first week.

New Bill Requires Alien Player Bond

(*Continued from page 1*)

of eight to five, yesterday expressed approval of a bill prepared by Representative Rees of Kansas, Republican member of the committee, requiring the filing of bonds to assure the departure of such aliens following the termination of their permitted stay.

During the hearings on the Dickstein measure, it was alleged that numbers of aliens who came into the country as actors changed their names and dropped out of sight after their arrival.

By requiring the posting of bond to assure the departure of such temporary visitors, Rees holds, the film and other industries will be enabled to continue the employment of such aliens as they need but the possibility of using the exemptions of the law to secure illegal entry will be minimized.

Speed Ohio Income Tax

Columbus, April 11.—The Ohio House Taxation Committee has recommended for passage a state income tax bill estimated to yield $15,000,000 to $18,000,000 annually.

The tax would be three per cent on the first $3,000 of net income, increasing one per cent on each additional $1,000 to a maximum of nine per cent on incomes over $8,000. Exemptions are set at $800 for single persons, $1,600 for married couples, and $200 for each dependent, total not to exceed $3,000. A corporation tax is not included.

Defeat Building Bill

Boston, April 11.—The Massachusetts Legislature has turned down a bill of Representative Martin Schofiel to restrict the construction and utilization of buildings for the sale or manufacture of explosive and inflammable substances. The bill had been resurrected after an unfavorable committee report.

Escape Saskatchewan Tax

Regina, Sask., April 11.—Theatre owners of the province will escape the sales tax. The Government decided the amusement tax at present imposed on theatres by city governments in urban centres is a heavy enough burden. The tax will go into effect about July 1.

THANK HEAVEN FOR

"A STAR IS BORN"

THE
FIRST
MODERN
DRESS
STORY IN
TECHNICOLOR

Hitch your
Box Office to
"A STAR IS BORN"
PRINTED IN U.S.A.

K. C. Moves to Get Agreement On Giveaways

(Continued from page 1)

premiums are composed of E. S. Young, E. E. Webber, C. H. Potter and Robert Rhoades, who will bring in their reports by April 15.

The desire to get rid of the heavy burden of premiums has been growing among exhibitors here, but, as in the case of doubles and triples, no one likes to make the first move.

Cost of premiums to exhibitors is difficult to determine, but on the average for all independents it probably runs to almost 100 per cent of film costs. Fox Kansas City theatres haven't used chinaware since last year, but they do have radios, electrical refrigerators, and other large single promotion items.

To give some idea of dollars and cents cost of premiums to exhibitors here, one exhibitor is reported to be spending about $165 a week for film, $300 for premiums; another is said to be writing checks of $300 a week for film, $500 for premiums, and still another, $120 a week for film, $100 for premiums.

Reject Manitoba Games Ban

Winnipeg, April 11.—Free dinnerware can be offered legally by exhibitors of Manitoba. This was decided after a sharp fight in the Manitoba Legislature when the Law Amendments Committee tossed out a bill introduced by Col. R. H. Webb of Winnipeg to prohibit giveaways by theatres, although the second reading of the measure had passed on the floor of the house by a vote of 27 to 23.

Illinois Asks Legalization

Chicago, April 11.—A bill to legalize chance drawings is before the Illinois House. The bill states that it shall not be unlawful or in violation of any laws for a person or persons engaged in business to offer customers, free and without any charge whatever a chance on any prize offered by such business in appreciation of the customers patronage.

Wall Street

Paramount Drops 4 Points on Board

	High	Low	Close	Net Change
Columbia	33½	33½	33½	+1
Eastman Kodak	159¼	159¼	159¼	— ¼
Loew's, Inc.	80½	79⅝	79⅝	— ⅝
Paramount	24¼	23⅞	23⅞	— ⅛
Paramount 1 pfd.	167	167	167	—4
Paramount 2 pfd.	22	21¾	21¾	— ⅛
Pathe Film	8⅜	7⅞	8⅜	+ ½
RKO	9⅜	9⅛	9⅛	— ⅛
20th Century-Fox	38⅛	37¾	37⅞	— ¼
Warner Bros.	15⅜	15	15	— ⅜

Little Curb Change

	High	Low	Close	Net Change
Grand National	2⅞	2⅞	2⅞	+ ⅛
Sonotone	1⅝	1⅝	1⅝	.....

Light Curb Rise

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	+ ¼
Paramount Pictures 6s '55	100	100	100	+ ¼
Warner Bros. 6s '39 wd	95⅜	95¼	95¼	.....

(Quotations at close of April 10.)

"Waikiki" Up To New Mark On the Loop

Chicago, April 11.—"Waikiki Wedding" crashed through to a new record at the Roosevelt, $27,300. This was $16,300 over normal.

At the same time "Maytime" piled up a remarkable $26,200 at the United Artists, beating par by $11,200. Another strong grosser was "Holy Terror," with a stage show, at the Oriental. The $18,300 take was $3,300 to the good. "Lost Horizon" took a strong $10,300 in its second week at the Erlanger at $1.50 top. "When You're in Love" went into the profit column to the tune of $1,500 on a gross of $8,000 at the Garrick.

Total first run business was $170,200. Average is $130,500.

Estimated takings:

Week Ending April 1:

"GOOD EARTH" (M-G-M)
APOLLO—(1,400), 50c-$1.50, 2 shows daily, 6th week, 7 days. **Gross:** $9,800. (Average, $9,000)

"PERSONAL PROPERTY" (M-G-M)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Evans Ballet and Revue. **Gross:** $36,500. (Average, $32,000)

"HOLY TERROR" (20th-Fox)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: "Paradise on Parade." **Gross:** $18,300. (Average, $15,000)

"QUALITY STREET" (RKO)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Edgar Kennedy and revue. **Gross:** $18,800. (Average, $19,000)

Week Ending April 2:

"WHEN YOU'RE IN LOVE" (Col.)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $8,000. (Average, $6,500)

"WAIKIKI WEDDING" (Para.)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days. **Gross:** $27,300. (Average, $11,000)

"WOMAN OF GLAMOUR" (Col.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $15,000. (Average, $13,000)

"MAYTIME" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $26,200. (Average, $15,000)

Week Ending April 3:

"LOST HORIZON" (Col.)
ERLANGER—(1,200), 50c-$1.50, 7 days, 2 shows daily, 3rd week. **Gross:** $10,300. (Average, $10,000)

"Miracles," Show $10,400, Oklahoma

Oklahoma City, April 11.—"The Man Who Could Work Miracles," with a stage show headed by Weaver Brothers and Elviry, ran away with the bulk of the first run business, $10,400, at the Warner. Normal is $5,000.

The only other combination to pass par was the dual, "Park Avenue Logger" and "When's Your Birthday?" at the Liberty. The take was $3,200.

Total first run business was $21,400. Average is $16,500.

Estimated takings for the week ending April 3:

"HISTORY IS MADE AT NIGHT" (U. A.)
CRITERION—(1,700), 10c-35c-55c, 7 days. **Gross:** $4,200. (Average, $5,000)

"PARK AVENUE LOGGER" (RKO)
"WHEN'S YOUR BIRTHDAY" (RKO)
LIBERTY—(1,500), 10c-25c-35c, 7 days. **Gross:** $3,200. (Average, $2,500)

"SEVENTH HEAVEN" 20th-Fox)
MIDWEST—(1,500), 10c-35c-55c, 7 days. **Gross:** $3,600. (Average, $4.000)

"MAN WHO COULD WORK MIRACLES" (U. A.)
WARNER—(1,800), 10c-25c-35c, 7 days. Stage: Weaver Brothers and Elviry. **Gross:** $10,400. (Average, $5,000)

Sit-Down Fails

Baton Rouge, La., April 11.—A planned theatre sit-down strike which failed to hatch was an incident in the operation of the Paramount here. Someone circulated handbills asking patrons to attend the first show and sit through the rest in protest against trailer advertising of local merchants.

Some patrons lauded the plan, but sitting through five shows was too much to pay for an idea. There was no disturbance at the theatre.

"Love News" Twin Cities' Best Grosser

Minneapolis, April 11.—"Love Is News" clipped off better than par grosses in both cities to be the hit picture for Easter week. At the Minneapolis Orpheum, with Benny Meroff and revue, the take was $17,000, over average by $11,000. At the St. Paul Orpheum the same picture alone grossed $5,000, over by $1,000.

Next in line, "The Last of Mrs. Cheyney" hit $1,500, over a $5,500 average at the Paramount, and "Waikiki Wedding" at the Minnesota drew $12,000 where $10,000 is par. Despite snows, business was good.

Total first run business in Minneapolis was $39,300. Average is $28,500. Total first run business in St. Paul was $17,000. Average is $14,500.

Estimated takings:

Minneapolis:

Week Ending April 1:

"WAIKIKI WEDDING" (Para.)
MINNESOTA—(4,000), 25c-55c, 7 days. **Gross:** $12,000. (Average, $10,000)

"LOVE IS NEWS" (20th-Fox)
ORPHEUM — (2,900), 25c-40c, 7 days. Stage: Benny Meroff and revue. **Gross:** $17,000. (Average, $6,000)

"SWING HIGH, SWING LOW" (Para.)
CENTURY — (1,600), 25c-40c, 7 days. **Gross:** $5,000. (Average, $5,000)

Week Ending March 31:

"UNDER COVER OF THE NIGHT" (M-G-M)
"WHEN'S YOUR BIRTHDAY?" (RKO)
STATE—(2,400), 25c-49c, 7 days. **Gross:** $3,500. (Average, $5,500)

Week Ending April 3:

"THE GAY DESPERADO" (U.A.)
WORLD—(400), 25c-35c, 7 days. **Gross:** $1,800. (Average, $2,000)

St. Paul:

Week Ending April 1:

"THE LAST OF MRS. CHEYNEY" (M-G-M)
PARAMOUNT—(2,300), 25c-40c, 7 days. **Gross:** $7,000. (Average, $5,500)

"LOVE IS NEWS" (20th-Fox)
ORPHEUM — (2,000), 25c-40c, 7 days. **Gross:** $5,000. (Average, $4,000)

Week Ending March 31:

"MIDNIGHT COURT" (W.B.)
"MURDER GOES TO COLLEGE" (Para.)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $3,500. (Average, $3,500)

Week Ending April 3:

"MAN OF THE PEOPLE" (M-G-M)
"WHEN'S YOUR BIRTHDAY?" (RKO)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $1,500. (Average, $1,500)

Gets Monogram Franchise

Cleveland, April 11.—Nate Schultz, president of Selected Pictures Corp., will handle Monogram pictures in the northern Ohio territory, under a 10-year franchise.

"Heaven" Gets Strong $8,275 In Pittsburgh

Pittsburgh, April 11.—"Seventh Heaven" stepped out front in a big way by grossing $8,275 at the Alvin. This was $2,775 over normal.

All houses went into the profit column under the stimulus of Easter week. "Lost Horizon" took $9,000 in its second week at the Nixon and "Wings of the Morning" reached $5,150 in its second week at the Fulton.

"A Family Affair" with Roger Pryor and his band and a stage show garnered $18,500 at the Stanley. This was $500 over normal.

Total first run grosses were $48,275. Average $44,000.

Estimated takings for the week ending March 31:

"SEVENTH HEAVEN" (20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days. **Gross:** $8,275. (Average, $5,500)

"WINGS OF THE MORNING" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days, 2nd week. **Gross:** $5,150. (Average, $4,500)

"LOST HORIZON" (Col.)
NIXON—(2,100), 50c-$1.50, 2nd week, 14 showings. **Gross:** $9,000.

"KING AND THE CHORUS GIRL" (W.B.)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $11,250. (Average, $11,000)

"A FAMILY AFFAIR" (M-G-M)
STANLEY — (3,600), 25c-60c, 7 days. Stage: Roger Pryor and his band, Little Jackie Heller, Howard Nichols, Edna Sedgwick, Ames and Arno, Varsity 8. **Gross:** $18,500. (Average, $18,000)

"CRIMINAL LAWYER" (RKO)
"HER HUSBAND'S SECRETARY" (W.B.)
WARNER—(2,000), 25c-40c, 7 days. **Gross:** $5,100. (Average, $5,000)

Mrs. Leslie on Coast

Hollywood, April 11.—Mrs. Warren Leslie, Jr., of Cecil, Warwick & Cecil, is here for conferences with David O. Selznick on the publicity campaign for "A Star Is Born." She will also confer with Samuel Goldwyn on "Woman Chases Man."

Heads Evergreen House

Seattle, April 11.—Art Hile, former Bellingham exhibitor, has been named manager of the 7th St. in Hoquiam, key house in the circuit of three Hoquiam and Aberdeen theatres acquired last week by Evergreen State Amusement Corp.

Tracy Convalescing

Hollywood, April 11.—Spencer Tracy, recovering from a minor thyroid operation, will continue under the doctor's care here for a week.

"CALL IT A DAY"
(Olivia de Havilland,
Ian Hunter, Anita Louise
Roland Young, 4 others)

◂ Radio Personals ▸

DONALD DICKSON, heard on the Sealtest "Saturday Night Party," has been signed by the Metropolitan Opera Co. He will appear in "Faust" May 3. . . . Joe Connolly, president WFIL, Philadelphia, is in town on a visit. . . . Harry Barris, who, with Bing Crosby, was a member of the "Rhythm Boys" quartet with the Paul Whiteman orchestra, will make a guest appearance on Bing's program Thursday night. . . . The new Kate Smith show will share sponsorship with Calumet Baking Powder and Swandown Cake Flour, the agency informs. . . . Bill Terry and Burleigh Grimes, managers of the New York Giants and Brooklyn Dodgers, respectively, will appear on Al Pearce's "Watch the Fun Go By" program over CBS April 20. . . .

✚

Walter O'Keefe will be the principal guest on "Showboat" Thursday. . . . Max Eastman has been added to the Vallee cast for Thursday's broadcast. . . . Ed Wood, sales director for WGN, back at his desk after a vacation. . . . Hugo Maroani, formerly an NBC conductor, has signed a management contract with Consolidated Radio Artists. . . . H. C. Flower, vice-president of J. Walter Thompson, arrived from the coast Saturday aboard the liner *California*. . . .

CKCK Buys Equipment

REGINA, Sask., April 11.—CKCK has bought $30,000 worth of RCA equipment for installation when the Dominion Government grants a power increase from 500 to 1,000 watts. Plans include erection of a transmitter on the outskirts of Regina.

CHAB, first station in Saskatchewan, is asking a power boost from 100 to 1,000 for its Moose Jaw station, a community-owned affair.

WOR to Open Earlier

Beginning today, WOR will open its lines a half-hour earlier than heretofore, 6:15 A. M., with Joe Bier, staff announcer, em ceeing a new 30-minute song, chatter and transcription program. Rumor has it that a sponsor will purchase the series late next week.

F. A. Gale on Ad Convention

Frank A. Gale has been assigned to direct the press arrangements for the 33rd annual convention of the Advertising Federation of America in New York, June 20 to 23.

"MOUNTAIN JUSTICE"
(Josephine Hutchinson
George Brent)

It Rates

"Radio, as an arm of the show business, is of importance and interest to all men that work in the amusement world and fully rates the intensive coverage you are giving it."—*Joe Feldman,* Warner Bros. Circuit Management Corp., Pittsburgh.

NBC Names Robinson To Post in Chicago

CHICAGO, April 11.—Ken Robinson has been named to succeed Larry Holcomb as NBC continuity editor here. Holcomb announced his resignation recently to head the radio department of the Fletcher & Ellis agency in New York.

Robinson has been Holcomb's assistant for the past year. He is the author of the network serials, "Dan Harding's Wife" and "Adventures of Dari Dan."

General Paint on KMTR

HOLLYWOOD, April 11.—"General Paint Color Scope," a transcription series to run 13 weeks, begins tomorrow on KMTR. It will run from 6:45 to 7 P. M., P. S. T., every Monday.

American Oil on Preakness

The American Oil Co. will sponsor a description of the running of the Pimlico "Preakness" May 15, from 6:15 to 6:45 P. M., on the NBC-Blue. The Joseph Katz agency set the deal.

Oil Company In Series on 19 Stations

The Tide Water Oil Co. will undertake a series of news and sports programs on 19 stations, including the entire Yankee network of 12 stations, beginning late this month. Lennen and Mitchell handled the deal.

The Tide Water Oil schedule follows:

WOR, sports comments by Stan Lomax, Mondays, Wednesdays and Fridays from 7 to 7:15 P. M., E.S.T.

WFBR, Baltimore, Tuesdays and Thursdays, 15 minutes each, Henry Hickman doing an "Inquiring Reporter" stint.

WFIL, Philadelphia, five-minute news programs, three times a day, Mondays through Saturdays, and a daily 15-minute evening news period.

WHEC, Rochester, two daily 15-minute news periods.

WBEW, Buffalo, a 15-minute news program, Mondays through Fridays.

WBFL, Syracuse, daily sports comments, five minutes each at an early evening hour, and a daily 15-minute period at a late evening hour. Leo Bolley will provide the comments and sports resumes.

WGY, Schenectady, 15-minute sports talks, Mondays, Wednesdays, and Fridays.

The Yankee network, a 6 to 6:15 P. M. news period daily.

Licenses for Nine Stations Are Approved by the FCC

By CLARENCE LINZ

WASHINGTON, April 11.—F. C. C. yesterday approved the applications of WJDX, Jackson, Miss., for increase in day power to 5,000 watts, and KCMC, Texarkana, Tex., for increase of day power to 250 watts and granted operating licenses to cover construction permits to KBPS, Portland, Ore., 1,420 kilocycles, 100 watts; WAIR, Winston Salem, N. C., 1,250 kilocycles, 250 watts; WFTC, Kinston, N. C., 1,200 kilocycles, 100 watts night, 250 watts day; KRNT, Des Moines, 1,320 kilocycles, 1,000 watts night, 5,000 watts day; KRMC, Jamestown, N. D., 1,310 kilocycles, 100 watts night, 250 watts day; KFIR, Butte, Mont., 1,340 kilocycles, 1,000 watts night, 2,500 watts day; WGBF, Evansville, Ind., 630 kilocycles, 500 watts night, 1,000 watts day; KVGB, Great Bend, Kan., 1,370 kilocycles, 100 watts, and QWDM, St. Albans, Vt., 1,390 kilocycles, 1,000 watts.

At the regular weekly meeting of the broadcast division hearings were ordered on the applications of Capitol Broadcasting Co., Raleigh, N. C., for 1,210 kilocycle, 250-watt daytime station; WSMB, New Orleans, 1,500-kilocycle station, 100 watts night, 250-watt day; Warren B. Worcester, San Diego, Cal., 1,400-kilocycle station, 250 watts night, 1,000 watts day; L. Laurence Martin, Amarillo, Tex., 1,120 kilocycle, 250-watt day station; Western Union College, La Mars, Ia., 1,210-kilocycle station, 100 watts night, 250 watts day; Metropolitan Radio Service, Chicago, 1,570-kilocycle, 1,000-watt station; Athens Times, Inc., Athens, Ga., 1,210-kilocycle station, 100 watts night, 250 watts day; Ohio Broadcasting Co., Steubenville, O., 1,420-kilocycle, 100-watt day station; Ohio Broadcasting Co., Marion, O., 1,200-kilocycle, 100-watt daytime station; Ohio Broadcasting Co., East Liverpool, O., 1,270-kilocycle, 250-watt daytime station; Ohio Broadcasting Company, Salem, O., 780-kilocycle, 250-watt daytime station; G. Kenneth Miller, Tulsa, Okla., 1,310 kilocycle, 250-watt daytime station; and stations KCRC, Enid, Okla., for increase of power to 500 watts; KXA, Seattle, increase of power to 1,000 watts; WCMI, Ashland, Ky., change of frequency to 1,120 kilocycles, increase power to 250 watts night, 1,000 watts day; and WBIK, Clarksburg, W. Va., for increase of time.

The Commission also revealed that it has dismissed applications for new stations of Mile High Radio Corp., Denver; National Battery Broadcasting Co., St. Paul; Central Michigan Radio Co., Mt. Pleasant, Mich.; Edgar L. Bill, Peoria, Ill.; Northwest Publications, Duluth, Minn.; George W. Young, St. Paul; Times Publishing Company, Okmulgee, Okla., and Record Publishing Company, Okmulgee, Okla.

New Shows On the Air

Fleischmann Show a Hit

Judging from Friday night's introductory broadcast, the new Fleischmann program is headed for runaway popularity on the air. The program is radio's first commercial all-colored show, but in all likelihood it won't be the last. Sponsors are notorious copyists and unless we miss our guess agency contracts and pens will be offered to other great colored entertainers in the not too distant future.

The mad, staccato rhythm of Louis Armstrong's band playing "Swing That Music," "Sheik of Araby," "When it's Sleepy Time Down South," plus the torrid vocalizing of Armanda Randolph made the listening an exciting pleasure, and the comedy delineations of Eddie Green and Gee Gee James set a level that many of our higher priced Nordic comedians might well aspire to reach.

The series is presented each Friday from 9 to 9:30 P. M., E.S.T., on the NBC-Blue. Fleischmann's Yeast sponsors. BANNER.

Two Are Dropped in Press Change at CBS

A shakeup in the CBS press department Saturday erases from the network payroll the names of Normand Meekins and Margaret Brunell. Replacements have not been made as yet.

Another CBS change effected Saturday was the promotion of Ann Harding as head of a new press subdivision to be known as the publicity service department. Miss Harding formerly was secretary to Jap Gude.

Wisconsin News Plugs WISN

MILWAUKEE, April 11.—Readers are required to answer five questions pertaining to radio stars and programs and give their opinions of the new *Wisconsin News* radio programs and Peggy Patton's radio news in the contest being conducted by that local daily to plug station WISN.

Morse Sets China Flight

HOLLYWOOD, April 11.—Carleton Morse, author of the network serial "One Man's Family," will be aboard the *China Clipper* April 28 when the airship takes off on the initial San Francisco-Hongkong passenger run. Morse in making the trip, he states, for his own "amazement."

"THE PRINCE and the PAUPER"
(Errol Flynn, The Mauch Twins, Claude Rains)

Radio

Confirm Drydocking Of "Show Boat" Hour

Official confirmation of the Maxwell House "Showboat's" drydocking is now at hand from the agency handling the account, Benton and Bowles.

The change will take place some time in July, at which time Lanny Ross leaves the program on which he has been the singing lead for six years. When "Showboat" moves to Hollywood, it will abandon its title and all nautical trimmings and become a straight variety program with an em cee and film guest stars.

Shift "March of Time" Cast

Three veteran "March of Time" performers are leaving the program. John McIntire and his wife, Jeanette Nolan, leave for Montana where they will write a book. Nancy Kelly, who joined the "March of Time" cast as a child actress and remained to do ingenue roles, has left to accept a role in the stage play, "Susan and God."

WTMJ Changes Ready in June

MILWAUKEE, April 11.—WTMJ, the *Milwaukee Journal* station's recently completed 400-foot vertical tower and a new 5,000 watt transmitter are expected to be ready for operation in June. The improvements will cost over $50,000 and will give the station 25 per cent stronger signals, although its power will not be changed.

Renew "Easy Aces" Program

The "Easy Aces," popular network team, have been renewed for an additional 13-week period by the American Home Products Corp. The contract extension will keep the "Aces" on the air until July 27. Blackett-Sample-Hummert is the agency. Bob Goldstein handled the deal.

Close with WLW Talent

CINCINNATI, April 11.—The RKO Shubert closes its regular season next week with "Radio Revels," composed entirely of talent from WLW, local Crosley station. "We Have Our Moments" is the screen attraction.

Glan Heisch a Father

LOS ANGELES, April 11.—Glan Heisch, production manager of KFI-KECA, has a new loudspeaker in his family, a six and one-half pound girl.

"THE GO-GETTER"
(George Brent, Anita Louise, Charles Winninger)

CBS Completes List Of Coronation Talks

The CBS London office has completed its schedule of guest Coronation speakers. The schedule, cabled here yesterday, follows:

Viscount Cecil, April 18, from 1:45 to 2 P. M.; Sir Frederick Whyte, April 25, 1:45 to 2 P. M.; Dr. Harold J. Laski, May 2, 1:45 to 2 P. M.; Hon. Ellen C. Wilkinson, May 4, from 6:45 to 7 P. M.; Commander King-Hall, May 6, from 6:45 to 7 P. M.; Sir Josiah Stamp, May 9, from 1:45 to 2 P. M.; Lord Strabolgi, May 10, from 6:45 to 7 P. M.; Hector Bolitho, May 11, from 6:45 to 7 P. M.; May 12, the Coronation itself, beginning from 5:15 A. M. and continuing intermittently until 3:30 P. M.; the Duchess of Atholl, May 13, from 6:45 to 7, and the Marquess of Donegal, May 14, from 6:45 to 7 P. M.

All times above are E.S.T. up to and including April 24. Thereafter the times are E.D.S.T.

Sign Norma Stirling and Daltons

CBS artists bureau has signed Norma Stirling and the Dalton Brothers under its management. Both acts are to be heard on the CBS network.

Miss Stirling will write and appear in a new series to be known as "Funny Things," beginning April 26. The program will be heard Mondays, Wednesdays and Fridays from 5:45 to 6 P. M., E.S.T.

The Dalton Brothers will begin their series May 4, and will be heard Tuesdays and Thursdays, from 2:30 to 2:45 P. M., E.D.S.T.

WSAI Staff Is Appointed

CINCINNATI, April 11.—An executive staff just appointed by Robert G. Jennings, assistant manager in charge of sales and programs WSAI, consists of Harry Schuler, traffic, C. J. Thornquest, sales, and Herbert Flaig, merchandising and program departments.

Form Coral Gables Company

CORAL GABLES, Fla., April 11.—Coral Gables Broadcasting Co., with authorized capital of 200 shares, par value $100 each, has received a charter from Secretary of State Gray. Incorporators are F. W. Mizer, F. W. Borton and W. W. Luce.

Wen Niles Changes Name

HOLLYWOOD, April 11.—Wen Niles, the new announcer of the Burns and Allen air show, has changed his name to Ronnie Drake in order to avoid being confused with Ken Niles, his brother.

Will Revamp Rubinoff Show

HOLLYWOOD, April 11.—The Rubinoff Chevrolet show will be revamped when it reaches the coast, particularly with regard to the use of screen stars in guest spots.

KMOX Adding New Studio

ST. LOUIS, April 11.—KMOX is now constructing another studio with individual control, raising the total of studios at the station to eight.

20th-Fox Budget To Be Raised 20%

(Continued from page 1)

budget amounts to a boost of 25 per cent over 1935-36. The increases were made up by the following departments: Music, 86.85 per cent over 1935-36; wardrobe, 53.61; sets, $38.83; directors' salaries, 36.23; casts, 27.56; lumber, 27.50; props, 22.50; scenario writers, 5:20; laboratory, 10; photographers, prop men, sound men, electricians and landscape workers, 10.

John D. Clark, general sales manager, will announce a program of 60 features for 1937-38. Six Sol Lesser outdoor films and two British pictures to be produced by New World in England will supplement the 52 to be made at Movietone City.

20th-Fox Deal With National Completed

Final details on the 20th Century-Fox product deal for National Theatres units in Wisconsin have been completed. William Kupper, western division manager for the distributor, is in Kansas City now finishing arrangements with Elmer C. Rhoden for Fox Midwest.

When the National Theatres deal was recently negotiated on the coast, these two situations were not finally settled.

George Skouras of Skouras Theatres has a franchise with 20th Century-Fox which does not expire until 1941.

IA Exchange Drive Starts Here Today

(Continued from page 1)

Local 306 of the I. A. T. S. E., the projectionists' union, which is the dominant union in the operator situation in New York.

The organizational drive will be under the direct supervision of Joseph Basson, president of 306, and Frank Ruddock, vice-president of that union. Contacts already have been established with exchange employes, it was said. An A. F. L. federal union, which is one responsible directly to national A. F. L. headquarters, was formed to operate in the exchange field here about two years ago, but was permitted to drop out of sight within six months.

It is understood that other I. A. T. S. E. union affiliates will open similar drives among exchange employes.

Cleaners in Boston Focus of CIO Drive

BOSTON, April 11.—The C.I.O. representatives here are attempting to organize the night cleaners in local theatres. A meeting has been scheduled for this week, but the exact date has not yet been determined.

The C.I.O. previously had attempted organization of exchange shipping and inspection departments here but was beaten to the gun by the A. F. L., whose local unit, now chartered, is negotiating wage agreements with distributors.

Hoffberg Completes Three

J. H. Hoffberg Co. has completed three new one-reel shorts—"Isles of Paradise," "Bamboo" and "In Shanghai." The films have English and Spanish accompanying dialogue.

Top Grade English Films, M-G-M Plan

(Continued from page 1)

kiewicz arrived from Hollywood by plane Saturday and will sail with Goetz and Ritchie on the *Normandie* on Wednesday. Other writers, stars and directors will follow as soon as preparations have been completed in England.

M-G-M's quota pictures are now being produced in England by James A. FitzPatrick. He has completed two films and will also be on the *Normandie* to return to London and start work on two more. His production headquarters are at Sound City.

J. Robert Rubin, vice-president of Loew's, and Mort Spring, assistant to Arthur Loew, head of the company's foreign department, will be on the same boat with Goetz, Ritchie and Mankiewicz. Rubin and Spring stated they are not going over in connection with production matters. Rubin will spend about four weeks visiting various parts of England and France, while Spring will make a four-month inspection tour of Loew's European offices with the exception of Spain and Russia.

Mayer's Firm Paid $1,220,242 Bonus

(Continued from page 1)

stein, vice-president, $213,857, and Arthur M. Loew, $205,544. Harry Cohn, Columbia president, received $182,040, including expense allowances; Frank Capra, $208,000, and Ronald Colman, $162,500 from Columbia. Universal reported payments of $102,777 to Irene Dunne, $105,000 to James Whale, and $102,500 to Gregory LaCava. Warners reported payments of $227,500 to Kay Francis, $201,562 to Joe E. Brown, and $185,000 to Leslie Howard.

Plan Color Firm Issue

LONDON, April 11.—Dufay-Chromex, Ltd., controlling the Dufaycolor and Cinecolor processes, will shortly offer an issue of six per cent preference shares. Capitalized at £1,000,000, Dufay-Chromex holds the entire capital of various British, American and Canadian companies interested in the processes.

W. B. to Start Building

HOLLYWOOD, April 11.—Warners have set April 26 as the day on which they will start construction of their new film laboratory at 4000 S. Olive St., Burbank. The old Sunset Blvd. plant will be abandoned.

"KID GALAHAD"
(Edw. G. Robinson, Bette Davis, Humphrey Bogart)

New Starlight in the

TOAST OF EVERY CRITIC WHO HAS SEEN HIM!

BOAST OF EVERY THEATRE THAT HAS SHOWN HIM!

HOST TO CAPACITY AUDIENCES FROM COAST-TO-COAST!

Fernand Gravet

in

"THE KING AND THE CHORUS GIRL"

with

JOAN BLONDELL

EDW. EVERETT HORTON • Alan Mowbray • Mary Nash • Jane Wyman
Kenny Baker • Luis Alberni • STORY BY GROUCHO MARX and Norman Krasna
Songs 'For You' & 'On the Rue de la Paix' by Werner R. Heymann & Ted Koehler
A MERVYN LEROY PRODUCTION

Sky

LATE NEWS!

Dual run of "King and Chorus Girl" at Hollywood and Downtown, L. A. tops "Green Light" and holds over. New hold-overs: Frisco, Charlotte, Louisville, New York, Oakland.
First 2 days of "Marked Woman" world premiere beats average full-week at South Bend, Ind.
Salt Lake

"THE KING and the CHORUS GIRL"

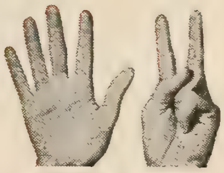
"MARKED WOMAN"
(Bette Davis, Humphrey Bogart)

"CALL IT A DAY"
(Olivia de Havilland, Ian Hunter, Anita Louise, Roland Young, 4 others)

"MOUNTAIN JUSTICE"
(Josephine Hutchinson, George Brent)

"PRINCE and the PAUPER"
(Errol Flynn, The Mauch Twins, Claude Rains)

"THE GO-GETTER"
(George Brent, Anita Louise, Charles Winninger)



"KID GALAHAD"
(Edw. G. Robinson, Bette Davis, Humphrey Bogart)

... All in the Next Seven Weeks From

WARNER BROS.

"Maytime" Is 2d Week Top, Seattle; Held

SEATTLE, April 11.—"Maytime" continued to lead the town in its second week at the Fifth Avenue with a take of $9,400, over par by $2,400, and it was moved to the Music Box for an extended run

"History Is Made at Night" and "Let's Get Married," in a second week at the Liberty, held up to $6,700 and the two features were moved to the Paramount. "They Wanted to Marry" and a stage show at the Palomar took a strong $5,500, and "Waikiki Wedding" and "A Doctor's Diary" were in the profit division with $7,400 at the Paramount.

Total first run business was $41,750. Average is $36,500.

Estimated takings for the week ending April 9:

"PERSONAL PROPERTY" (M-G-M)
"OUTCAST" (Para.)
BLUE MOUSE—(950), 25c-40c-55c, 7 days, 2nd week of "Personal Property" extended run from Orpheum. "Outcast" replaced "Breezing Home" as second feature. **Gross:** $4,200. (Average, $4,000)

"MAYTIME" (M-G-M)
FIFTH AVENUE—(2,500), 25c-40c-55c, 7 days, 2nd week. **Gross:** $9,400. (Average, $7,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"LET'S GET MARRIED" (Col.)
LIBERTY—(1,800), 15c-25c-40c-55c, 7 days, 2nd week. **Gross:** $6,700. (Average, $5,000)

"LOVE IS NEWS" (20th-Fox)
"MAN OF THE PEOPLE" (M-G-M)
MUSIC BOX—(950), 25c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. **Gross:** $3,450. (Average, $4,000)

"QUALITY STREET" (RKO)
"WE HAVE OUR MOMENTS" (Univ.)
ORPHEUM—(2,450), 25c-40c-55c, 7 days. **Gross:** $5,100. (Average, $6,000)

"THEY WANTED TO MARRY" (RKO)
PALOMAR—(1,500), 20c-30c-40c, 7 days. Stage: "Shuffle Along." **Gross:** $5,500. (Average, $4,500)

"WAIKIKI WEDDING" (Para.)
"A DOCTOR'S DIARY" (Para.)
PARAMOUNT — (3,050), 25c-40c-55c, 7 days. **Gross:** $7,400. (Average, $6,000)

"Maytime" $18,000 Grosser in Buffalo

BUFFALO, April 11.—"Maytime" led a general pickup among first runs here by grossing $18,000 at the Great Lakes. This was more than double par.

"Waikiki Wedding" was a close second with a take of $21,000, up by $9,000, at the Buffalo. "Lost Horizon" reached $13,300 in its first week at $1.50 top at the Erlanger.

Total first run business was $62,600. Average is $38,400.

Estimated takings for the week ending April 3:

"WAIKIKI WEDDING" (Para.)
BUFFALO—(3,000), 30c-50c, 7 days. **Gross:** $21,000. (Average, $12,000)

"QUALITY STREET" (RKO)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** 7,900. (Average, $7,300)

"MAYTIME" (M-G-M)
GREAT LAKES—(3,000), 25c-40c, 7 days. **Gross:** $18,000. (Average, $7,300)

"PENROD" (W. B.)
"RACING LADY" (RKO)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,500. (Average, $5,800)

"DEVIL'S PLAYGROUND" (Col.)
"WOMAN IN DISTRESS" (Col.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $9,200. (Average, $6,000)

"LOST HORIZON" (Col.)
ERLANGER—(15,000), 50c-75c-$1-$1.50, 7 days. **Gross:** $13,300. (Average, $9,000)

"King Chorus" Goes to Front In Washington

WASHINGTON, April 11.—Grosses moved upward last week, "The King and the Chorus Girl" at the Earle taking $22,500 to top average by $4,100. The picture is set for a return engagement at the Metropolitan the week of April 9.

"Maytime" hit $18,000 at Loew's Palace, $2,100 over par, and was held. A re-issue of "No Man of Her Own" at the Metropolitan took $5,000, or $700 over average.

Total first run business was $79,100. Average is $73,700.

Estimated takings, exclusive of tax, for the week ending April 1:

"KING AND THE CHORUS GIRL" (W.B.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Jan Garber & his orchestra, Crawford & Caskey, Three Ryan Brothers, Russell Brown, Tony Allen, Fritz Heilbron, Lee Palmer, Rudy Rudisol. **Gross:** $22,500. (Average: $18,400)

"THE FAMILY AFFAIR" (M-G-M)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Indoor circus, with Lillian St. Leon's horses, G. T. Byrnes' elephants, Paul Jung, Capt. Packard's seals, Ted Allen. **Gross:** $17,700. (Average, $20,900)

"THE LAST OF MRS. CHEYNEY" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). **Gross:** $4,500. (Average, first run, $3,600)

"MAYTIME" (M-G-M)
LOEW'S PALACE — (2,370), 35c-55c, 7 days. **Gross:** $18,000. (Average, $15,900)

"NO MAN OF HER OWN" (Para.)
(Reissue)
METROPOLITAN — (1,591), 25c-40c, 7 days. **Gross:** $5,000. (Average, $4,300)

"QUALITY STREET" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $11,400. (Average, $10,600)

"Ready, Able" Is Cleveland Leader

CLEVELAND, April 11.—"Ready, Willing and Able," with Ina Mae Hutton and her Melodears on the stage, led the first runs last week with a take of $24,500, over normal by $9,500.

"Maytime" was also in the money in a big way with a take of $23,500, up by $8,500, at Loew's State.

Business was good all along the line, in spite of cold and stormy weather.

Total first run business was $72,500. Average is $51,000.

Estimated takings for the week ending April 2:

"WHEN'S YOUR BIRTHDAY?" (RKO)
ALLEN — (3,000), 30c-35c-42c, 7 days. **Gross:** $6,000. (Average, $5,000)

"MAYTIME" (M-G-M)
LOEW'S STATE—(3,500), (30c-35c-42c, 7 days. **Gross:** $23,500. (Average, $15,000)

"JOHN MEADE'S WOMAN" (Para.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $4,500. (Average, $6,000)

"READY, WILLING AND ABLE" (W.B.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Ina Mae Hutton and her Melodears. **Gross:** $24,500. (Average, $15,000)

"KING AND THE CHORUS GIRL" (W.B.)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $14,000. (Average, $10,000)

Wins Evergreen Drive

PORTLAND, Ont., April 11.—Al Finklestein's division of Evergreen Theatres was declared the winner of the circuit's quarterly drive. Herbert Sabottka of the Paramount was the Individual winner.

This Issue Is Grave

Hollywood, April 11.—The publicity mill over at Columbia reports George McKay is busy organizing a local chapter of the Society for the Prevention of Calling Pullman Porters "George."

As a George himself, McKay says he's getting tired of confusion with dusky, ivory-teethed Pullman servitors and thinks they ought to be called by their proper names.

No suggestion offered as to how travelers are to find out.

"Maytime" $14,500 Smash in Montreal

MONTREAL, April 11.—"Maytime" was a smash hit with $14,500 to the Palace without the aid of a companion feature. The take was $3,500 above the line. This was one of three pictures to be held over.

"History Is Made at Night," on a dual at the Princess, took $10,000, or $3,000 above average, and was held over. "Wings of the Morning" was scheduled to stop at His Majesty's on March 27, but continued for a ninth week for a surprise take of $5,000 and was held over for a tenth week, which is announced as the very limit.

"Swing High, Swing Low" accounted for $11,000 at the Capitol. This was $1,500 over par, but it gave way to "Silent Barriers" at the end of the week. Big opposition was provided in the playoff hockey games in which both Montreal teams figured during the week. Fair weather prevailed.

Total first run business was $52,500. Average is $43,000.

Estimated takings for the week ending April 3:

"SWING HIGH, SWING LOW" (Para.)
"HER HUSBAND LIES" (Para.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $11,000. (Average, $9,500)

"WINGS OF THE MORNING" (Fox-British)
HIS MAJESTY'S—(1,700), 25c-35c-40c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.) Held over for 10th week.

"TWO WISE MAIDS" (Republic)
"ESPIONAGE" (M-G-M)
LOEW'S—(3,115), 25c-34c-40c-50c-60c, 7 days. Stage: Dave Appolon and His Star Parade. **Gross:** $12,000. (Average, $10,500)

"MAYTIME" (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $14,500. (Average, $11,000.) Held over.

"HISTORY IS MADE AT NIGHT" (U.A.)
"DON'T TELL THE WIFE" (Radio)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $10,000. (Average, $7,000.) Held over.

Talk Jap Distribution

TOKYO, April 11.—It is reported here that distribution agencies for Japanese films are to be established in Los Angeles by the Foreign Office shortly, reputedly in answer to the requests of several countries for the exchange of films. It is said the Foreign Office has been working for some time on a plan for the showing of Japanese films abroad.

Walker in Charity Part

Frank C. Walker has been named chairman of the M. P. Industry Division of the New York Catholic Charities. The organization's appeal for funds will be launched the week of April 18.

"Maytime" Up In St. Louis With $22,000

ST. LOUIS, April 11.—"Maytime" at Loew's was the best draw of the week with a take of $22,000, over par by $8,000. It was held over.

"Seventh Heaven" and "Girl Overboard" at the Fox did $15,750, beating par by $2,750.

"Love Is News" and a stage show directed by Johnny Perkins was the only other attraction to go above par. The $8,500 gross at the St. Louis was $1,500 up.

The weather was mixed. Principal opposition of week was "The Follies" at the American.

Total first run business was $67,600. Average is $59,000.

Estimated takings for the week ending April 1:

"QUALITY STREET" (RKO)
"HEAD OVER HEELS IN LOVE" (G. B.)
AMBASSADOR—(3,018), 25c-55c, 7 days. **Gross:** $11,850. (Average, $14,000)

"SEVENTH HEAVEN" (20th-Fox)
"GIRL OVERBOARD" (Univ.)
FOX—(5,038), 25c-35c-55c, 7 days. **Gross:** $15,750. (Average, $13,000)

"MAYTIME" (M-G-M)
LOEW'S—(3,162), 25c-35c-55c, 7 days. **Gross:** $22,000. (Average, $14,000)

"SEA DEVILS" (RKO)
"PARK AVENUE LOGGER" (RKO)
MISSOURI—(3,514) 25c-35c-55c, 7 days. **Gross:** $9,500. (Average, $11,000)

"LOVE IS NEWS" (20th-Fox)
ST. LOUIS—(4,000), 25c-40c, 7 days. Stage: Johnny Perkins and vaudeville. **Gross:** $8,500. (Average, $7,000)

"Waikiki" $15,600 Kansas City's Tops

KANSAS CITY, April 11.—"Waikiki Wedding" proved too hot for cold weather, sleet and snow, and, with "Midnight Court," rang $15,600 into the Mainstreet register. It was moved to the Newman for a second stanza.

"Seventh Heaven" overshot $7,000 average at the Tower by $4,300, and was held at the Uptown. Other first runs were weak.

Total first run business was $44,900. Average is $37,000.

Estimated takings:

Week Ending April 1:

"WAIKIKI WEDDING" (Para.)
"MIDNIGHT COURT" (W.B.)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $15,600. (Average, $8,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"ELEPHANT BOY" (U.A.)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $9,500. (Average, $11,500)

"WHEN'S YOUR BIRTHDAY?" (RKO)
"BULLDOG DRUMMOND ESCAPES" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days. **Gross:** $5,500. (Average, $7,000)

"SEVENTH HEAVEN" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Lewis & Moore; Ray & Geraldine Hudson, and Val Setz. **Gross:** $11,300. (Average, $7,000)

"HEAD OVER HEELS IN LOVE" (G.B.)
UPTOWN—(2,000), 25c-40c, 6 days. **Gross:** $3,000. (Average, 6 days, $3,500)

Paramount Books Seven

Seven bookings have been set for the Paramount. They are "Swing High, Swing Low," starting Wednesday; "Internes Can't Take Money," May 7; "Turn Off the Moon," May 14; "I Met Him in Paris," May 28; "Mountain Music," June 18; "Things Began to Happen," July 2; "Easy Living," July 16.

Alert,
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Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
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VOL. 41. NO. 86 NEW YORK, TUESDAY, APRIL 13, 1937 TEN CENTS

Radio Speeds Its Invasion Of Hollywood

MPTO Moves Followed By Swift Action

By JACK BANNER

Apropos of the action taken at the recent M. P. T. O. A. convention in Miami calling for an immediate get-together of picture interests to halt Hollywood's increasing participation in radio, it might not be amiss here to re-tell the story of old King Canute, particularly in view of the radio-film developments following in the wake of the M. P. T. O. A. convention.

Old King Canute, it is recalled, sat on his throne by the ocean's edge and commanded that the waters rise no higher. The old ruler fled from his throne in the nick of time, just as the rising tide washed his royal roost into the sea.

Additional developments in radio on pages 12 and 14

With as much jumping agility as was shown by old King Canute, we leap from mythology to the present time. Hardly had Ed Kuykendall

(*Continued on page* 12)

Condor Explains Call For New SEC Hearing

Minor details concerning "rental clause pertaining to extras" and "minimum shooting day requirements," described as usual in studio leases, are the only matters referred to in the S.E.C. call for a hearing on the registration statement of Condor Pictures, Inc., it was explained by George A. Hirliman, president, yesterday.

Hirliman declared that "innumerable financial statements, memorandums, etc.," were filed with the S.E.C. and, at the commission's request, tele-

(*Continued on page* 10)

See $40,000 in Week For 'Marked Woman'

"Marked Woman" garnered $17,500 in its first two days at the Strand, indicating the picture may gross $40,000, or better, on the week. Approximately 32,460 admissions were registered over the weekend, with capacity business for all shows.

Matinee prices were tilted from 55 cents to 65 cents and evening admissions boosted from 85 cents to 99 cents. The picture is expected to remain for three or possibly four weeks.

IATSE Drive To Be Pushed In Key Spots

Plan Is to Circumvent Moves by the CIO

An extension of the current drive to organize exchange employes will be undertaken in the near future through A. F. of L. and I.A.T.S.E. forces and is expected to take in every exchange center in the country, it was learned on good authority yesterday.

The move is understood to have been hastened by recent C.I.O. organizing activities among exchange employes and in other branches of the industry. Recent wage increases granted by distribution companies apparently halted the progress of C.I.O. organizing in the exchanges, but the interest displayed by the rival organization in the film industry has spurred the I.A.T.S.E. to action, regardless. Officials of the latter organization asserted yesterday that "if there is any organizing to be done in the distribution end of the industry, it is up to the I.A. to do it."

In some I. A. quarters the organizing of exchange employes is looked upon with a marked lack of enthusiasm. The international, however, has

(*Continued on page* 11)

F. B. I. Joins Talks On Governing Unit

By BRUCE ALLAN

London, April 12. — The Film Group of the Federated British Industries today joined the representatives of the Cinematograph Exhibitors' Ass'n and the Kinematograph Renters' Society in their discussions of the development of a possible internal governing body for the industry.

The discussion thus far had been

(*Continued on page* 14)

Kent May Testify

London, April 12. — Sidney R. Kent, president of 20th Century-Fox, who arrived here today from New York, is expected to testify in the action brought by John Maxwell, head of Associated British Pictures, against the Ostrer brothers.

In his action Maxwell charged fraudulent misrepresentation on the part of the Ostrers in their sale to him of 250,000 non-voting "B" shares in Metropolis & Bradford Trust, holding company controlling 57 per cent of Gaumont British.

Hear Protest To Agreement On Copyright

Washington, April 12.—Adherence of the United States to the International Copyright Convention today was opposed before a sub-committee of the Senate Foreign Relations Committee by representations of the film, broadcasting and music publishing industries.

Spokesmen for all three groups, appearing before Senators Duffy of Wisconsin and White of Maine, insisted that our own copyright law should be amended and modernized before the Government entered the convention. At the opening of the hearing, it was pointed out by Senator Duffy that the treaty has been pending since February, 1934, that it was ratified by the Senate at the last session of Congress and that action was rescinded in order that the domestic law might first be revised.

Appearing on behalf of film producers, Edward P. Kilroe, chairman

(*Continued on page* 10)

U.S. Film Admissions in '35 Totaled $495,860,000

By BERTRAM F. LINZ

Washington, April 12.—Total admissions and fees to 12,024 film houses in the country in 1935 amounted to $495,860,000 out of total receipts for the year of $508,196,000, according to the final report of the amusement industry survey made public today by the U. S. Census Bureau.

The receipts total and other statistics on the amusement industry were published in Motion Picture Daily on March 19.

The balance of the $508,196,000 total was divided into $576,000 for the sale of merchandise and $11,760,000 from other unspecified sources, the report indicated.

Of the total receipts for 1935 of the 158 legitimate theatres and opera

(*Continued on page* 10)

Federal Rule Of Production Held Possible

Congress Power Widened By Wagner Decisions

By BERTRAM F. LINZ

Washington, April 12.—Government control of production under the interstate commerce clause of the Constitution was seen as made possible today by the Supreme Court decisions upholding the validity of the Wagner Labor Relations Act on the ground that while production might be intrastate in nature, Congress could still legislate on employer-employe relationship in a way that might have a substantial effect on the free flow of interstate commerce.

The decisions were viewed as giving the Government the groundwork for a new NRA, if desired, or for legislation regulating the hours and wages of employes engaged in production activities.

"Although activities may be intrastate in character when separately considered," Chief Justice Hughes said, in reading the court's opinion, "if they have such a close and substantial relation to interstate commerce that their control is essential or appropriate to protect that commerce from burdens and obstructions, Congress cannot be denied the power to exercise that control."

The court passed on five cases brought under the law, disposing of one unanimously, but splitting five to

(*Continued on page* 11)

High Court Verdict Effect Felt in L. A.

Hollywood, April 12.—The Supreme Court's five decisions rendered today upholding the constitutionality of the Wagner Labor Relations Act had far reaching reactions on Hollywood labor factions while conditions on producer-labor fronts appear to grow more tense.

The unified action of the local painters union, including makeup men, hairdressers and scenic artists, with the Screen Actors' Guild in forming a

(*Continued on page* 11)

Algers Master for RKO Reorganization

George W. Algers was appointed special master by Federal Court Judge William Bondy to hear and report on the proposed plan of reorganization of RKO. Judge Bondy found that

(*Continued on page* 10)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 13, 1937 No. 86

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building. Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

G. E. Kann Monogram Production Manager

HOLLYWOOD, April 12.—George E. Kann has been named production manager for Monogram by Scott R. Dunlap, vice-president in charge of production. The appointment is effective immediately.

Kann was associated with M-G-M for nine years, as business and production manager on several big films. Before that he was with Carl Laemmle as executive assistant at Universal and recently he has been an independent producer.

Knighters Fix Golf Dates

The Monday Knighters have set June 23 for the second annual golf tourney at Elmsford, N. Y. The members have lined up four dates for regular tryouts. On April 14, the men will gather at Melborne Country Club, Baldwin, L. I.; on April 21, at Glen Oaks, L. I., on April 28, at Gedney Farms, White Plains; on May 5 at the Westchester Biltmore, Rye.

"U" Drops Subsidiary

DOVER, Del., April 12.—Universal pictures Corp. of Singapore has been dissolved. A certificate of dissolution has been issued by the Delaware Secretary of State.

Insiders' Outlook

By RED KANN

Hollywood, April 12.

STRANGERS from the other side of the mountains meet a number of questions here, but always one: "What's new in the double feature market? Is it waning? Is it as strong?" And therein is a story. . . .

▼

Aside from those companies which exist by the grace of twin bills, cross-sectional Hollywood opinion maintains doubles are doing no good. As a matter of fact, the agreement is rather all-inclusive that they do harm. Yet some there are who find solace in the current booking situation. They maintain this year, as they did last, that the practice gives the studios an opportunity to test out new and raw talent; that the experimental outlet so provided gives the coast an unprecedented chance to play around with new people in the ever-present hope and prayer that some of them will click and thus graduate into the A division. . . .

▼

It goes like this, an important producer talking:

"On a lot such as ours (it's a big one) the B's do a job in absorbing overhead and, with us, it's about thirty-five per cent. We have a number of young players here whom we don't dare use in the high negative pictures because they are not known to the public. The B product gives us that chance and, of course, we are using it to the full." As he speaks, so do others on major lots here. The argument goes that, sans B's, a lavish hand with unknowns would not be in the cards. To all and sundry who expound this point of view, your correspondent has one monotonous approach. He asks what happened on the new talent equation in the days before the alphabet appraisal of product became fashionable? The answer, almost invariably, was: "Such talent never got a chance." We fail to see how that works out. Our memory seems to tell us it was Winnie Sheehan who saw whatever he saw in Janet Gaynor, gave her a small opportunity in "The Johnstown Flood" some years ago and began taking her places from about that point on. . . .

▼

Somehow or other, through careful plotting, spots can be filled for promising newcomers and the product, we fail to see has to be B product. Hollywood, we think on this score, is prone to overlook the determining factor in matters such as this, which is the public—that same public which went wild over Shirley Temple on the strength of a small role in one of the early musicals at Fox before it became prefixed with Twentieth Century. Aside from all of this, it seems a rather unnecessary procedure to apologize for B films beyond the very pertinent observation that the producers who make them these days, which is to say all producers, do so because the market they are feeding insists upon them. That ought to be sufficient reason. . . .

▼

Nick Schenck wrapped a few vowels and a handful of consonants around the problem very aptly a few days back as he passed through Chicago en route to New York from Hollywood. He envisioned duals as even more of an issue in the next few months to which he further remarked any cessation in the practice depended upon the public's absolute refusal to attend theatres pursuing the habit, demand, or whatever it may be. Other directional signs in the wind are pointed up by the situation in New York today where, MOTION PICTURE DAILY reported recently, little hope is seen for a widespread swing back to singles. . . .

▼

Hollywood, continuing as it does its general disregard for outside opinion, probably paid no attention to the shipboard statement issued by Joe Bernhard prior to his departure for Europe. The operating head of the Warner circuit turned to doubles at the time and said some things that sounded quite interesting, at large, and quite inexplicable, in particular, to us. For instance:

> "The dual feature can never advance the industry—it can only retard it. Quantity never takes the place of quality in entertainment. When I return from abroad I'll give serious attention to constructive proposals for eliminating double features. In the beginning, the double feature may be a shot in the arm for some theatres, but it eventually loses its power to improve box-office. And then theatre grosses fall back to the single feature level. . . . The studios blame the double feature condition on the exhibitors and the exhibitors blame it on the studios. Meanwhile, we know there is a large body of public opinion which finds the double feature distasteful. . . . The only sure protection of this great industry is constant upward progress in the quality and class of entertainment. . . . It seems to me that one of the steps toward abolishing this evil might be to create a new film form between the feature and the short. Say, for instance, a class of three or four reel features using popular poems, famous short stories and historical characters."

▼

And so, another statement. Bernhard's company has an important studio here and it makes a number of B pictures each year. In the place of theorizing, it would be nice for a change, if not for the deviltry in it, to do something. If Bernhard is as convinced as his statement sets forth that duals are not wanted by the patrons of Warner theatres, why not rout them out? At least, why not try? It might work. . . .

Ralph Ince Killed In Crash in London

LONDON, April 12.— Ralph W. Ince, for many years one of the industry's leading production personalities, who came to England three years ago, was killed in an automobile accident in Kensington yesterday. Mrs. Ince, who was driving the car when it struck a safety zone, suffered shock and lacerations and was taken to a hospital. Ince was 50 years old.

Born in Boston in 1887, Ralph W. Ince was the son of John E. and Emma Brennan Ince, themselves well known in the theatre. Young Ince played a season in Richard Mansfield's company before he was 21. Brief vaudeville tours followed.

He went to the screen in its early days, his first part in a series of one-reelers, "The Lincoln Series." Ince played the President. Before his screen career began he did magazine illustrations and cartoons for the New York *Mirror* and the *Evening Telegram*. Ince became one of the first directors in the era of the one-reeler.

He was a pioneer in the development of the two and three-reel film, acting in and directing many for Vitagraph. In 1916 he joined Lewis J. Selznick, directing a number of Robert Warwick vehicles. His early stage training served him well with the advent of talking pictures. He appeared in many, notably as Pete Montana in "Little Caesar." In 1934 he directed and acted in "No Escape" for Warners, then went to England under Warner contract, appearing in "So You Won't Talk." At the time of his death he was directing a melodrama, "The Man Who Made Diamonds."

He was a brother of the late Thomas Ince, famous producer. He had been married three times.

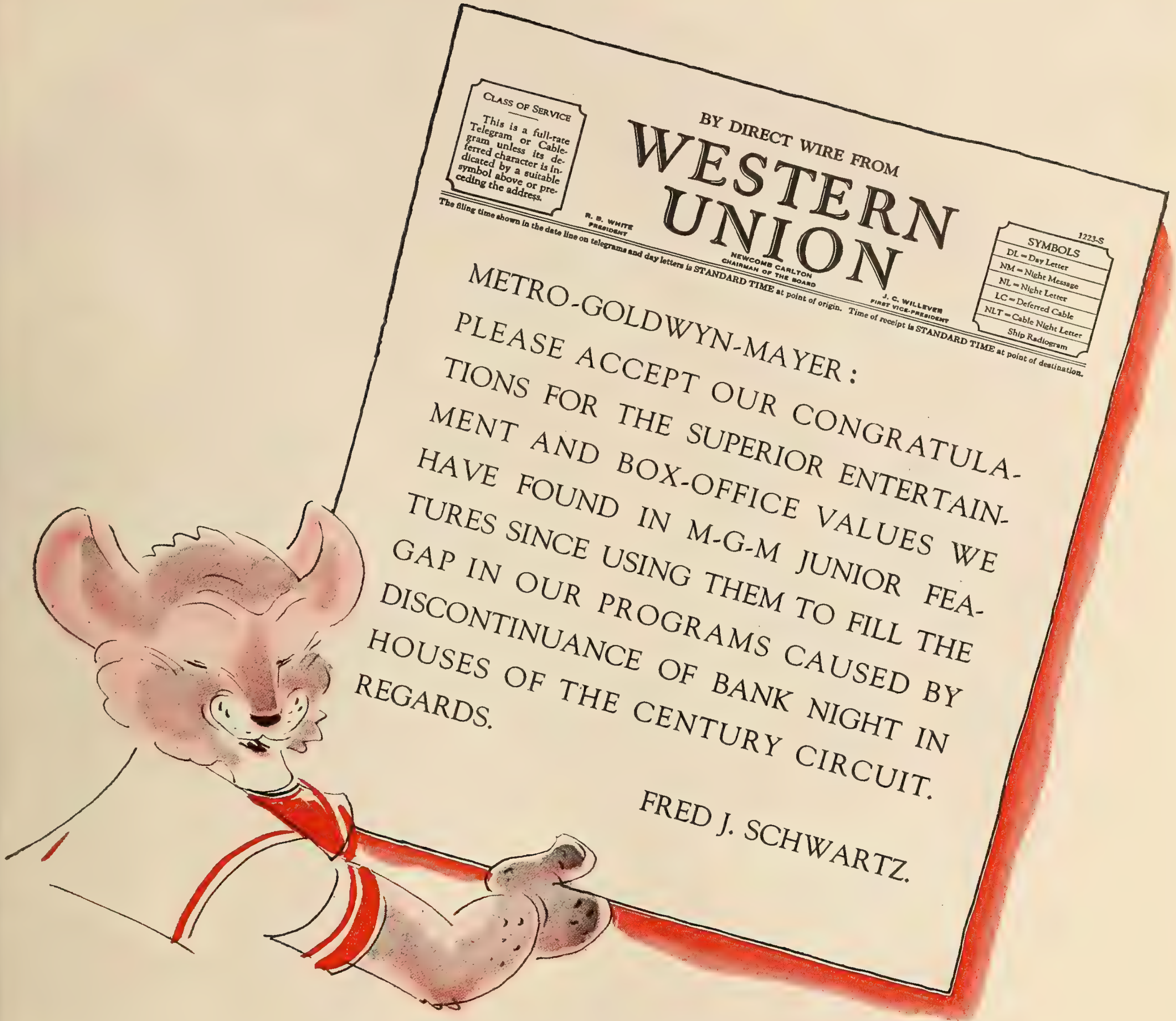
Cincinnati Projectionist Dies

CINCINNATI, April 12.—William C. Newman, Rialto projectionist, who was in vaudeville for 20 years, died suddenly at his home here today. A son, brother and sister survive.

Midwest S.M.P.E. Meets

CHICAGO, April 11. — Seventy-five members attended the meeting of the midwest section of S.M.P.E., held here at the office of Filmack Trailer Co. Carrington H. Stone is chairman of the local section. R. Fawn Mitchell is past chairman and Stanley A. Lukes, secretary-treasurer. Managers are Oscar B. Depue and Bruno E. Stochbart.

The S.M.P.E. 1937 convention will be held in Hollywood, May 24 to 28.



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Timely Drama of the Constitution and Birth of the Supreme Court!

Pete Smith's "PENNY WISDOM"

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Two Dozen Top Names in Peppy Technicolor Musical Revue·

Pete Smith's "MISTAKES IN GOLF"

Horton Smith, Lawson Little, Harry Cooper, Jimmy Thompson Tell All!

A bright idea!

Many showmen are back-booking previous box-office nuggets on M-G-M's Junior Feature lists, and how their programs sparkle! Extra revenue. Try it!

4 WEEKS
CAPITOL, N.Y.

3 WEEKS
BALTIMORE

4 WEEKS
SAN
FRANCISCO

4 WEEKS
PHILADELPHIA

MAY

3 WEEKS
ST. LOUIS

2 WEEKS
COLUMBUS
DAYTON

3 WEEKS
WASHINGTON,
D. C.

3 WEEKS
DAY AND DATE
State Theatre
Orpheum Theatre
BOSTON
Equal to 6 Weeks

2 WEEKS
DAY AND DATE
State and
Chinese Theatres
LOS ANGELES
Equal to 4 Weeks

EXTRA
DAYS
ALBANY—8 Days
MEMPHIS—11 Days

4 WEEKS
DETROIT

"Ain't love grand!"

3 WEEKS
TOLEDO

3 WEEKS
HARTFORD

3 WEEKS
CINCINNATI

2 WEEKS
HARRISBURG
READING
PROVIDENCE

TIME

"Maytime" means Extended Playtime!

2 WEEKS
CHICAGO
WILMINGTON
WORCESTER

WEEKS
RIDGEPORT
BUFFALO
NORFOLK

3 WEEKS
NEW HAVEN

2 WEEKS
ROCHESTER
SPRINGFIELD
SYRACUSE

3 WEEKS
INDIANAPOLIS
CLEVELAND

2 WEEKS
LOUISVILLE
MILWAUKEE
PORTLAND

"Ain't M-G-M grand!"

2 WEEKS
SEATTLE
SPOKANE
OAKLAND
TULSA

2 WEEKS
ATLANTA
HOUSTON
ASHVILLE
W ORLEANS

THOSE BOX-OFFICE SONG BIRDS!

Jeanette **MacDONALD** • Nelson **EDDY**
in **"MAYTIME"**
with **JOHN BARRYMORE**
Herman Bing • Tom Brown
A Robert Z. Leonard Production
A Metro-Goldwyn-Mayer Picture
Produced by Hunt Stromberg

"Maytime" 3rd Week High in Philadelphia

Philadelphia, April 12. — "Maytime" continued to lead the town in its third week at the Boyd. It was over par by $5,000 on a gross of $19,000.

"Waikiki Wedding" piled up a neat $18,000 at the Stanley, over the line by $4,000.

"History is Made at Night" held up to $10,500 for its second week at the Aldine and will go most of a third.

Both road show attractions kept up to virtually the same figures as last week. "Lost Horizon," originally slated to fold at the Chestnut Saturday night, felt an upsurge of business and was moved to the Erlanger Sunday for several more weeks. "The Good Earth" will be replaced April 18 by "Captains Courageous."

Total first run business was $109,000. Average, exclusive of the roadshow pictures, is $81,960.

Estimated takings for the week ending April 8:

"HISTORY IS MADE AT NIGHT" (U.A.)
ALDINE—(1,300), 40c-55c-65c, 7 days, 2nd week. **Gross:** $10,500. (Average, $8,160)

"MAID OF SALEM" (Para.)
ARCADIA—(600), 25c-40c-50c, 7 days, 2nd run. **Gross:** $2,500. (Average, $2,800)

"MAYTIME" (M-G-M)
BOYD—(2,400), 40c-55c, 7 days, 3d week. **Gross:** $19,000. (Average, $14,000)

"LOST HORIZON" (Col.)
(Roadshow)
CHESTNUT—(1,350), 55c-86c-$1.14-$1.71, 7 days, 5th week. **Gross:** $10,500. (Moved to Erlanger to continue run.)

"GIRL OVERBOARD" (Univ.)
EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Cab Calloway with orchestra and revue. **Gross:** $15,000. (Average, $14,000)

"SEVENTH HEAVEN" (20th-Fox)
FOX—(3,000), 40c-55c-65c, 7 days 2nd week. Stage: Lester Cole Midshipmen; Virginia Lee and Lathrop Bros, Al Bernie. **Gross:** $14,000. (Average, $14,000)

"SINNER TAKE ALL" (M-G-M)
KARLTON—(1,000), 25c-35c-40c, 7 days. **Gross:** $2,000. (Average, $4,000)

"KING AND THE CHORUS GIRL" (W.B.)
KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. **Gross** :$2,900. (Average, $4,000)

"THE GOOD EARTH" (M-G-M)
(Roadshow)
LOCUST—(1,300), 55c-86c-$1.14-$1.71, 7 days, 7 days, 7th week. **Gross:** $9,000.

"WAIKIKI WEDDING" (Para.)
STANLEY—(3,700), 40c-55c, 7 days. **Gross:** $18,000. (Average, $14,000)

"MEN IN EXILE" (F.N.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $5,100. (Average, $7,000)

Open Esquire April 20

Consolidated Amusements will open the Esquire, its 26th unit, on April 20. The opening attraction will be "Thank You Madame."

The Tavern
MEETING PLACE
of the INDUSTRY
●
MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB
158 W. 48th St. Toots Shor

Purely Personal

JOE LISSAUER, booker for the Libson-Skirball circuit, with headquarters in Cleveland, will sail today for Bermuda aboard the *Queen of Bermuda* on a 10-day honeymoon trip. He was married here Sunday.

●

Claude Ezell, general sales manager for Bank Night, left for Boston yesterday and plans to leave for Dallas on Friday. He has fully recovered from a recent illness.

●

Edward Peskay and Edward Finney will start for Hollywood tomorrow. They plan to make several stopovers before reaching the coast the end of the week.

●

Nat Holt, RKO division manager with headquarters in Cleveland arrived yesterday for home office conferences.

●

Ben Goetz and Bob Ritchie arrived from the coast yesterday by plane and plans to sail tomorrow on the *Normandie.*

●

Edward G. Robinson is due from the coast April 26. He will appear in two Kate Smith broadcasts, one on April 29 and the second, May 13.

●

J. Cheever Cowdin and Samuel Machnovitch left for the coast by plane yesterday, instead of Sunday, as originally planned.

●

Leon Netter has returned from a trip to Paramount theatres in St. Paul, Minneapolis, Kansas City and Chicago.

●

Harry Goldberg, director of Warner theatre advertising and publicity, was in Albany yesterday in connection with "The Prince and the Pauper."

●

Eddie Carrier of M-G-M left yesterday for Chicago, Detroit and Cleveland and will be back the end of the week.

●

Monroe Greenthal's car was stolen over the weekend and it hasn't been found yet.

●

Jack Connolly of Pathe News will sail for England and the Coronation April 24 on the *Ile de France.*

●

Herman Mankiweicz, who arrived from Hollywood Saturday, returned to the coast yesterday by plane.

●

Joseph I. Breen arrives from Europe today on the *Berengaria* after a three-week vacation abroad.

●

Mike Marco is now in St. Louis and will leave from there for the coast in a day or so.

●

John Hay Whitney returned from abroad yesterday on the *Normandie.*

●

Lou Irwin flew to the coast yesterday via American Airlines.

●

M. MacDonald of G. B. flew to the coast yesterday.

●

John G. Paine is expected back from Washington tomorrow.

"Maytime" on Dual High in Milwaukee

Milwaukee, April 12.—"Maytime" and the "Parole Racket" took high money for the week with a $10,000 take at Fox's Wisconsin. This was $2,000 above par, and the bill was held over.

"Waikiki Wedding" and "The Crime Nobody Saw," rated second high for the week with a $6,000 take at the circuit's Palace. This was $1,000 to the good. "Spices of 1937" and "Find the Witness" grossed $5,500 at the Riverside, $500 over average, while "Swing High, Swing Low" and "Her Husband Lies" did $1,800 at the Strand, as a holdover. This was $300 above average.

Total first run business was $28,600. Average is $24,500.

Estimated takings:

Week Ending April 8:

"WAIKIKI WEDDING" (Para.)
"THE CRIME NOBODY SAW" (Para.)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000)

"FIND THE WITNESS" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Spices of 1937." **Gross:** $5,500. (Average, $5,000)

"SWING HIGH, SWING LOW" (Para.)
"HER HUSBAND LIES" (Para.)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $1,800. (Average, $1,500)

"HISTORY IS MADE AT NIGHT" (U.A.)
"RACING LADY" (RKO)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

"MAYTIME" (M-G-M)
"PAROLE RACKET" (Col.)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $10,000. (Average, $8,000)

Flash Previews

"Big Business"—Amusing adventures of the Jones family in the field of stock promotion. A family type attraction.

"Hills of Old Wyoming"—This latest Hopalong Cassidy maintains the entertainment quality of previous numbers. Good showmanship . . . plenty of action, drama, comedy.

"Hittin' the Trail"—Interesting music interwoven in this western plus the standby ingredients make for acceptance.

These films will be reviewed in a coming issue of Motion Picture Daily.

Extend Foreign Showing

Bridgeport, April 12.—With foreign films doing well at two houses here a third attempt at showing foreign language product is being made. Falcon Hall has opened with weekly Russian films. The first was "Broken Shoes." The West End runs Swedish films while Louis Anger shows Hungarian films on weekends at St. Stephen's Hall.

Dean to Do Korda Film

London, April 12.—Basil Dean will make at least one picture for Alexander Korda of London Films, it is reliably reported. The film will be made at Denham, presumably during the expected production halt at Dean's Associated Talking Picture studio at Ealing.

To Reopen in Cleveland

Cleveland, April 12.—The Carter closed for the past year as a picture house, will reopen May 1. Max Lefkowich, president of Community Circuit Theatres, which operates the house, is redecorating throughout.

"China" Dual, $10,500, Near Denver Record

Denver, April 12. — "China Passage," on a dual with "Personal Property," flirted with a record at the Orpheum during the week. The $10,500 gross was over par by $4,500.

The same was true at the Denham where "Waikiki Wedding" piled up $9,000, above the line by $4,000. It was held over. "Lost Horizon" piled up $6,500 in its second week at the Broadway at $1.50 top.

Total first run business was $42,500. Average is $27,000.

Estimated takings for the week ending April 8:

"SEVENTH HEAVEN" (20th-Fox)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. **Gross:** $4,000. (Average, $3,000)

"LOST HORIZON" (Col.)
BROADWAY—(1,500), 55c-83c-$1.10-$1.50, 7 days, 2nd week. **Gross:** $6,500. (Average, $2,000)

"WAIKIKI WEDDING" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. **Gross:** $9,000. (Average, $5,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. **Gross:** $9,500. (Average, $7,500)

"PERSONAL PROPERTY" (M-G-M)
"CHINA PASSAGE" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $10,500. (Average, $6,000)

"YOU LIVE ONLY ONCE" (U.A.)
"THE MIGHTY TREVE" (Univ.)
PARAMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $3,000. (Average, $3,500)

"Waikiki" $18,500 Cincinnati Leader

Cincinnati, April 12. — "Waikiki Wedding" rushed the RKO Palace into an $18,500 take, upping average $8,500, and went to the RKO Capitol for a holdover.

"Quality Street" was $2,000 plus on the $12,000 average at the RKO Albee, while "Maytime" came within shouting distance of par when it garnered $6,300 at the RKO Capitol, where it played its third downtown week. It continues at the RKO Grand. "China Passage" and "Woman Wise" pulled a combined $2,600 on a split week at the RKO Family, where the total figure is $2,450.

Total first run business was $64,700. Average is $58,700.

Estimated takings for the week ending April 8:

"QUALITY STREET" (RKO)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $14,000. (Average, $12,000)

"WAIKIKI WEDDING" (Para.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $13,500. (Average, $10,000.) Moved to RKO Capitol.

"WE'RE ON THE JURY" (RKO)
RKO SHUBERT—(2,150), 40c-60c, 7 days. Stage: Roger Pryor and orchestra. **Gross:** $11,000. (Average, $12,000)

"MAYTIME" (M-G-M)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 3rd downtown week. **Gross:** $6,300. (Average, $6,500.) Moved to RKO Grand.

"CONDEMNED ROW" (RKO)
RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $4,000. (Average, $6,500)

"READY, WILLING AND ABLE" (W.B.)
RKO GRAND—(1,200), 25c-40c, 7 days, 2nd downtown week. **Gross:** $2,500. (Average, $2,750)

"CHINA PASSAGE" (RKO)
RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,400. (Average, $1,250)

"WOMAN WISE" (20th-Fox)
RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,200. (Average, $1,200)

"LOVE IS NEWS" (20th-Fox)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $5,600. (Average, $6,500)

"Family" and Show $23,600 Loop Grosser

CHICAGO, April 12.—"A Family Affair," with Olsen and Johnson on the stage at the Oriental, were top draws of the week, with a take of $23,600. This topped normal by $8,600.

"Waikiki Wedding" at the Roosevelt and "Maytime" at the U. A. did excellent business in their second weeks. "Swing High, Swing Low" at the Garrick was another strong attraction and the house showed a nice profit.

The Palace, with "Top of The Town," got off to a fast start, but business suffered a slump the later part of the week. At that the gross for the week was $21,600.

Total first run business was $148,600. Average is $130,500.

Estimated takings:

Week Ending April 8:

"GOOD EARTH" (M-G-M)
APOLLO—(1,400), 50c-$1.50, 2 shows daily, 7th week, 7 days. **Gross:** $8,800. (Average, $9,000)

"MARKED WOMAN" (W. B.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Wiere Bros. and Revue. **Gross:** $26,500. (Average, $32,000)

"A FAMILY AFFAIR" (M-G-M)
ORIENTAL—(3,490), 35c-50c, 7 days. Stage: Olsen and Johnson Revue. **Gross:** $23,600. (Average, $15,000)

"TOP OF THE TOWN" Univ.)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Benny Meroff and Band. **Gross:** $21,600. (Average, $19,000)

Week Ending April 9:

"SWING HIGH, SWING LOW" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $8,200. (Average, $6,500)

"WAIKIKI WEDDING" (Para.)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days, 2nd week. **Gross:** $17,800. (Average, $11,000)

"DANGEROUS NUMBER" (M-G-M)
STATE-LAKE—(2,776), 20c-35c-40c, 6 days. Stage: Verne Buck and Revue. **Gross:** $12,000. (Average, $13,000)

"MAYTIME" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. **Gross:** $20,000. (Average, $15,000)

Week Ending April 10:

"LOST HORIZON" (Col.)
ERLANGER—(1,200), 50c-$1.50, 7 days. 2 shows daily, 4th week. **Gross:** $10,100. (Average, $10,000)

Wall Street

Light Board Movement

	High	Low	Close	Net Change
Columbia	33½	33¼	33½	.....
Columbia, pfd. ...	42½	42½	42½	+ ¼
Consolidated	4⅛	4⅛	4⅛	.....
Consolidated, pfd..	14⅞	14⅞	14⅞	— ⅛
Eastman	159½	158½	158½	— ¾
Eastman, pfd. ...	151½	151½	151½	+1½
Gen. T. Equip....	29¼	28	29¼	+ ¼
Loew's, Inc.	80½	78½	80½	+ ⅞
Paramount	24¼	23⅛	24¼	+ ⅜
Paramount 2 pfd.	21⅞	21	21⅞	+ ⅛
Pathe Film	8⅝	8⅛	8⅛	— ¼
RKO	9⅜	9	9⅜	+ ¼
20th Century-Fox.	38½	38	38½	+ ⅝
20th Century, pfd.	47⅞	47⅞	47⅞	— ⅜
Universal, pfd. ...	81⅝	81	81	—2
Warner Bros.	15⅜	14¾	15⅜	+ ⅜

Curb Rises Slightly

	High	Low	Close	Net Change
Grand National ..	2¾	2¾	2¾	.....
Sonotone	1¾	1⅝	1⅝	.....
Technicolor	20½	20½	20½	+ ⅜
Trans-Lux	4½	4½	4½	+ ⅛

Little Bond Activity

	High	Low	Close	Net Change
Paramount Pict. 6s '55	72½	72½	72½	.....
RKO 6s '41 pp....	117½	117½	117½	+ ¼

(Quotations at close of April 12)

"Maytime" $5,900 Leader in Spokane

SPOKANE, April 12.—"Maytime" was big with $5,900 at the State, $1,100 over par. The Inland Empire Education Ass'n. convention helped grosses, the musical was held over.

"Green Light," on a dual with "Wings of the Morning," drew $5,100 in six days at the Fox after the San Carlo Opera Co. had had the theatre two days.

Total first run business for the week was $14,800. Average is $13,200.

Estimated takings for the week ending April 8:

"MAYTIME" (M-G-M)
STATE—(1,000), 30c-40c, 7 days. **Gross:** $5,900. (Average, $4,800)

"GREEN LIGHT" (F. N.)
"WINGS OF THE MORNING" (20th-Fox)
FOX—(2,300), 25c-40c, 6 days. **Gross:** $5,100. (Average, 7 days, $5,200)

"YOU ONLY LIVE ONCE" (Para.)
"CLARENCE" (Para.)
ORPHEUM — (1,200), 20c-30c, 3 days. **Gross:** $1,300. (Average, $1,000)

"PLOUGH AND THE STARS" (RKO)
"PENROD AND SAM" (F. N.)
ORPHEUM — (1,200), 20c-30c, 4 days. **Gross:** $2,500. (Average $2,200)

"History" on Dual $7,000, New Haven

NEW HAVEN, April 12.—"History Is Made at Night," on a dual with "Penrod and Sam" at the Roger Sherman, turned in the best showing of the week, $7,000. This topped normal by $2,300.

"Maytime" held up to $3,800 in its second week at the College. This was $1,000 in the profit column. The other two first runs were in the red.

Total first run business was $21,400. Average is $19,300.

Estimated takings for the week ending April 9:

"MAYTIME" (20th-Fox)
COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. **Gross:** $3,800. (Average, $2,800)

"SEVENTH HEAVEN" (20th-Fox)
"WE'RE ON THE JURY" (Radio)
LOEW'S-POLI—(3,040), 35c-50c, 7 days. **Gross:** $6,800. (Average, $7,000)

"SWING HIGH, SWING LOW" (Para.)
"MURDER GOES TO COLLEGE" (Para.)
PARAMOUNT—(2,348), 35c-50c, 7 days, 2nd week. **Gross:** $3,800. (Average, $4,800)

"HISTORY IS MADE AT NIGHT" (U. A.)
"PENROD AND SAM" (F. N.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $7,000. (Average, $4,700)

"Property" on Dual is Best K.C. Grosser

KANSAS CITY, April 12.—"Personal Property" was the best draw of the week with $14,900 at the Midland on a dual with "Find the Witness." The weather was unseasonably cold and the nine-day Shrine circus at the Municipal Auditorium was competition.

"Waikiki Wedding" was the only other show to climb across par. With "Midnight Court" it went $500 above $7,000 at the Newman in its second week.

"The Good Earth" at the Orpheum, grossed $12,500 and was held.

Total first run business was $40,300. Average is $37,500.

Estimated takings:

Week Ending April 8:

"KING AND THE CHORUS GIRL" (W. B.)
"HER HUSBAND'S SECRETARY" (W. B.)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $7,400. (Average, $8,000)

"PERSONAL PROPERTY" (M-G-M)
"FIND THE WITNESS" (Col.)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $14,900. (Average, $11,500)

"WAIKIKI WEDDING" (Para.)
"MIDNIGHT COURT" (W. B.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. **Gross:** $7,500. (Average, $7,000)

"THE GOOD EARTH" (M-G-M)
ORPHEUM—(1,500), 50c-75c-$1-$1.36. **Gross:** $12,500.

"TIME OUT FOR ROMANCE" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Bob Hall, Frank Conville, Sunny Dale, Paul Arena & Co. **Gross:** $6,800. (Average, $7,000)

"SEVENTH HEAVEN" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 7 days, 2nd week. **Gross:** $3,700. (Average, $4,000)

Set Warner Zone Drive

CLEVELAND, April 12.—Nat Wolf, Warner zone manager, is being honored by the managers of theatres in his division with a 44-day drive for record business. Prizes, which are duplicated in the northern and southern divisions are: first prize, an extra week's vacation with pay; second prize, $50, and $100 for the winning district manager.

"History" Up With $12,000 At Washington

WASHINGTON, April 12.—"History Is Made at Night" was the surprise picture of the week. It took $12,800 to exceed the weekly average by $2,200.

"Swing High, Swing Low" at the Earle reached $20,100, over par by $1,700. The return to the stage with his own act of Bert Granoff, one-time house tenor, helped.

"The Good Earth" as a roadshow at the National was good for $14,000. While an average is not available on this usually legit house, this take is approximately $4,000 under both "Romeo and Juliet" and "The Great Ziegfeld."

Total first-run business, excluding the National and Rialto, was $77,600. Average is $73,700.

Estimated takings, exclusive of tax:

Week Ending April 8:

"SWING HIGH, SWING LOW" (Para.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Bert Granoff, Carolyn Henry & Dean Herrick; Ray & Trent; Harry King & Sinclair Twins; Art Frank & Vivien Peterson. **Gross:** $20,100. (Average, $18,400)

"SEVENTH HEAVEN" (20th-Fox)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Salici Puppets; Fray & Braggiotti; Kay, Katya, & Kay; Medley & Dupree. **Gross:** $19,700. (Average, $20,900)

"STEP LIVELY, JEEVES" (20th-Fox)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $3,200. (Average, $3,600)

"MAYTIME" (M-G-M)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, 2nd week. **Gross:** $16,400. (Average, first week, $15,900)

"I PROMISE TO PAY" (Col.)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $5,400. (Average, $4,300)

"HISTORY IS MADE AT NIGHT" (U. A.)
RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $12,800. (Average, $10,600)

Week Ending April 10:

"THE GOOD EARTH" (M-G-M)
NATIONAL—(1,744), 55c-$1.65, 7 days. **Gross:** $14,000.

"THE ROBBER SYMPHONY" (Concordia)
RIALTO—(1,100), 25c-55c, 7 days. Stage: Hans Feher, Magda Sonja and dog; in the pit (three days) Friedrich Feher and symphony orchestra of 65. Co-feature, last 4 days: "Of Human Bondage." **Gross:** $2,000.

Make New Move for Better Roxy Terms

Another effort will be made to have 20th Century-Fox Film Corp. increase its offer for the Roxy, Samuel Kramer, counsel for the Roxy stockholders, revealed yesterday at the hearings on the proposed plan of reorganization now being held before Special Master Addison S. Pratt.

An adjournment until 2 P. M. today was taken to allow W. C. Michel, 20th Century-Fox executive, to communicate with Sidney R. Kent, president, by transatlantic telephone when the latter arrives in London. Alvin Schlosser, a member of the noteholders' protective committee, testified that he valued the theatre at $5,500,000. He said the plan was fair to bondholders and noteholders and "unfortunately fair" to stockholders.

Reserve Ruling on Katz Claim

The Circuit Court of Appeals reserved decision yesterday on the appeal taken by the Irving Trust Co., Paramount-Publix trustees, against the allowance of the $265,000 claim made by Sam Katz. Special Master John E. Joyce expunged the claim after a hearing, but Federal Court Judge Alfred C. Coxe reinstated it. Katz alleges that he was employed as vice-president of the company on a two-year contract on Jan. 1, 1932. His contract was terminated on Oct. 26, 1932, and he is making a claim for salary allegedly due him.

Ask Cohan Suit Dismissal

Maurice A. Richmond and Max Meyer, who do business as the Paull-Pioneer Music Co., filed a motion in Federal Court yesterday to dismiss the complaint of George M. Cohan for $100,000 royalties on 49 Cohan songs. The motion is made on the ground that the Federal Court lacks jurisdiction to hear the suit and that the complaint failed to set forth a cause of action. Judge Robert T. Patterson will hear the arguments on April 20.

Orders RKO Claim Finding

Federal Court Judge William Bondy yesterday ordered Special Master Richard J. Scrandrett to determine a complicated claim of $11,629 against RKO. The Hanover Capital Trust Co. alleges that it is the assignee of a claim from Alfred E. Fliegel. The Trenton Advertising Co. has made a demand to participate in the allowance to the extent of $3,000. Scrandrett is also holding hearings on the claim for $5,161 against RKO by the Trenton Advertising Co.

Columbia Dividends Set

Columbia Pictures has declared a quarterly dividend of 68¾ cents per share on the $2.75 convertible preferred, payable May 15 to holders of record May 4.

The company also will pay 25 cents per share on the common June 21 to common and voting trust certificate holders of record June 1.

Governor in Rogers Film

OKLAHOMA CITY, April 12.—Gov. E. W. Marland of Oklahoma posed here for Harry Loud, M-G-M cameraman, who is in the state filming scenes to be used in the short subject which will be employed in the theatre drive for the Will Rogers Memorial Fund.

BETTE'S BETTER THAN THE BEST!

"Marked V
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Sells 25 T
And Lobb

AND IT'S RUNN
DAY SINCE LA

WARNER BROS. Made Her That Way For You!

man" Smashes "Anthony Adverse"
First 2 Days at N.Y. Strand!
kets Per Minute Forcing S.R.O.
Holdout on 3rd Day-Monday!

AWAY WITH RECORDS HOUR-BY-HOUR, DAY-BY-
EEK-END'S SUPER-SENSATIONAL OPENINGS IN

San Francisco
New Haven
Philadelphia
Washington
Memphis
Boston
Louisville
Pittsburgh
Milwaukee
Indianapolis
Kansas City
Omaha
Portland
St. Louis

BETTE DAVIS

Will Leave a Mark You'll Never Forget, in

ARKED WOMAN"

with

HUMPHREY BOGART

A LANE · ISABEL JEWELL · EDUARDO CIANNELLI · Jane Bryan · Allen
ins · Rosalind Marquis · Mayo Methot · John Litel · Ben Welden · Henry
ill · Directed by LLOYD BACON · Songs by Harry Warren and Al Dubin
A First National Picture

SOCKO!

IT'S EVEN
BEATING
"G-MEN"!

Hear Protest To Agreement On Copyright

(Continued from page 1)

of the Copyright Committee of the Hays office, told the Senators that adherence prior to copyright revision would throw the copyright law into chaos. The State Dep't, he said, is urging adherence as part of its foreign trade improvement program, contending that with the exception of England no country is concerned whether we enter or not. On the contrary, Kilroe asserted, every member of the convention is anxious to have the United States adhere.

Contending that this country should wait until the next meeting, at which the convention will be amended, Kilroe said that many countries had entered with reservations. The next meeting of the International Copyright Union may be important, since many radical and revolutionary proposals have been drafted.

There is a tendency abroad, he explained, to give the author more rights because of new inventions, such as talking pictures, television and the like, and among these problems is the question of who is to be considered the author of a scenario, held in this country to be the producer, but in some others the scenario writer.

Many of these questions, he added, are of primary importance to the film industry. "Whatever this country is going to get in the way of concessions it must get before it puts its name on the dotted line," he concluded. After that, the United States will have but one vote.

Appearing on behalf of the National Ass'n of Broadcasters, Sidney M. Kaye told the committee the radio industry is "not hostile" to adherence by the United States and approves the Duffy Copyright Bill, but opposes entry before revision on the same ground as the film producers. Adherence before copyright revision, he contended, might subject broadcasts to heavy penalties because of the lack of definite information as to what parts of our copyright and common laws still were operative.

Asks Individual Treaties

Declaring that copyright is a commercial proposition, John G. Paine, chairman of the board of the Music Publishers Protective Ass'n, voiced opposition to adherence, recommending instead that this Government make individual treaties with the various foreign countries as it has on tariff and other subjects. The treaty, he pointed out, becomes the law of the land under our Constitution, and the United States could take no retaliatory action against any nation which discriminated against us without entire withdrawal from the union.

Paine asserted that entry into the union would not assure Americans of full union rights in all countries, pointing out that it would still be necessary for them to comply with native requirements.

The sub-committee will hold another brief meeting tomorrow for the purpose of securing the views of the State Dep't.

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(Certified Public Accountant)

Tells all the facts about your business each week.

- **Payroll data for Social Security Taxes.**
- **Profit at a glance—Daily or Weekly.**
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$3 ENOUGH FOR A FULL YEAR'S BOOKKEEPING

QUIGLEY BOOKSHOP
ROCKEFELLER CENTER
NEW YORK

Condor Explains Call For New SEC Hearing

(Continued from page 1)

graphic details of studio rental arrangements with Grand National were filed. The minor details omitted in the telegraphic material are the basis of the commission's request for a hearing, Hirliman said. The S.E.C. has "taken no exception to any of the other statements or representations in the entire Condor prospectus as originally filed," he stated.

Condor in Product Talks

Production plans by Condor for next season got under way here yesterday with the arrival of M. H. Hoffman from the coast. George A. Hirliman, president and production chief for the company, arrived last week. A. J. Van Beuren, chairman of the board, also is participating in the discussions.

George O'Brien's contract has been renewed and Conrad Nagel has been signed to appear in a number of pictures to act as well as direct. Richard Dix, who has been free lancing, has been added to the roster.

Takes Hungarian Film

Danubia Pictures has acquired the Hungarian prize-winning film, "Man of Gold," for distribution in this country.

U.S. Film Admissions in '35 Totaled $495,860,000

(Continued from page 1)

houses, which amounted to $19,630,000, $19,363,000 was from admissions and fees, $19,000 for the sale of merchandise and $248,000 from other sources. The average number of employes per film house was 7.7 and the average annual wage was $1,105.

A breakdown of the figures showed that of the 12,024 film houses, 1,741, or 17 per cent, were in cities of 500,000 or larger, 780 in cities between 25,000 and 500,000; 700 between 100,000 and 250,000; 214 between 75,000 and 100,000, 388 between 50,000 and 75,000; 436 between 30,000 and 50,000; 435 between 20,000 and 30,000; 935 between 10,000 and 20,000; and 5,395 in smaller communities.

Receipts in this classification were: Cities over 500,000, $176,055,000; 250,000 to 500,000, $56,484,000; 100,000 to 250,000, $49,876,000; 75,000 to 100,000, $13,939,000; 50,000 to 75,000, $24,859,000; 30,000 to 50,000, $26,682,000; 20,000 to 30,000, $22,927,000; 10,000 to 20,000, $41,500,000; smaller communities, $95,874,000.

The number of film houses and 1935 receipts for each state were reported by the bureau as follows:

Alabama, 171 houses, $3,642,000; Arizona, 56 houses, $2,032,000; Arkansas, 138 houses, $2,470,000; California, 719 houses, $44,847,000; five legitimate and opera, $631,000; Colorado, 133 houses, $3,755,000; Connecticut, 161 houses, $9,825,000; Delaware, 22 houses, $966,000; District of Columbia, 42 houses, $6,677,000; Florida, 167 houses, $5,791,000; Georgia, 148 houses, $2,908,000; six legitimate and opera, $230,000; Idaho, 101 houses, $1,724,000; Illinois, 582 houses, $35,588, 10 legitimate and opera, $1,662,000; Indiana, 362 houses, $11,680, four legitimate and opera, $92,000; Iowa, 357 houses, $6,348,000, three legitimate and opera, $10,000; Kansas, 284 houses, $6,108,000; Kentucky, 206 houses, $4,848,000; Louisiana, 161 houses, $3,274,000; Maine, 125 houses, $3,183,000; Maryland, 157 houses, $6,891,000; Massachusetts, 284 houses, $23,181,000, seven legitimate and opera, $707,000; Michigan, 436 houses, $16,414,000, three legitimate and opera, $151,000; Minnesota, 376 houses, $9,602,000, five legitimate and opera, $132,000; Mississippi, 95 houses, $1,108,000; Missouri, 382 houses, $13,311,000; six legitimate and opera, $59,000; Montana, 129 houses, $2,584,000; Nebraska, 222 houses, $3,395,000; Nevada, 32 houses, $782,000; New Hampshire, 68 houses, $2,295,000; New Jersey, 307 houses, $24,975,000, four legitimate and opera, $129,000; New Mexico, 50 houses, $1,204,000; New York, 994 houses, $99,167,000, 69 legitimate and opera, $14,220,000; North Carolina, 222 houses, $6,167,000; North Dakota, 127 houses, $1,633,000; Ohio, 637 houses, $26,188,000, six legitimate and opera, $345,000; Oklahoma, 284 houses, $6,566,000; Oregon, 152 houses, $4,371,000; Pennsylvania, 877 houses, $41,089,000; six legitimate and opera, $754,000; Rhode Island, 45 houses, $3,084,000; South Carolina, 125 houses, $2,626,000; South Dakota, 141 houses, $1,725,000; Tennessee, 173 houses, $5,473,000; Texas, 674 houses, $19,397,000, three legitimate and opera, $54,000; Utah, 86 houses, $1,448,000; Vermont, 51 houses, $1,258,000; Virginia, 187 houses, $5,985,000; Washington, 250 houses, $7,333,000; West Virginia, 192 houses, $4,171,000; Wisconsin, 291 houses, $7,867,000; Wyoming, 43 houses, $1,240,000.

Algers Master for RKO Reorganization

(Continued from page 1)

there were "special circumstances" in the case which compelled him to send it to a special master instead of holding the hearing himself. Special Master Algers was ordered to divide creditors and stockholders into classes according to the nature of their claims and report on the fairness and feasibility of the proposed plan. Modifications will be presented to Algers and he is required to make recommendations. No dates for the hearings have been set. Thomas D. Thatcher and Richard J. Scrandrett will continue to act as special masters for the hearings on claims against RKO.

Algers is a practicing attorney and a former member of the committee on admissions to the New York bar. Several years ago he was appointed by Governor Lehman chairman of the Moreland commission to conduct an inquiry into real estate mortgages here.

Expect KAO Board To Retain Balance

The present balance of representation on the Keith-Albee-Orpheum board will be continued for another year at the annual meeting of stockholders of the company tomorrow, it is learned.

The representation formula, adopted last year, apportions three places on the board to RKO-RCA interests, three to M. J. Meehan interests and one to a neutral selected by the two principal stockholder groups. Only one new director is expected to be elected at tomorrow's meeting, and this will be to fill the vacancy created by the resignation of M. H. Aylesworth, one of the RKO representatives. Major L. E. Thompson is regarded as the probable successor.

The remaining six directors are expected to be reelected. They are Leo Spitz, K-A-O president and chairman; Lunsford P. Yandell of RCA; Malcolm Kingsberg. P. J. Maloney and Monroe Goldwater, Meehan representatives, and Donald K. David, neutral member. Up to the annual meeting last year, the RKO-RCA and the Meehan interests had five representatives each and there were three "neutral" members of the board. Results achieved by the smaller board of seven members appear to insure its continuance.

RKO Signs for First Of Six New Theatres

Negotiations have been concluded by RKO for the first of six theatres to be acquired in the local area. According to the terms of a deal signed late last week with M. Squires, independent exhibitor, RKO will begin operating the Parkway, Mt. Vernon, May 1.

RKO interests hope to complete arrangements this week for taking over three more houses on May 1.

The circuit is making a strong bid to build up its local units to a point where it will be represented with as many theatres as Loew. The latter circuit also is adding to its string, having recently taken over the Cameo, New Rochelle, in addition to building a 1,100-seat theatre at Fenton Ave. and Boston Road, in the Bronx.

Federal Rule Of Production Held Possible

(Continued from page 1)

four on the others. In a dissenting opinion, the minority held that Congress has exceeded its authority.

"Obviously," the minority opinion commented, "what is determined may gravely affect a multitude of employers who engage in a great variety of private enterprises—mercantile, manufacture, publishing, stock-raising, mining, etc. It puts into the hands of a board power of control over purely local industry beyond anything heretofore deemed permissible."

High Court Verdict Effect Felt in L. A.

(Continued from page 1)

new labor federation to negotiate a basic agreement with producers was signified at Sunday's mass meeting of Painters, Decorators and Paperhangers Local 644, when reports from delegates attending New York meetings were heard.

The tenseness in the current labor situation revolves around the question of whether or not future confabs between painters and producers shall be held. Guild spokesmen unofficially declared a series of conferences between Guild leaders and painters over the next ten-day period had been decided upon. Although reports indicated producers would stand by the decisions made in New York without future conferences, Pat Casey definitely refuses to comment, lending credence to the statements that there would be continued negotiations for inclusion in the basic agreement.

Decision Seen Labor Victory

The upholding of the Wagner Act was viewed as a victory for labor factions in union circles. The Guild contends producers will be forced to negotiate an agreement under the present circumstances.

Possibilities of a strike by the Guild and Painters now appears remote. IATSE heads, however, would not comment one way or the other on the situation.

Regardless of whether a new federation comprised of Guild members and painters and affiliates is formed or not, it is understood that the existing harmony between these factions will continue. Meanwhile Studio Utility Employees Union Local 724 stated that it had received word from International heads that they had entered a producer-labor basic agreement. This organization has a membership estimated at 1,400. It is understood that the classification of men will await conferences with IATSE officials.

Blair for Sacramento Meet

HOLLYWOOD, April 12. — Aubrey Blair, Screen Actors' Guild executive, went to Sacramento tonight to attend a legislative hearing on the optional contract bill which reduces standard optional contracts from seven to three years. He will also attend hearings on the "little" Wagner Bill on which the Guild seeks action.

Out Hollywood Way

HOLLYWOOD, April 12.—The "Thin Ice" company has returned to the 20th Century-Fox studio after a 10-day location trip to Mt. Ranier . . . SONJA HENIE and TYRONE POWER head the cast.

GERMAINE AUSSEY, French star, assigned by DARRYL ZANUCK to lead in "Lancer Spy". . . SAM BISCHOFF Warner associate producer, off for a month at Honolulu . . . BARTON McLANE completes "Lady Luck" for Warners and goes to the Sierras for a fishing trip . . . CLAUDE RAINS finishes in "The Deep South," Warners and leaves for Pennsylvania where he has a farm.

OSCAR SERLIN and MRS. SERLIN observed their fifth wedding anniversary with a party . . . FRED WARING and his Pennsylvanians here for "Varsity Show," Warners . . . GREGORY DICKSON refuses to fall for that Hollywood habit of wearing old trousers that don't match his jackets . . . FRED QUIMBY another . . . MRS. DAVID O. SELZNICK heading east for a change of scenery . . . HAL WALLIS to Europe soon now . . . JACK WARNER to New York in a couple of weeks via the canal . . . DR. A. H. GIANNINI opens Beverly Hills offices . . . HARRY BRAND ill with a cold and sinus infection . . . SAMUEL GOLDWYN borrows DORIS NOLAN from CHARLES R. ROGERS for "Dead End."

✚

Casting — ETTA McDANIELS in "Stella Dallas," Samuel Goldwyn . . . SPRING BYINGTON and ERIC BLORE in "Gentleman After Midnight," Warners.

✚

Contracts—ANN MILLER and JERRY BERGEN signed by RKO through Arthur Silber agency . . . JOAN MARSH signed by 20th-Fox.

✚

Title Change — Goldwyn's "Beauty Parlor" to be released as "You Can Be Beautiful.

Union in New Haven Claims Member Gain

NEW HAVEN, April 12.—The newly-chartered A. F. of L. exchange employes union here claimed an increase in membership at the fifth meeting here. The union declares it has about 40 out of the 55 eligible, exclusive of bookers. A last open meeting has been scheduled for Wednesday night at Trades Council Hall, when it is promised the long-awaited officers of the Boston union will be present, and permanent New Haven officers will be elected.

Although the announcement that salary increases were imminent drastically cut attendance at the second meeting, failure of the increases to materialize has once more stimulated interest in the union.

See National Adjustments

CLEVELAND, April 12.—Demands presented last Monday to local branch managers by shippers, inspectors, poster clerks and assistants for a wage increase will not be settled locally, it is learned. Wage adjustment of workers in this classification will be made nationally, with national A. F. of L. officials, it is said. Although the local workers signed up as members of the Packers' and Wrappers' union, it is understood that eventually they will become affiliated with the film operators' union.

Seek Legal Picketing

LINCOLN, April 12.—Labor forces in a committee hearing at the legislative session here tried to gain repeal of the 16-year old anti-picketing law. Active in the move was Mace Brown, secretary of the Omaha operators, and Roy Brewer, also of an operators' union in Grand Island.

Decide S. E. C. Case

WASHINGTON, April 12.—The U. S. Supreme Court, in the case of J. Edward Jones vs. S.E.C. today held that the calling of hearings on registration by the commission constitutes suspension.

Circuit Experiments On Single Features

OMAHA, April 12.—An experiment in partial return to single feature programs is being conducted in two Tri-States houses in this territory.

At Hastings, Neb., where doubles have been played on a split week plan by the Rivoli, only the Wednesday change will play duals, with two other changes playing singles. The Grand Island Capitol also goes to a single feature policy the first four days with a price raise to 25 cents for matinees and 35 cents evenings. Dual features will continue the last three days.

Set Contest in Brooklyn

A combination amateur-professional dancing contest will be staged at the Strand, Brooklyn, starting tomorrow night and will continue every Wednesday. About two weeks ago, Professional Night supplanted Basketball Night at the Paramount on Fridays. The Fox, Brooklyn, continues with Amateur Night which is sponsored by a Brooklyn merchant. The three theatres are jointly operated by a pool headed by Si Fabian.

Milstein Meets K. C. Men

KANSAS CITY, April 12.—J. J. Milstein, vice president in charge of distribution for Republic, and Max Roth, central division manager, discussed product and sales here today with exchangemen from the surrounding territory.

Following the meeting the men attended a screening of "The Hit Parade." Shortly after, Milstein left for the coast were he will hold a similar regional conference.

Continue Theatre Games

HOUSTON, April 12.—Declining to follow the lead of Lufkin exhibitors who have stopped Bank Night and other chance games at theatres, Glenn Fannin of the Texan and B. D. Hust of the Stone Fort, in Nacogdoches, continue to hold the weekly drawings. County Attorney Vernis Fulmer had asked that the practise be stopped, and has threatened suit against managers and patrons.

IATSE Drive To Be Pushed In Key Spots

(Continued from page 1)

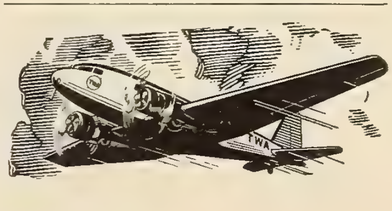
been advised by the A. F. of L. that cooperation would be given in distribution centers where the I.A. is not established and in other centers where questions of jurisdiction may arise. Moreover, it was reported that industry officials for the most part prefer to see the exchanges organized by the I.A.T.S.E., in the event that national organizing of the employes is inevitable. Past relations between the international and the industry have been amicable enough and no strike of any serious proportions in which the I.A. has been involved has occurred in the industry in the past 10 years.

It was also reported that company heads were given notice of the I.A.'s organizing intentions in the course of the labor conferences at the office of Pat Casey, producers' labor representative, last week.

The I.A.'s local organizing drive was launched yesterday in most of the principal exchanges and will be continued, it was said, until representation is obtained in all exchanges.

To Talk Score Charges

Score charges by major companies and Loew bookings in the Greater New York territory are scheduled to be discussed tomorrow by the ~~members~~ of the I.T.O.A. at the regular meeting at Astor. Harry Brandt will preside.



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1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . **direct** to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

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Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
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GENERAL AIR EXPRESS

◂ Radio Personals ▸

GEORGE MACMURRAY and Hal Davis joined the CBS press department yesterday. Davis will work the 6 P. M. to 1 A. M. shift with Jim Kane, while MacMurray, who is from the *Marion* (O.) *Star*, will hold down the 1 to 9 A. M. trick. . . . And as a final CBS press department note, Charles Pooler has been temporarily detached from publicity work to assist John Fitzgerald, of the public events and special features department during the absence of Paul White, who sails for London today to supervise his network's coronation coverage. . . . The "Norsemen" have been signed for 100 hours of broadcasting for the World transcription library. . . . Lois Bennett signed to replace Mary Eastman on "Sweetest Love Songs Ever Sung." . . . Stan Myers, network vocalist, being screen tested by 20th Century-Fox. . . .

✚

William Gellately, WOR sales manager, sails today for a two-week vacation stay in Bermuda. . . . Mark Hawley's wife, Adelaide, presented him a baby girl Saturday night. . . . Both are WOR commentators. . . . Carolyn Urbanek has been signed to sing duets with Bonelli on the Saturday night Ford series on CBS. . . . Roscoe Karns and Rochelle Hudson will assist Joe E. Brown on the Lux "Radio Theatre" offering of "Alibi Ike" this week. . . . Dorothy Lowell has replaced Evelyn Abbott in the title of "Our Gal Sunday," heard Mondays through Fridays on CBS. . . . Grace George will offer scenes from St. John Irvine's "First Mrs. Frazer" on Kate Smith's "Bandwagon" April 22. . . . Eddie Cantor will extend Hollywood greetings to Rubinoff on the latter's broadcast April 18. . . . Baseball pitchers Carl Hubbell and Bob Feller will guest appear on Joe Cook's "Shell Show" Saturday night. . . .

✚

NBC Photographers Ray Lee Jackson, Bill Haussler and Syd Desfor will exhibit their portraits and action shots on the mezzanine floor of Radio City beginning April 19 and running until May 1. Admission to the public will be free. . . . Lydia Lambal, recently arrived from Paris, will be Louis Katzman's guest tonight on WINS. . . . Duke Ellington celebrates his 38th birthday April 29. . . . Paul Whiteman set for a Loew's State stage appearance beginning May 13. . . . Irving Mills plans to sail for Europe in May to arrange foreign distribution for Master Record discs. . . . Blevins Davis has been signed for a guest appearance on "Showboat" April 15. Blevins is an authority on coronation history, and will be interviewed by Lanny Ross on that subject. William H. Green, manager of Davis, set the deal. . . .

LEO SAYS:
Don't miss Col. Jay C. Flippen's original amateur hour on WHN from 7 to 8 o'clock tonight!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Some Teacher

The Pontiac Motor Co. "Varsity" program April 16 will originate on the campus of the University of Southern California, where Eddie Cantor's daughter, Edna, is a student.

Because Edna aspires to appear on the program, her famous dad is spending all his leisure time with his daughter, coaching her in mike technique.

Five Applications Received by F. C. C.

WASHINGTON, April 12.—Applications for five new broadcasting stations today were filed with the F. C.C. as follows.

William F. Maag, Jr., Youngstown, O. 1,420 kilocycles, 100 watts, daytime; Arthur Lucas, Savannah, 1,310 kilocycles, 100 watts; Radio Enterprises, Inc., Lufkin, Tex., 1,310 kilocycles, 100 watts, daytime; E. B. McChristy, Brownwood, Tex., 630 kilocycles, 250 watts, daytime, and R. M. Dickinson, San Diego, 890 kilocycles, 1,000 watts night, 5,000 watts day.

The commission also was asked by WSAZ, Huntington, W. Va., for authority to increase its day power from 1,000 to 5,000 watts.

Hershfield on WINS Wednesday

Harry Hershfield will begin a variety program on WINS this Wednesday at 6:15 P.M., and every Wednesday thereafter at the same time. The program will be known as "Harry Hirshfield's Kabbible Kabaret," and will feature guests from stage, screen and night clubs. Hershfield will em cee.

"Right Job" Starts April 18

"The Right Job," a new 15-minute series, will be offered over a coast-to-coast Mutual network from 2:30 to 2:45 P.M., E.S.T., beginning April 18. The University Broadcasting Council and Northwestern University will produce the program.

Gar Young Joins Hearst

Gar Young, a member of the advertising and sales promotion department of NBC since 1932, and director of its trade news service, has resigned from the company, effective April 15, to join Hearst International Advertising Service.

WOR to Start 2 New Series Immediately

A. N. Smallwood & Co., real estate operators, have signed for two new programs on WOR. Effective immediately, Dr. Arthur Frank Payne, conductor of the program known as "The Psychologist Says," will be heard Mondays and Wednesdays from 1:15 to 1:30 P. M. A musical variety program with Norman Brokenshire as em cee, is to begin April 27, Tuesdays and Thursdays from 7:15 to 7:30 P. M., and Sundays from 10:30 to 10:45 A. M. Jay Lewis associates set both programs.

Also on WOR, Bristol-Myers Co. has contracted for two Press-Radio offerings presided over by Mark Hawley and Dave Driscoll, respectively. Hawley will be heard Mondays, Wednesdays and Fridays from 12:30 to 12:45 P. M.; Driscoll will be sponsored Tuesdays and Thursdays, from 4:15 to 4:30 P. M., both programs to begin the week of April 26. Young and Rubicam is the agency.

KFI Adds Four Accounts

LOS ANGELES, April 12.—Four new KFI accounts and one KECA have been signed by Earle B. Anthony, Inc.; KFI—52 one-minute transcription announcements, once a week for 13 weeks, the remainder in available spots through the year, sponsor, Procter & Gamble Co., agency, Compton Advertising, Inc.; "King Cowboy Revue" two weekly 15-minute programs, 6:30 to 6:45 P.M., P.S.T., Sundays and Saturdays, 13 weeks, beginning April 25, sponsors, O. M. Tablet Co., Pasadena, agency, Lou Sterling and Associates; "Agnes White's California Kitchen," three-minute participation, biweekly for three weeks beginning April 15, sponsors, Washington State Apples, Inc., agency, J. Walter Thompson; KECA, six spot announcements beginning April 9, sponsor, Wistaria Ass'n., Sierra Madre, Cal.

WMAQ, Chicago, 15 Years Old

CHICAGO, April 12.—WMAQ, Chicago's oldest radio station, will be 15 years old tomorrow. The station has been owned by NBC since 1932.

In its 15-year existence WMAQ has stepped from a 500-watt to a 50,000-watt station.

Winninger to "Showboat"

HOLLYWOOD, April 12. — Charles Winninger has been signed to return to the Maxwell House "Showboat" program in his original role as "Cap'n Henry." The program moves here from New York late this spring.

Radio Speeds Its Invasion Of Hollywood

(*Continued from page* 1)

appointed his committee to look into the film-radio situation, when the following radio headline news broke into print:

1.—Maxwell House "Showboat," one of radio's biggest and most popular programs, announces its decision to change its base of operations to Hollywood, with film guests as the program's premiere attraction.

2—Kate Smith, whose radio followers number in the millions, is purchased by General Foods for a new Hollywood program. Film players, of course, will be featured as guests.

3—CBS approves a new $2,000,000 Hollywood studio seating 1,200 spectators, and seven additional Hollywood studios, for completion by November of this year.

4—The Nash-Lafayette program drops Floyd Gibbons and Grace Moore substitutes as star—with a resultant program shift to Hollywood.

5—Chase and Sanborn admits that "Do You Want to Be an Actor?" is not glamorous enough as a Hollwood offering, and signs Don Ameche to head a new series. Ameche will be supported by guest film players.

All the above developments have crystallized since the Miami M. P. T. O. A. call for regulation. Additionally, it is only a matter of days, or at best, weeks, before NBC will make public its plans for additional Hollywood studios, at a cost rumored to be about $2,000.000. MOTION PICTURE DAILY has positive assurance that the studio expansion plans have been approved by the network. The plans merely await public announcement.

Radio, in the light of the above actions, seems to have given the answer. The answer is—"Hollywood Ho!"

Union Oil Renews "Thrills"

HOLLYWOOD, April 12.—Union Oil Co. has renewed its "Thrills" programs, half-hour weekly, for a second 13 weeks, beginning April 28, on the NBC-Red network plus KGU in Honolulu. The same administrative staff will be maintained. Frederick C. Dahlquist, president of American Radio Features, produces the show; Dave Taylor is technical director and Forrest Barnes writes the script. "Unsolved Mysteries," 39 quarter-hour transcription shows produced last year by Dahlquist, have been taken for the Atlantic seaboard states by Texas Oil Co.

Margaret Cuthbert to Tour

Margaret Cuthbert, NBC's director of women's activities, will leave New York Friday to take part in the "Conference of Fields of Work for Women" at Cornell University. Miss Cuthbert is a graduate of that school.

Before returning to Radio City, Miss Cuthbert will speak also at Oklahoma College for Women, at the General Federation of Women's Club meeting in Tulsa, and at the eighth annual Institute for Education by Radio meeting at Columbus, Ohio.

More Radio—Page 14

Open Season on Gifts

Agencies and sponsors have declared open season on radio editors, with sundry gifts as the decoys to lure space breaks from the "boys."

Herewith is a recapitulation of the "bribes" received by M. P. D's. radio editor the past week:

A single shoe string from the H. N. Kiesewetter agency. (A shoe string was to provide an important clue in a forthcoming broadcast of "Famous Jury Trials.")

From the National Silver Co., sponsors of the Irving Kaufman broadcast on WOR, a *single* teaspoon.

From NBC, a toy mouse, allegedly of the singing variety.

From Young & Rubicam, an *empty* carton of "Grape Nuts" to call attention to the new Burns and Allen program.

From Kenyon & Eckhardt, a toy skillet, lest the "Sisters of the Skillet" go unnoticed.

Vol XCVI No 32,978

NEW YORK APRIL 5 1937

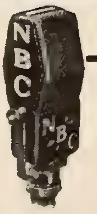
FINAL

PEOPLE TO EAT ALL SUMMER!

FINAL

LIFE is about the same, summer and winter. People eat and drink, work and play, keep on buying. They spend just as many millions of dollars. Not only for seasonal needs and luxuries, which you'd expect. But for year-'round products like gasoline, cigarettes, electric refrigerators, automobiles. (These hit peak sales in summer!)

Radio listeners hang right on, too. Of the millions who listen to NBC winter programs, 97% are available to radio in any week in the summer. For where people go—there goes radio. This tremendous year-'round acceptance makes NBC the most effective year-'round sales medium in the world. That is why more advertisers are on the air—the NBC air—right through the seasons, without interruption.



Last summer, advertisers on NBC Networks (*weekday time alone*) boosted NBC income to an increase of

72½%

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA presents "The Magic Key" every Sunday, 2 to 3 P.M., E.S.T., on NBC Blue Network

WFIL Closes a Deal With 3rd Newspaper

Philadelphia, April 12.—With the completion of a deal with the *Evening Public Ledger,* WFIL swelled its list of time-space newspaper agreements to three, and took the lead among local broadcasters in this promotional activity.

Terms of the new arrangement were announced by Donald Withycomb, WFIL general manager. The paper will use a 15-minute program weekly, Sundays at 9:45 P. M., beginning immediately, which will be devoted to dramatizations based on the Dorothy Dix sydicated column which appears daily in the *Ledger.* In exchange, WFIL will be credited with a proportionate amount of display space, figured on the top card rate of both station and newspaper. As in their time-space deals with the *Inquirer* and *Record,* WFIL will use this lineage to merchandise the programs of both local and national advertisers.

NBC Plans Welcome For Three Stations

NBC will welcome its three latest affiliates, KSOO, Sioux Falls, WDEL, Wilmington, and WORK, York, Pa., on April 15.

The official salute to KSOO will be heard during the "Club Matinee" program, 4:30 to 5 P.M., E.S.T., on the Blue. WDEL will be greeted during the program featuring Helen Traubel, 7:30 to 7:45 P.M., E.S.T., on the Red. The music of the Norsemen Quartet will form the background for the salute to WORK, 9:15 to 9:30 P.M., E.S.T., on the Blue.

Choose Maurine O'Connor

Los Angeles, April 12.—Maurine O'Connor has been chosen by newspaper and radio writers of Southern California to represent the entire west in the national yearly contest for Baby Queen of the Airways. She will be presented in a series of the features which originally brought her to the attention of network officials next Saturday in the opening session of the Second Annual Radio Show in the Shrine Auditorium.

Highlight acts and artists from every station are lined up for the program. Two periods of the entertainment will be broadcast through the facilities of KNX and the CBS network—one in the afternoon and the second at 8 P.M., P.S.T.

Sponsor Signs D. V. Martin

Pittsburgh, April 12.—Darrell V. Martin, radio editor of the *Post-Gazette,* has been signed by Brent's Cleaning Houses for an air series on WWSW. The 15 minute program will go out every Monday, Wednesday and Friday at 6:30 P.M., E.S.T., for the next 16 weeks.

Tom Coakley Signing Talent

Seattle, April 12.—Tom Coakley, former San Francisco dance band leader and now a California attorney, is here in behalf of the Rockwell-O'Keefe agency in a campaign to line up local radio attractions.

George Taylor Sues KROW

San Francisco, April 12.—George Taylor, local radio singer, has filed suit for $5,850 against KROW, Oakland, alleging breach of contract.

Gordon Baking Leads On Mutual for March

Most important individual spender on Mutual the past month was the Gordon Baking Co., with a time purchase aggregate of $18,576.27 for March. Father Charles E. Coughlin, whose Shrine of the Little Flower spent a total of $17,863.00 with the network for the month, was second. The 12 leading advertisers on Mutual for March follow:

Advertiser	Time Purchases
Gordon Baking Co.	$18,576.27
Rev. Charles E. Coughlin	17,863.00
Wander Co. (for Ovaltine)	14,637.69
Wasey Products	12,340.73
Mennen Co.	11,969.00
Health Products Corp.	11,272.12
Bayer Co. (for Calirad)	11,181.00
Lutheran Church	9,395.12
S. S. S. Co.	7,695.00
Armin Varady	7,683.60
Cudahy Packing Co.	7,663.23
Lehn & Fink	7,211.97

The total Mutual billing for March was $212.861.07.

Sign New Coast Accounts

Los Angeles, April 12.—New business signed by KEHE is: Spot, featuring the Morgan Family and Hal Horton, every night but Tuesday, 9:30 to 10:30, P.S.T., sponsor Drug Trade Products, agency Benton & Hall, Chicago, through Hearst Radio; "Hook, Line and Singer," ("Forum of Fibbing"), with Calvin B. Harrison, sponsored by Entz & Rucker, sporting goods house, Thursday, 6:45 to 7 P.M., P.S.T., agency N. Newman, Los Angeles; Detective Dalt & Zumba, transcribed mystery thriller, sponsored by Bireley Orange Juice, Los Angeles, five nights weekly, 7 to 7:15 P.M., P.S.T., agency Philip J. Meany.

New accounts at KFI are: Alka-Nox Radio Race, 30-minute spot, once weekly beginning April 16, sponsors Alka-Nox Co., Ltd., Reno, 9:30 to 10 P.M., P.S.T., agency, R. H. Alber, Los Angeles; "Ann Warner's Chats with Her Neighbors," three minutes weekly for 13 weeks, Wednesdays, sponsors Soiloff Mfg. Co., Glendale, Cal., agency, H. C. Bernstein, Los Angeles.

More Stations Take "Offender"

New Haven, April 12. — WELI's "First Offender" program, broadcast Sundays at 5 P. M., will now be fed to WCOP, Boston, and WSPR, Springfield, in addition to WNBC, New Britain, and WATR, Waterbury. The program of dramatizations from lives of County Jail inmates, scripted by Deputy Sheriff Hugo, is sustaining.

Reagan Signed by Warners

Des Moines, April 12. — Ronald (Dutch) Reagan, sports announcer for WHO the past four years, has been signed by Warners, and will leave for Hollywood June 1. Reagan took a screen test at the studio while in California recently with the Chicago Cubs.

Start New WLBL Tower

Stevens Point, Wis., April 12.—Work is underway on a new 450-foot tower for WLBL here. A new two-story transmitter house is nearing completion and the F. C. C. requires that the station be on the air by May 12, with 5,000 watts against 2,500 formerly.

See Television Unit For NBC and RCA

A piping hot report garnered last night is that NBC-RCA will announce plans shortly for a new $1,000,000 television station, to be erected in Philadelphia. This new station will supplement the present NBC television plant atop the Empire State Building in New York City.

WCAU Tries Farming Out New Announcers

Philadelphia, April 12.—In an effort to develop radio announcers to meet the qualifications demanded by a 50,000-watt station and, indirectly, for the networks, Stan Lee Broza, program manager at WCAU, local CBS outlet, has arranged to farm out all worthy applicants to smaller stations. Six stations in towns near Philadelphia will serve as a "school of experience" for the potential WCAU announcers.

Although Broza does not promise a WCAU post for every schooled applicant, the station will retain a preferential option for their services. And if a post is not available, the groomed announcer will be at liberty to accept any other assignment.

Mulhall on War Program

Hollywood, April 12.—Jack Mulhall has been signed for a 13-week feature broadcast on KFWB, sponsored by Hudson Terraplane. The program is titled "Experiences of 1,000,000 Men." It is a dramatization of war horrors endured by specific units of the A. E. F. and it will develop an air census for veterans who will communicate to the station their whereabouts. The series starts April 23 and will be heard from 8:15 to 8:45 P. M., P.S.T.

Tooth Paste Account Renews

Hollywood, April 12.—Charles Hamp has renewed a contract with KEHE for Dr. Strasska's Tooth Paste. The pact is for one program weekly at 9:30 A. M. instead of bi-weekly. The Glasser advertising agency has also renewed, beginning April 15 the General Paint program, "Colorscope," a transcribed series.

Charter New Madison Firm

Madison, Wis., April 12. — The Madison Broadcasting Co. has filed articles of incorporation here to engage in radio and television broadcasting. Incorporators are C. A. Sakrison, Ralph D. Timmons and Arthur Towell.

Two Papers Buy WSJS

Winston-Salem, April 12. — The purchase of WSJS and the *Winston-Salem Journal* and the *Twin City Sentinal* by the Piedmont Publishing Co. will be consummated May 1.

Muse in Chicago

Hollywood, April 12.—Clarence Muse flew to Chicago today for conferences on new sponsorship of the new minstrel feature to succeed the faded "Paducah Plantation."

Louise Hampton Joins Agency

Boston, April 12.—Kasper-Gordon Studios, Inc., radio program agency, has added Louise Hampton to its staff as a special adviser and sales consultant on merchandising to women.

Germany Signs Film Deal with Italians

Berlin, April 12.—Germany took one more step over the weekend in the use of the screen as a medium of propaganda, with the signing of a film treaty with Italy, as indicated by the presence here last week of Luigi Freddi, director of the film department of the Italian Propaganda Ministry. Dr. Lenich, president of the Reich Film Chamber, signed the accord for Germany.

The treaty now will go to the two Governments for formal ratification, and later a complementary agreement will be drawn. Cultural cooperation and an exchange of films between the two countries are the outstanding features of the treaty, which was instigated for Germany by Minister of Propaganda Joseph Goebbels.

At the same time there was revealed a less formal film alliance with Japan, in the form of an agreement between the Government-controlled Tobis here and Cocco Tobis Nippon. There is no secret here of the intention of the Reich Government to use the screen in alliances with other nations which think as the Hitler regime does.

Much Cutting on Italian Film

The heavily publicized cooperative film "Condottieri," made with Italian interests, has run into difficulty. Based on the "Fuehrer" principal, showing rough soldiers of fortune of the Italian Renaissance, it pictures in an important scene a war leader kneeling at the feet of the Pope. There are many other religious scenes. The Propaganda Ministry has returned the film to the studio for recutting. It is now reported the film has been withdrawn from 110 houses in South Germany where it already had opened. The recent encyclical concerning Germany is seen here as having given rise to the action by the Goebbels department.

Films Destroyed in Mexico Studio Fire

By JAMES LOCKHART

Mexico City, April 12.—Two features and four short subjects were destroyed in a fire which yesterday seriously damaged the studios here of the Mexican Film Co., of which the president is George Stahl. It is expected the fire will halt production at the plant for at least two weeks. Stahl, with other employes, braved the flames to save several other films.

Stahl and one assistant suffered slight injuries in the effort. The loss was estimated at about $30,000. The fire is considered a serious setback to production activity in this area. The blaze was caused by a short circuit.

F.B.I. Joins Talks On Governing Unit

(*Continued from page* 1)

between representatives of the C.E.A. and K.R.S., but the F.B.I. Film Group was invited to participate following the last meeting. The Film Group was represented by Mark Ostrer, Basil Dean, J. Arthur Rank, Alexander Korda, Arthur Dent and Sam Smith. Views were exchanged on the quota, following which the session adjourned to permit separate discussions on the varied viewpoints revealed to today's meeting.

AMPA

ASSOCIATED MOTION PICTURE ADVERTISERS

DINNER DANCE

Hotel New Yorker *Sat., May 1, 1937*

ASSOCIATED MOTION PICTURE ADVERTISERS
ANNUAL ADVERTISING AND PUBLICITY AWARDS
AMPA

To wind up the AMPA 2nd ANNUAL AWARDS EXHIBIT to be held at Loew's State Building April 26-30

▲

AWARD WINNERS WILL BE ANNOUNCED AT THE DINNER

▼

Dancing Begins with
Dinner at 8
Entertainment
Presentation of Awards
And More Dancing

$5 for One
$7.50 for Two
Tables for Ten at $37.50

Send Your Check to Herb Berg Now

Mr. HERB BERG,
Room 1250,
Paramount Bldg.,
Times Sq., N. Y.

Dear Herb:

My check enclosed for $.......... Please make .... reservations for me.

....

....

....

And remember this...

One great picture can't make your season a success... nor can one great trailer make your theatre a success. ★ It's the daily grind that keeps you out of the red... good trailers for every picture you play... week in and week out... trailers that fit into your program... trailers that fit into your advertising scheme... trailers on a service basis... one for every picture you play... and at a price that is fair. ★ And remember this — More than 10,000 exhibitors know from experience the value of National Screen Trailers!

→NATIONAL SCREEN SERVICE←

...prize baby of the Industry!

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 87 NEW YORK, WEDNESDAY, APRIL 14, 1937 TEN CENTS

Two Newsreels Make Changes In Personnel

Reek in Movietone Post, Butterfield at "U"

Changes in executive personnel were made yesterday by two newsreels. Edmund Reek was named general manager of Movietonews, Inc., and Allyn Butterfield was appointed editor of Universal News, succeeding Harold E. Wondsel, who resigned.

Wondsel left to assume the presidency of the recently organized Sound Masters 16 mm. Film Co. Butterfield, who had been managing editor of the Pathe reel since his resignation from the post of editor of the Universal reel, assumes his new post tomorrow. Courtland Smith, head of the Pathe reel, named Bert Kalisch as assistant editor.

Smith expressed regret at Wondsel's resignation, the two having been associated since 1926. Wondsel "contributed greatly to the successful de-

(*Continued on page 4*)

California Criticism Kills Block Booking

SACRAMENTO, April 13.—Protests of organized labor, clubwomen and spokesmen for both producers and exhibitor organizations were heard by the State Assembly Judiciary Committee here yesterday before they effectively tabled the proposed anti-block booking bill introduced by Ernest O. Voight of Culver City with the supposed backing of the I. T. O. of Southern California.

Morgan A. Walsh, operator of several houses in northern California and Oregon and president of the I. T. O. of Northern California, was among the independent exhibitors against approval of the proposed bill which is now effectively killed.

20th-Fox Is Given $46,717 Tax Refund

WASHINGTON, April 13.—Over-assessments totaling $46,717 have been credited to 20th Century-Fox, it was revealed today by the Internal Revenue Bureau, correcting errors found in 20th Century Pictures' income for the fiscal year ended May 31, 1935. Of the amount, $40,445 resulted from the discovery of over statements due to the method of computing taxable income, while $5,738 represented the allowance of an additional deduction for ordinary and necessary business expenses, and the balance an allowance for a deduction for state taxes.

Court Decisions May Spur New Theatre Labor Drives

Widening of the organizing drives among theatre and exchange employes is viewed by company and labor officials as one of the most immediate effects within the industry of the Supreme Court's decisions upholding the Wagner Labor Relations Act, it was ascertained yesterday.

The organizing of exchange employes, already scheduled to proceed on a national front under A. F. of L. and I.A.T.S.E. auspices, probably will be speeded up on as a result of the decisions to further offset C.I.O. organizing. In addition, the drive may be extended now to include non-union theatre workers and projectionists and others employed in hitherto unorganized small towns throughout the country, it was said.

Another effect of the decision, as suggested in MOTION PICTURE DAILY yesterday, may be the reestablishment of a new NRA with the possible regulation of trade practices, as well as wage and hour schedules. Under the court's new interpretation of interstate commerce, there is but little doubt expressed in legal circles here that Congressional regulation of the industry could be extended to exhibition as well as to production and distribution.

With several substitute NRA measures already prepared for submission

(*Continued on page 7*)

Special Radio Tax Is Urged By G. H. Payne

By CLARENCE LINZ

WASHINGTON, April 13.—Special taxes on broadcasting stations, from which an annual revenue of $6,946,395 would be secured, today were recommended to Representative Boylan of New York by Commissioner George H. Payne of the F.C.C.

Accompanying a letter outlining the possibilities of the taxes, Commissioner Payne submitted the draft of a bill to be introduced in Congress by the New York member.

Under the proposed schedule, stations with less than 1,000 watts power would pay a tax of $1 per year per watt; stations with 1,000 to 10,000 watts would pay $2 per watt, and stations with more than 10,000 watts would pay $3 per watt. In the case of part-time stations the tax would be one twenty-fourth of the wattage assessment for each hour the station

(*Continued on page 6*)

Warners Find Air Previews Aid Business

PHILADELPHIA, April 13.—Bi-weekly radio previews of new pictures opening in Warner first run houses here are credited by the circuit with being an important aid to business and are being continued on a new series of broadcasts over WCAU, beginning this week. As in the past, an occasional special broadcast will be given also on KYW.

The 15-minute programs consist of condensed dramatizations of the new pictures narrated by Powers Gouraud, accompanied with broadcasts of excerpts from the sound tracks played through a sound head. The Warner first runs here use five pictures weekly, two of which are selected for the programs one day in advance of their opening. Musicals are preferred for the programs, but any picture regarded as adaptable is included.

The broadcasts were originated 18

(*Continued on page 6*)

Additional Developments in Radio—Pages 6-7

State Dep't Urges Copyright Action

By BERTRAM F. LINZ

WASHINGTON, April 13.—Immediate adherence by the United States to the International Copyright Convention was urged upon Senators Duffy of Wisconsin and White of Maine today by Wallace McClure,

(*Continued on page 7*)

FBI Asks Promise Of Market in U.S.

By BRUCE ALLAN

LONDON, April 13.—Assurances of a market in the United States or its cash equivalent are understood in informed quarters here to be the price asked by the Film Group of the Federated British Industries for support

(*Continued on page 8*)

Drake Chosen As President By Erpi Board

Succeeds Bloom Who Has Held Two Positions

Whitford Drake was elected president of Erpi, succeeding Edgar S. Bloom, at the annual meeting of the company's board of directors yesterday. For the past two years Bloom has held the dual posts of president of Western Electric and of Erpi. He continues as president of the former.

Drake, who became associated with Western Electric in 1924, has been a director and vice-president of Erpi since its formation in 1927. A year ago he was elected executive vice-president.

Daniel C. Collins, Erpi comptroller, was elected a vice-president in charge of public relations and licensing at yesterday's board meeting. E. S. Gregg, assistant comptroller, was named by Drake to succeed Collins. Drake also appointed P. L. Palmerton to the post of general foreign manager of Erpi. Palmerton, who has been export manager, returned recently from an inspection of Erpi's associated European companies.

At the annual meeting of stockholders, preceding the directors' meeting, T. Brooke Price, vice-president and general counsel of Western Electric, was elected a director of Erpi, succeeding Edward E. Shumaker, whose term expired.

Figure Paramount '36 Net 6 Million

A 1936 net of approximately $6,000,000 is estimated for Paramount in financial quarters. The company's annual report is expected following the next board meeting, now scheduled for April 27. The 1936 net is after application of a special inventory reserve of $2,500,000 set up out of 1935 earnings. A net of $3,153,167 was reported by Paramount for 1935 before

(*Continued on page 7*)

Universal Cancels Coast Meeting Date

HOLLYWOOD, April 13.—The Universal convention date, which had been set for May 17, has been cancelled. No new date has been named.

J. Cheever Cowdin, board chairman, arrived today to complete plans for the meeting. He will also attend the company's impending production conferences.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 14, 1937 No. 87

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

"Good Earth" Gets $14,800 10th Week

Approximately $14,800 was grossed by "The Good Earth" in its 10th week at the Astor on a two-a-day policy.

Tonight, after a three-week run, "Silent Barriers" bows out of the Criterion. It will be succeeded by "You're in the Army Now" with G. B. continuing to operate the theatre on a continuous run policy. "Silent Barriers" is expected to end its third week at two-a-day prices with about $7,000.

Attack Film on Reich

BERLIN, April 13.—The film "Modern Christian German Martyrs," which was shown last night at the Riverside Church in New York, was sharply attacked in two Nazi papers here today. Banner headlines said: "Hate Film in New York" and "Scandalous Film About Germany in New York's Greatest Church."

Ken O'Brien to Marry

Ken O'Brien of the U. A. publicity staff will leave in a few days for Del Mar, Cal., where he will be married to Katherine Keller, daughter of Henry and Mrs. Henry Workman Keller. The ceremony will be at 11 A.M., April 24, at St. James Church.

Insiders' Outlook

By RED KANN

Hollywood, April 13.

A QUAINT place, this Hollywood. What follows is designed to prove it. . . .

▼

Harrison Carroll, in his syndicated King Features column:

> "To Kay Francis, sophisticated beauty of the screen, has come the longest, most expensive proposal of marriage ever received by a Hollywood star. It is a 2,500 word telegram sent from the Statler Hotel in Detroit by an admirer who said he was on his way to New York and would be in Los Angeles within a few weeks to hear the star's answer. Filling 22 pages of telegraph blanks, the message is estimated to have cost the sender $212.85. In flowery phrases, it urges Miss Francis to accept the proposal and find 'love, ideal companionship and life as it should be lived.' It informs the star that the admirer is a man of considerable means. At the Warner Brothers studio yesterday, Miss Francis [hold your breath] said: 'It's so long I haven't read it all.'"

The caption, across five columns on the amusement page of the *Los Angeles Evening Herald-Express:*

FAN TELEGRAPHS 2,500 WORD PROPOSAL

▼ ▼

Read Kendall in his "Around and About in Hollywood" column, appearing daily in the *Los Angeles Times:*

> "Blind people visualize their favorite film stars in terms of colors. An interesting letter on the subject was received yesterday by Ginger Rogers from Weldon Webb of Chicago. He lost his sight in an accident, he wrote, when he was in his 'teens. Webb sees Miss Rogers walking in a flame color suggesting a lovely golden sunrise. He visualizes Marlene Dietrich as rose red, Greta Garbo as royal purple, Shirley Temple as Nile green, Miriam Hopkins, yellow; Ann Sothern, rose pink and Anne Shirley, sky blue."

What? No Gypsy Rose Lee?

▼ ▼

It is hailed as a big piece of news here that Sam Goldwyn, finally and at last, has discovered the front page of any metropolitan newspaper is as dramatic as any fanciful yarn concocted here by writers at $2,500 per week and up. Now, the news in this piece of revelation actually is that any factor in Hollywood, as highly placed and as important as Goldwyn, could have understood otherwise. The first page of almost any edition of *The New York Times,* reflecting the political and and economic conflicts of this sorely tried world and the beleaguered hopes of the minority races, is all the evidence anyone might need, including Hollywood, if it can get away from Louella Parsons' column long enough. . . .

▼ ▼

Then the true story of a producer's assistant.

"Get me footage on the coronation," he demanded.

A call from the assistant to the library to find out:

"But the coronation has not been held yet."

The producer: "Well, get me footage from the coronation of the last king. What was his name? Edward, something or other, I think."

Second call from the assistant to the library and this:

"Edward was never crowned. He abdicated before the coronation was held and there simply is no footage."

The assistant stymied:

"I'll call you back after I talk to Mr. ——." . . .

▼ ▼

"You ought to get into New York more often to find out what the world thinks," we remarked to Walter Wanger the other day.

Seriously, "I read."

Jocularly and otherwise, "Besides, you talk of life and facts. Since when have they anything to do with making pictures. The status of the industry? I never knew it had one."

Those all-MOTION PICTURE DAILY few minutes in Wanger's reception room, flanking his office the other day, were our own conspiracy, enacted as we waited. Ruthlessly shoving all others to one side, our favorite baby went on complete display. Thereafter, we sat back and beamed. . . .

▼ ▼

Ivy Wilson plants publicity for Mike Levee, once a producer, now long a ten per center. Prior to her departure for the Orient developed the usual party with trimmings, including telegrams. From Warren William:

> "Five thousand years ago Confucius said: 'He is not a wise man who opens his mouth and lets the elephants jump out.'"

The toastmaster was Joe E. Brown. . . .

▼ ▼

"What do I think of the new season, you ask?" A big producer talking. "Let's see, last year I think it was dramas. Just substitute musicals this year and let it ride." . . .

▼ ▼

"Fifty-second Street," story in work for Wanger at the minute, ought to better Warners' "Forty-Second Street" by ten blocks, Hollywood figures. . . .

Three More Theatre Sites Near for RKO

With a deal set to take over the Parkway, Mt. Vernon, on May 1, RKO is understood to be negotiating for two more sites where new theatres will be built and added to the circuit before the 1937-38 season gets under way.

One of the two locations is said to be at Allerton and White Plains Aves.; the second, at Sound View and Westchester Ave. Both theatres will seat about 1,800. Negotiations are reported to be virtually set for closing of building contracts with work scheduled to get under way as soon as signatures are affixed to the pacts.

RKO circuit heads are understood to view these locations as great possibilities. Both sections in the Bronx are said to be building rapidly. No major circuit is represented in either situation at the present time.

A deal is on for three other theatres with prospects of an early closing bright. The circuit also plans to build a 4,000-seat house at 23rd St. and Eighth Ave., which is expected to be ready for September opening.

See Maxwell Action Delayed Until Fall

LONDON, April 13.—The hearing of the action of John Maxwell, head of Associated British Pictures, against the Ostrer brothers, charging fraudulent misrepresentation in the sale to Maxwell of 250,000 non-voting "B" shares of Metropolis & Bradford Trust, is unlikely until next fall, it is understood on good authority here.

The action is seen here as part of the fight under way on the directorate of Gaumont British, of which M. & B. is the holding company, waged with Maxwell on one side and the Ostrers on the other.

Goldstein Services Today

Funeral services for Samuel J. Goldstein, father of Manny Goldstein, Republic producer, will be held at West End Chapel at 2:00 P.M. today. Burial will be at Beth Olem, Cypress Hills, L. I. Goldstein died here Sunday following a brief illness. In addition to his son, who arrives from the coast today to attend the services, Goldstein is survived by two daughters. He was the father-in-law of Sam Liggett, head of Columbia's non-theatrical department.

Radio Stars for Ampa

Ed East and Ralph Dumpke—the Sisters of the Skillet, of CBS and NBC fame—will be guests tomorrow at the Ampa meeting to be held in the College Room of the Hotel Edison.

The principal business of the meeting, which is the last scheduled before the elections, will be the report of the nominating committee.

Educational Party Set

Educational will hold its first annual studio party for employes at the Long Island studio on Friday evening at Bagley's Long Island cafe. More than 400 are expected, including the leading players in Educational comedies.

THIS BIG CAST
brings you laughs, tears and thrills!

WALLACE BEERY
UNA MERKEL
ERIC LINDEN
JUDITH BARRETT
BETTY FURNESS
TED HEALY
JANET BEECHER
GEORGE SIDNEY

From the play "THE OLD SOAK" by Don Marquis by arrangement with Arthur Hopkins.

Directed by
J. WALTER RUBEN
Produced by HARRY RAPF

A PICTURE FOR MILLIONS OF AMERICANS!

Your neighbor and millions of neighborly folk throughout the nation will take this picture to their hearts! To that vast public which seeks down-to-earth drama in a story of heart-warming human relationships we sincerely recommend the M-G-M comedy-drama "GOOD OLD SOAK" starring WALLACE BEERY and others who appeared with him in "Ah Wilderness" and "Old Hutch". This exciting and humorous play by Don Marquis has been made into a happy audience attraction in the M-G-M manner.

Two Newsreels Make Changes In Personnel

(*Continued from page* 1)

velopment of sound on film," Smith said. He became editor of Pathe News, in 1932, following the resignation of Edward P. Howard.

The post taken by Reek at Movietone has been unoccupied since the elevation of Truman Talley, now president, from general manager about six months ago. The move places Reek in command under Talley, a spot held by Laurence Stallings, as editor, prior to his resignation some months ago.

Jack Haney, former assignment editor, was named by Talley to Reek's former post as news editor. No successor to Haney has been named as yet. The appointments were made by Talley on the eve of his departure today for England, where he will supervise coverage of the Coronation next month for the reel.

Maynard, Ritter to Do 8 Each for G. N.

Hollywood, April 13.—Ken Maynard and Tex Ritter will each make eight westerns for Grand National next season. These will make up part of the 65 features to be announced at the annual sales convention May 18-19 at the Ambassador, Los Angeles, by Edward L. Alperson, president.

The company now has 11 producers at the studios here.

Edward Peskay, general sales manager of Grand National, and Edward Finney, publicity and advertising head and producer of the Tex Ritter westerns, will leave today for the coast with several stopovers planned en route. Ray Friedgen, Grand National producer, also will depart for Hollywood today after shooting additional scenes for "Killers of the Sea."

Rush Coronation Plan

London, April 13.—British Realite is rushing preparations to film the Coronation ceremony here May 12 in color, for exhibition the night of the event.

FLY "First-Class"
Overnight
TO CALIFORNIA
in American's NEW 14-berth Flagship Sleepers. Quietest, most luxurious planes. Only American flies the favorable lower-level Southern Transcontinental Route.
Phone VAnderbilt 3-2580
or your travel agent
Ticket Office—45 Vanderbilt Ave.
AMERICAN
AIRLINES INC.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Woman I Love"

(RKO)

Hollywood, April 13.—There is strong emotional appeal in this story of the man who suddenly finds himself in love with the wife of his best friend, against a background of the World War as fought in the clouds. Splendid performances impart to the production even greater strength, for the story has been told before.

It has been adapted by Anthony Veiller from a Franch story, "L'Equipage," by Joseph Kessell. In his direction Anatole Litvak has made the most of his material, presenting just enough scenes of battle in the sky to add thrill and action to the underlying drama of three honest people facing wreckage of their lives and destruction of their ideals in a war-torn world.

For making an old theme ring true and appear strong much credit must go to the cast, led by Paul Muni, demonstrating once again that a good performance is automatic with his appearance, as the husband; Miriam Hopkins, his wife; Louis Hayward, Muni's friend, and Colin Clive, their escadrille captain. Vince Barnett and Sterling Holloway offer moments of welcome comedy.

Young Hayward, all aflame with a desire to get to the front, meets Miss Hopkins the night before he leaves, and the two fall in love. He joins his squadron, finds Muni the jinx because he has lost two observers. Volunteering to fly with him, Hayward and Muni become the closest of friends, tell each other of their respective sweetheart and wife, become the aces of their escadrille. Hayward, on leave, learns that his sweetheart is his friend's wife. Despite his effort, Muni learns the truth, and the film ends with Hayward's death in battle, and a new understanding and respect of Muni and Miss Hopkins for each other.

Production Code Seal No. 2,964. Running time, 87 minutes. "G."

◂ *Purely Personal* ▸

LOU IRWIN will stage a housewarming on the coast celebrating the opening of his penthouse office." Stars and studio executives have been invited to attend. Irwin arrived in Hollywood yesterday to prepare for the festivities.

•

Harold Rinzler of the Randforce circuit became a father Monday, which makes Sam Rinzler a granddaddy and Eddie Schnitzer a grand uncle for the third time.

•

Saul Krugman of Grand National left yesterday for the south and from there will head west for the company's annual convention on the coast.

•

Stella Adler, stage player, has been signed to a term contract with Major Pictures. She leaves shortly for the coast.

•

Paul Allison, formerly ad sales representative for 20th Century-Fox, has joined RKO as assistant to James Clark.

•

Harry Decker, local Warner exchange manager, has returned from three and a half weeks in Miami.

•

Mack D. Weinberger of General Pictures will return today from Philadelphia and Washington.

•

Louis Goidel, Brooklyn exhibitor, is mourning the death of his mother.

•

Al Zimbalist of Warners Philadelphia office was in town yesterday.

•

George Abbott, stage producer, has returned from England.

HARRY EVANS, eastern talent executive for Universal, has returned from a two-week vacation in Miami. His assistant,, Lucille Ryman, will leave today on a month's scouting trip through the midwest.

•

Harry Shumow, branch manager of M-G-M and the local exchange employes plan to hold a party to celebrate victory in the national sales drive late in May.

•

Stephen Czufin has been transferred from the group selling staff of the Jam Handy Picture Service, Inc., to the eastern contact staff in New York.

•

Frank Capra, Robert Riskin, Richard (Skeets) Gallagher and Mrs. William K. Howard, all leaving for Europe on the *Normandie* today.

•

Lester S. Tobias, head of the premium company bearing his name, will move the office and display rooms to 25 W. 23rd St.

•

William Pierce will leave for the coast Friday to assume his new duties as Monogram studio publicity head.

•

Gus J. Schaefer, Central European manager for Paramount, is due here tomorrow on the *Manhattan*.

•

Paul Lazarus has his right arm in a sling these days.

•

. . . Omaha

D. V. McLucas, United Artists branch manager, has returned to his office after hospitalization.

Short Subjects

"March of Time, No. 9"

(RKO)

Two extremely newsworthy episodes, of wide significance here and in England, and one of real general interest, all presented in the incisive, attention-compelling style of the Time reel, serve to make this latest issue one which should appeal to all intelligent audiences.

Of prime interest is the episode on the Supreme Court, pictorially and verbally pointing up the current controversy concerning the tribunal, picturing the protagonists, President Roosevelt and various legislative leaders opposed to his plan, and taking on added interest with informal shots of the nine justices about whose heads the battle rages.

The reel has built a significantly interesting sequence from the ascertained fact that half of the applicants for the British army are rejected because of undernourishment. The nation is shocked by the revelations, especially at this time, when Britain is doing its utmost to spur rearmament and bolster its army's numerical weakness. Pictured are the drastic measures undertaken to condition potential army recruits, feed up the children of the poor areas.

The final episode tells of the unusually effective work done by a group of amateur sleuths in New Jersey, who, pooling their respective abilities as scientists, engineers and the like, have assisted in the solving of more than 300 crimes, and have won the commendation of J. Edgar Hoover, chief G-Man. The men are seen competently at work in their sleuthing.

Running time, 19 minutes. "G."

"Some Time Soon"

(M-G-M)

A factory girl pines for her prince charming. She meets him and learns he is a prince but he also works in her factory. They part. Her friend learns he is the real thing and brings them together. This slight plot is worked out cleverly and with a measure of humorous relief by Jean Chatburn, Inez Courtney, Gregory Gaye and Arthur Auerbach. It has all the pseudo-Russian accoutrements. There is also a nicely turned musical number woven in. It is pleasing stuff. Production Code Seal No. 3,151. Running time, 20 mins. "G."

"Dizzy Doctors"

(Columbia)

The Three Stooges again empty their bag of amusing "business." The trio's wives compel them to get jobs. They become medicine salesmen and invade a hospital where they have an uproarious time with the various attendants. After being chased all over the streets of Los Angeles they arrive back where they started—in bed. Production Code Seal No. 2,940. Running time, 17½ mins. "G."

"Nature—The Artist"

(Vitaphone)

The color camera catches the beauty of desert flowers, foreign blooms and tulips in Holland, Mich., the transplanted Dutch village. There is an excellent and informative description by David Ross. It is interesting material. Production Code Seal No. 01,052. Running time, 10 mins. "G."

WASHINGTON HANDS DOWN SUPREME SHORT DECISION!

THREE Shorts out of FIVE... was the majority opinion rendered in favor of COLUMBIA... by Washington's magnificent new TRANSLUX THEATRE... when it selected the following short sensations... from among hundreds of competitors... for its brilliant opening bill!

1 COMMUNITY SING

The program that "steals the air" every Sunday night.... now steals the screen night and day in these new **Special** reels.

2 NEWS WORLD OF SPORTS

"SCRAMBLED LEGS" hits a new high in excitement, in this series of amazing flashes of America's most thrilling contests of brawn and skill.

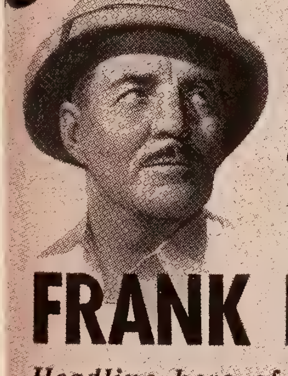
3 COLOR RHAPSODY

"MERRY MANNEQUINS" will make you roar for more of the toe-tickling tunes... and rib-tickling fun of these gay masterpieces of mirth.

COLUMBIA PICTURES

WATCH COLUMBIA FOR THE TOPS IN SHORTS!

Coming!



First of Columbia's Big Name Serials!

FRANK BUCK

Headline hero of a thousand death-defying adventures, in

Jungle Menace

with **SASCHA SIEMEL,** famous Brazilian jungle "tiger man" who kills the most ferocious of wild animals with a spear!

Special Radio Tax Is Urged By G. H. Payne

(Continued from page 1)

operated per day, while in the case of stations using different powers night and day the tax would be on the average power. Non-profit stations broadcasting unsponsored programs only, and stations owned by Federal, state or other governmental agencies would be exempt from tax.

"There has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax, as they now enjoy the use of a great national resource and it is the Government that bears the burden of the regulation without which they could not exist," Commissioner Payne wrote. The suggested form of taxation, he added, is less objectionable than levies on gross revenue or net income that have been suggested.

"The levy on power in the form of a special tax is simple, calculable at once and is eminently fair," he contended. "To give you some idea of the profits, it is a fact that there is not more than $40,000,000 invested in the broadcasting business and the gross revenue last year exceeded $107,000,000, with the possibility of its reaching $125,000,000 to $130,000,000 in the current year.

Tax "No Burden"

"The proposed special tax," he concluded, "will be no burden on the broadcast industry, as it represents less than six per cent of the revenue of the industry. At best it is but a small return for the great privilege the industry enjoys in using the people's air waves. I may mention, in this connection, that the bill represents purely a revenue measure and that no special tax heretofore levied by the Government, including the special taxes of the Harrison Act and the Firearms Act, which are largely regulatory, has ever been upset by the courts."

Broadcasters' representatives in Washington tonight were reluctant to discuss Commissioner Payne's proposal pending more detailed study, but indicated they would seek hearings before the House Ways and Means Committee, if the bill was introduced, at which they would have evidence to present relative to the contribution they now make to the Government through income and other taxes.

Broadcasters to Act On Program Registry

James W. Baldwin, managing director of the National Ass'n of Broadcasters, has informed WBNX that the recommendation made by WBNX to the N. A. B., suggesting the establishment of a "clearing house" for program titles, will be introduced to the forthcoming convention of the broadcasters, to be held in Chicago during the summer.

The action by WBNX was based upon the duplication of one of its programs titled "Rackets," by another station in New York. This duplication, according to WBNX, is only one of a number of abuses which have affected not only that station, but other stations in the New York area as well.

KDYL Puts on a New Type Theatre Tieup

SALT LAKE CITY, April 13.—Adapting the Bernie-Winchell technique with a few variations, KDYL has signed the Victory Theatre and the Orpheum Theatre of the Intermountain circuit on an unusual schedule. The commercial plugs for these two theatres, heard on KDYL's two-hour Saturday Night Jamboree request program, are handled as follows:

Myron Fox, KDYL announcer, puts on two spots for each theatre, explaining that the managers have called up for free publicity. After the first of the two spots each Saturday the managers are supposed to call again and do a little name-calling because the other house has received the most publicity. This procedure will be built up for four weeks when, during the middle of the program, both managers will appear in person demanding to know why they have received bills for time. Fox then becomes the "fall guy"—the managers take it out on him and leave happily. The first night's response got a lot of favorable interest with many calls received at KDYL and the theatres and much street comment.

KDYL's Saturday Night Jamboree is heard from 12 midnight to 2 A. M., M.S.T.

Carter Quits Benton, Bowles

Nick Carter, head of Benton and Bowles commercial radio department, has resigned and will be replaced by Ralph Richmond, formerly president of the William Green Co., an advertising agency.

To Air Selznick Opening

The premiere of David O. Selznick's "A Star Is Born" at Grauman's Chinese, Hollywood, on April 20, will be broadcast over the Mutual network.

Tweet and Boom

San Francisco, April 13.—Which can be heard farthest—a drum beat or a piccolo tweet? Not that it matters, but Fred Waring, and Meredith Willson, NBC music chief on the coast, found the problem the basis of an argument.

So loudly did they argue that newsmen were attracted. The result was an impromptu tugboat ride to Yerba Buena Island, site of the 1939 exposition, where Waring beat a drum, Willson tootled a piccolo.

The listening party on the mainland reported hearing neither.

Georgia Radio Group Will Be Named Soon

ATLANTA, April 13.—The new state Radio Commission is to be named by Governor Rivers within the next few days in order that it may begin negotiations with the F. C. C. for an increase in power of WGST, the radio station of Georgia Tech, which the state was authorized to take over by the 1937 Legislature.

The Governor indicated he would appoint three men immediately, and these probably will include Clark Howell, Jr., publisher of the *Atlanta Constitution,* and L. W. Robert, Jr., now secretary of the National Democratic Committee and prominent Tech alumnus.

Fishel Standard Executive

BOSTON, April 13.—Louis Morse Fishel has been elected treasurer of Standard Syndicated Service, Inc., recently formed.

New Shows on the Air

Burns and Allen

George Burns and Gracie Allen, radio's most dependable zanies, were at their sparkling best Monday night in their Grape Nuts debut. Their insane patter packed a terrific comedy wallop, and to round out the entertainment Ray Noble's tunicians tootled engagingly. Dick Foran sang pleasantly, and, best of all, the blurbs were held down to such an unbelievable minimum that one was hardly aware that the program was a sponsored offering. Add all these factors together, and they spell entertainment with a capital E.

Burns and Allen's previous sponsor, Campbell's tomato juice, was accorded a generous share of the program's time when Gracie insisted that she and George still were broadcasting in behalf of that product. As a matter of fact, Gracie maintained to the bitter end that Ray Noble and Dick Foran really were Henry King and Tony Martin in disguise. King and Martin, of course, appeared with Burns and Allen for Campbell. These situations may not sound funny in cold print, but the vacuous Gracie put them over with a bang.

Noble's swell combination offered "Plenty of Money and You," and a medley from "On the Avenue." Foran, Warners' cowboy star, offered "My Little Buckaroo" in pleasing voice.

Burns and Allen are heard Mondays from 8 to 8:30 P. M., E.S.T., on the NBC-Red in behalf of Grape Nuts, a General Foods product.

"Sisters of the Skillet"

Another new series which arrived on the airways Monday night was the Kellogg sponsored "Sisters of the Skillet," East and Dumke. This one also featured a highly ridiculous and rib-tickling sequence wherein a salesman for the Kellogg Co. pleaded vainly with the stars for practically the full 15-minute duration of the program to sign up with the Kellogg Co. East and Dumke maintained to the end that they were not interested in securing a sponsor and that they'd rather do the program as a sustainer.

Another click sequence, called the "Problem Solving Laboratory," showed how to sew a button on a shirt worn by a ticklish person.

Interspersing the comedy were comedy songs by the boys, "Ain't Gonna Play No More" and "One, Two, Button Your Shoe."

The series is heard Monday's, Wednesdays and Fridays over WJZ, from 7:45 to 8 P. M., E.S.T.

BANNER

Warners Find Air Previews Aid Business

(Continued from page 1)

months ago by Jules Seltzer of the local Warner office. Known to WCAU audiences as "Let's Go to the Movies," their popularity increased to the point where they now have a commercial sponsor, the Seebasco Co., manufacturers of vaporizers, the account being handled by Aitkin-Kynett Co.

To Spend $1,500,000 On Game Broadcasts

CHICAGO, April 13.—More than $1,500,000 will be spent by General Mills and the Socony Vacuum Oil Co. for broadcasts of baseball games this season over 70 stations, it was revealed at the two-day convention of 60 radio sports announcers at the Edgewater Beach Hotel here, which ended last night.

A banquet conference was sponsored by the Knox Reeves and Stirling Getchell advertising agencies, for General Mills and Socony Vacuum. The figures cited include the cost of station time, announcers, broadcasting rights from teams and the like. The group was addressed last night by D. D. Davis, president of General Mills, and William Harridge, president of the American League.

Theatre Firm Seeks Puerto Rico Station

WASHINGTON, April 13.—Application was filed with the F.C.C. today for a radio station in San Juan, P. R., to operate on 570 kilocycles with power of 1,000 watts. The application was filed by United Theatres, Inc.

The commission also received an application from WEED, Rocky Mount, N. C., for authority to change its frequency from 1,420 to 1,240 kilocycles and to increase power from 100 watts nights and 250 watts day to 500 watts.

WMCA Adds Three Programs

Three new commercial programs have been signed for WMCA presentation. They are:

Carl H. Schultz Corp., through Humbert & Jones; "Children's Parade," with Nick Kenny, New York *Mirror* radio columnist, as em cee. The contract is for 26 weeks, starting April 17, and concluding Oct. 9.

Dudley Lock Corp., through Bachenheimer, Dundes and Frank, an electrically transcribed program titled "Criminals at Bay." The contract is for 26 weeks.

Charles Martel in talks on bridge, for 13 weeks, starting last Sunday and continuing until July 13.

Sidney to Supervise Tests

Louis K. Sidney, managing director of WHN, hereafter will personally supervise all talent auditions at the station, with a view toward finding new talent and programs for WLW. Under the new WLW-WHN affiliation, many of WLW's programs will come from the WHN studios, and vice versa.

◂ Radio Personals ◂

TED CHURCH, NBC press, has has been placed in charge of all Blue network publicity . . . Tiny Ruffner makes his debut on the Al Jolson program April 20 . . . CBS artists bureau has set Walter O'Keefe, Sanderson and Crummit, Jane Froman, Howard and Shelton, the Eton Boys and Arthur Boran for a community fund show in Buffalo April 29 . . . Mitzi Green will be the featured guest on "9 O'Clock Revue" on WOR April 18. . . . Virginia Verrill will probably be the featured vocalist on the Rubinoff series during its coast stay . . . Gillette's "Community Sing" becomes a half-hour program April 25. . . .

✚

Sheila Barrett has been added to the Kate Smith "Bandwagon" program for Thursday night's broadcast . . . Bill Green, Rubinoff's publicity man, birthdays today . . . Jimmy Kemper's Red network offering April 21 will be a dramatization of the flight of Paul Redfern, lost flier. "Rhythm of the Amazon," a tune by Howard Grode, will provide the musical background for the dramatization . . . Morton Bowe's option on the Jack Pearl program has been picked up by the sponsor . . .

✚

George Reid, formerly of WLW, has been added to the announcing staff of WMCA . . . Rit Johnson, who left the "Girl Interne" serial on WHN to go to Hollywood, has returned from the coast and has rejoined the cast . . . Richard Bennett has been added to the Vallee cast for April 15 . . . Polly Ward, recently arrived here from England, will make her American air debut on the Mutual "1937 Radio Show" April 18 . . . Truman Talley, Robert Riskin, Skeets Gallagher and Harry Richman will be interviewed on the WMCA "Gangplank" broadcast this morning. Martin Starr will interview . . . Lanny Ross set for a guest spot on the CBS "Hit Parade" April 17.

Cantor to Greet Rubinoff

HOLLYWOOD, April 13. — When Rubinoff reaches here and goes on the air via the Columbia network for the first time during his current series next Sunday from 3:30 to 4:00 P. M., P.S.T., Eddie Cantor will be at CBS to welcome him. One of the highlights of the program will be an overture of songs associated with Cantor and played by the Rubinoff orchestra.

Don Lee Denies New Deal

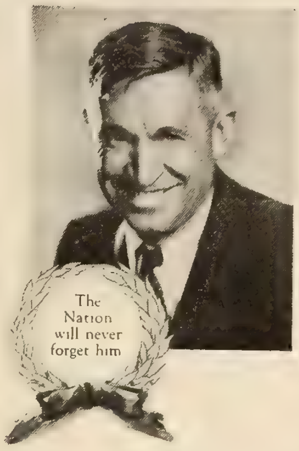
A printed report that the Don Lee network had agreed to accept programs from the Transamerican Broadcasting and Television Co. was branded as a falsehood yesterday by Don Lee General Manager Lewis Allen Weiss in a wire to the Mutual headquarters in New York.

Wired Weiss: "You may be assured we will not do business with them" (Transamerican).

Fields Appearance Delayed

Gracie Fields will be unable to make her scheduled guest appearance on "Hollywood Hotel" Friday night, due to illness. She will be heard on the following week's broadcast.

Supporting Rogers Fund


The Nation will never forget him

CIRCUITS

Loew's
Skouras
Randforce
Yoost
Brandt
RKO
Warners
Cocalis
Belle
Trans-Lux

THEATRES

Manhattan

Reo
Bridge
Boro
Stadium

Bronx

Art
Tiffany
Metro
Heights
Star
Daly
Congress

Brooklyn

Gloria
Paras Court

New Jersey

Palace, Netcong
Atlantic, Atlantic Highlands
Regent, Kearny
Ormont, E. Orange
Rialto, W. N. Y.
Rivoli, W. N. Y.
Bijou, Trenton
Strand, Trenton
Princess, Trenton
Rialto, Trenton
Franklin, Nutley
Rivoli, Rutherford
Roxy, Per. Amboy
Star, Cliffside
Ritz, Garfield
Butler, Butler
Embassy, Newark
Newsreel, Newark
Colonial, Orange
Palace, Orange
Roys, Blairstown
Stacy, Trenton
Rialto, Westfield
Greenwood, Trenton
Colonial, Pompton Lakes
Maplewood, Maplewood

Long Island

Jerome, Richmond Hill

Upstate New York

New Paltz, New Paltz
Music Hall, Tarrytown
Oakland, Warwick

Court Decisions May Spur New Theatre Labor Drives

(*Continued from page* 1)

to Congress, such as the fair trade practices bill of Major George L. Berry's Council for Industrial Progress and the measures drafted by the A. F. of L. Dep't of Commerce attorneys and Donald R. Richberg, no action is likely to be taken by the industry on the establishment of local conciliation boards until the Government's future industrial program as a result of the court decisions is made known. It is pointed out that even if the establishment of the local boards could be completed at once, which is not the case, however, a new NRA program probably would render them useless.

Open Studio Recognition Drive

HOLLYWOOD, April 13.—T. V. A. unions affiliated with the A. F. L. but outside the studio basic agreement launched a concentrated drive for studio recognition here today following the Supreme Court's Wagner Act decision. The Machinists Union had already filed a protest with the National Labor Board against nine major companies for alleged refusal to negotiate prior to the court's decision. The protest now will be acted upon.

Pattern Maker's Ass'n called a board of directors meeting for Thursday to draft a labor board to petition for studio recognition. Molders Local 374 is expected to file a complaint Wednesday. The plasterers local declined to make a statement at this time. However, officials stated that they would have an announcement within two days. An estimated 20 unions, including plumbers, stationary engineers, laborers and kitchen help employed in studio commissaries are taking immediate steps for action.

It has been reliably learned that Pat Casey meanwhile held a series of labor conferences with producers to map a plan of action. No statements were issued but it is understood that the forthcoming conferences center on whether or not the California film industry, as interpreted in the Wagner Act, is an interstate or intrastate activity.

The Actor's Guild will meet with Guild directors tomorrow.

Consolidated Men Meet Again

Striking employes of Consolidated Film's Fort Lee laboratories met again yesterday with H. J. Yates, Consolidated president, in a new effort to negotiate a settlement of the strike launched two weeks ago.

The new negotiations were begun following the withdrawal of the strikers from the Theatrical and M. P. Workers' Union, which had applied for a C.I.O. charter. The laboratory employes organized a new union to be known as the M. P. Workers' Union of New Jersey and will seek an A. F. of L. affiliation, it was said. The move is in line with A. F. of L. and I.A.T.S.E. dominance of new organizing activity within the industry.

Indications are that Consolidated will consent to a poll of employes at the laboratory, in line with the Wagner Labor Relations Act, and if the new union polls the required majority of employes it will be recognized.

State Dep't Urges Copyright Action

(*Continued from page* 1)

assistant chief of the Treaty Division of the State Dep't.

Appearing before the two Senators, comprising a subcommittee on the Senate Foreign Relations Committee in charge of the copyright treaty, McClure stressed, among other points, the increased assistance which the department would be able to render film companies in difficulties abroad if the United States was a member of the copyright union.

McClure's position was attacked by J. Fulton Brylawski, copyright expert for the Hays organization, who warned that this country would "come off second best" if it engaged in a pact with foreign nations.

During discussion of the treaty by Brylawski, Senator Duffy admitted there has been some difference of opinion among members of the interdepartmental committee as to whether copyright revision should precede or follow ratification of the treaty.

McClure Against Separate Pacts

Presenting the views of his department, McClure insisted that the United States should become a member of the union before its next meeting, at which, it is anticipated, the convention will be amended, and insisted that ratification should not be held up until a new copyright law is enacted. While not denying that the same beneficial results which he predicted for the convention could be attained by separate copyright treaties with each country, he contended that the latter procedure would entail a great deal of time and that the results finally would probably be less satisfactory in 40 or 50 negotiations than in one unified action.

McClure charged that opponents of the treaty, among them the film industry, have misinterpreted its provisions, but Brylawski insisted that "oral and choreographic copyright" and copyright of renditions is specifically provided for.

Also supporting the treaty was Thorvald Solberg, former registrar of copyright, who said that the convention clearly defines reciprocal protection and this country would benefit greatly from adherence. If experience showed this not to be the case, he pointed out, the United States could withdraw upon a year's notice.

Opposition to adherence was expressed by Marvin Pierce, chairman of the copyright committee of the National Publisher's Ass'n, who specifically objected to the automatic copyright provisions.

Closing the hearings, Senator Duffy announced that he would ask Senator McAdoo of California, chairman of the Patents Committee, for an early hearing on his copyright bill.

Figure Paramount '36 Net 6 Million

(*Continued from page* 1)

provision for the special inventory reserve.

Barney Balaban, Paramount president, and Stanton Griffis, chairman of the executive committee, plan to leave for Europe following the board meeting at the end of the month to inspect the company's properties abroad. They will be away about six weeks.

FBI Asks Promise Of Market in U.S.

(Continued from page 1)

of the Kinematograph Renters' Society (distributors) and the Cinematograph Exhibitors' Ass'n in their objections to the recommendations of the Moyne committee for revision of the Films Act, which expires next year.

That will be the basis of the report of the C.E.A. representatives to the general council at Portsmouth tomorrow, following joint conferences with the K.R.S. and the F.B.I. Film Group. The representatives will report that if such assurance can be given the Film Group the latter will support the K.R.S. in its demand for a low quota.

Otherwise, it is indicated, the Film Group will express itself as satisfied with the Moyne report.

FitzPatrick Leaves For English Studio

Having completed "Floral Japan," last of 12 Technicolor TravelTalks for release by M-G-M this season, James A. FitzPatrick will sail today on the *Normandie* for England to produce "The Life of Tom Moore" beginning May 3.

On May 23, FitzPatrick's Technicolor unit will leave Hollywood for New York and sail May 29 on the *Gripsholm* for Sweden. FitzPatrick will meet the unit in Sweden and then go to Estonia, Latvia, Lithuania, Poland, Czechoslovakia, Budapest and Vienna for material on a series of TravelTalks for next season's release.

FitzPatrick will make a short near Louis B. Mayer's home in New Brunswick, Can., in August, and then go to Nova Scotia. In September, he will return to England to produce "Bells of St. Mary's." Following this will be "The Life of Franz Liszt," in October.

The three features are among the twelve quota pictures he is making for M-G-M. His English company is known as FitzPatrick Pictures, Ltd., with headquarters at Sound City studios, Sound City, Shepperton, Middlesex, England.

M-G-M British Work Delayed Two Months

Production by M-G-M in England is not expected to get under way for another two months, it was intimated yesterday by Ben Goetz. He has been conferring with Louis B. Mayer on plans abroad and sails today on the *Normandie* for his headquarters in London.

The first year's program has been lined up, but will not be announced until Goetz returns to the other side. Bob Ritchie, who was scheduled to accompany Goetz on the *Normandie*, has delayed his departure until next week when he will sail on the *Queen Mary*.

Michael Balcon, who will supervise M-G-M's production activities in England, will remain on the coast for another four to six weeks familiarizing himself with the company's system.

Dean-Korda Film Set

London, April 13.—The picture which Basil Dean will make for Alexander Korda of London Films at Denham will be the John Galsworthy story, "The First and the Last."

G. B. Appeal Due

London, April 13.—Formal announcement is expected soon of an appeal to be taken by the Nordon group of shareholders of Gaumont British from the recent decision of Justice Clauson refusing an injunction to restrain the board of directors of G.B. from paying a dividend as declared on the preference shares of the company.

Ohio Tax Raise Plan Disturbs Exhibitors

Columbus, April 13.—Ohio exhibitors are disturbed as legislative leaders are demanding passage of the bill raising the admission tax to 10 per cent from the present three per cent. There also is a strong possibility of a one-cent increase in the liquid fuel tax. Interests close to legislative circles predict passage of the state income tax, reported out of committee with recommendation for passage last week.

The relief situation in Ohio is serious, with the treasury depleted, and no funds for administering to the needy. The relief program, however, is tied up by the legislators, who say they will do nothing about it until and unless the various tax measures are passed. The situation is expected to be cleared within the next two weeks.

Pass One Bill in Kansas

Topeka, Kan., April 13.—Only one measure affecting the film industry out of 18 introduced in the Kansas legislature during the session ended March 31, was passed, a study of the session indicated. The measure passed calls for a two per cent sales tax which includes admissions, and took the place of all other tax bills. The majority of the other measures were defeated in committee.

Head Monogram Branch

Lon T. Fidler, Grand National branch manager in Denver, will resign effective May 1, to open a Monogram office there, under the name of Monogram Intermountain Pictures, Inc. William Onie, Republic head in Cincinnati, also will leave his post May 1, to take over the Monogram branch there.

Exhibitors Fighting Levy in Connecticut

Hartford, April 13.—A group of Connecticut theatre men, numbering 85, today opposed a bill for a 10 per cent amusements tax before the Finance Committee.

Edward Levy, secretary of the M.P.T.O. of Connecticut and general counsel of the M.P.T.O.A., declared that such a tax would be discriminatory, since theatres in the state now are paying for city and state licenses, Federal taxes on admissions over 40 cents and a tax to Ascap. He cited the experience of South Carolina, where a similar tax caused heavy theatre mortality. Proponents of the tax proposal seek $1,500,000 in revenue from the planned levy.

Allow Criterion Appeal

An appeal to the Circuit Court of Appeals was allowed to the Criterion Advertising Co. from an allowance of a claim against RKO by Federal Court Judge Vincent L. Leibell yesterday. The Criterion claim was allowed for $337,024 by Judge William Bondy on March 13, but Criterion asserts it should be $404,686.

Seeks Oral Examination

Pedro Llanuza, who is suing Columbia Pictures and others for an accounting of profits obtained from cartoons allegedly patterned after a type of cartoon conceived by Llanuza, will ask Justice Alfred Frankenthaler in N. Y. Supreme Court today for permission to cross-examine orally certain of the defendants' witnesses now in California.

Lita Gray Sues M-G-M

Los Angeles, April 13.—Lita Gray has filed suit here against M-G-M charging breach of contract for failure to cast her in an important role for "The Great Ziegfeld." The actress claims that she accepted a small part in "Rose Marie" in 1935 on condition that she would be featured in the later film. She asks $250,000.

Warner Men to Sail

Pittsburgh, April 13.—Harry Feinstein, head booker for Warners here, and Ben Brown, in charge of projection for the circuit in this zone, will sail from New York April 22 on an 18-cruise to the West Indies.

Another local Warner executive, Sid Jacobs, a district manager, will spend his annual vacation in Europe.

Out Hollywood Way

Hollywood, April 13.—Due back from New York any day now Will Hays, erroneously reported Sunday as being en route.

Bess Lonergan in New York, hurried there by the death of her brother, Lloyd, long on the old *New York World* and *New York American.* He also was author of "The Million Dollar Mystery". . . Herman Robbins to Dallas in a few days, then back here . . . Dick Rowland busy on three at one time for Grand National and says he loves it . . . Dudley Murphy busy on Associated Artists . . .

James Stewart borrowed by Radio to play opposite Ginger Rogers in "Vivacious Lady". . . Selznick International to make about half its forthcoming product in Technicolor.

Two "Tarzan" features to be made yearly for the next five years by Principal Pictures. First now in production . . . Marion Claire, operatic soprano, signed by Principal to play the role of Bobby Breen's mother in "Make a Wish."

+

Title Change—"An Empire Is Born" selected as working title of Paramount's "Wells Fargo."

Fredman with Wilcox

London, April 6.—Eric Fredman has joined the Herbert Wilcox staff in charge of world sales. He was formerly with United Artists.

Myers Hopeful for Minnesota Measure

With North Dakota having passed a theatre divorcement bill recently, Allied interests are hopeful that Minnesota will be the next state to act favorably on a similar measure, Abram F. Myers, general counsel for the exhibitor organization, stated yesterday.

Myers explained the postponement of Allied's convention in Milwaukee to May 26 was to give the committee on arrangements more time to complete details. Myers said his trip to New York had nothing to do with business. He returned to Washington last night.

Ask Ban on Horse-Tripping

Sacramento, April 13.—Senate Bill 476, which seeks to outlaw the intentional tripping of horses in the filming of pictures, went to the Assembly today after passage in the Senate. It is sponsored by Senator Williams.

"Spain" Showing Is Set Despite Protest

Seattle, April 13.—"Spain in Flames," the controversial film, will play here at the Civic Auditorium despite the protests of various civic bodies.

The film was reviewed by the Seattle censor board and was given official approval. Subsequently, the Knights of Columbus and other local bodies protested the scheduled showing, but the City Council has declared itself unwilling to interfere with the censor's ruling. N. P. Atkinson, secretary of the North American Committee to Aid Spanish Democracy, is sponsoring the local showing.

U. A. Has New Agency

The Cecil, Warwick & Cecil agency is handling national advertising for Selznick International's "A Star Is Born" and Samuel Goldwyn's "Woman Chases Man." Donahue & Coe, which has had the United Artists account, continues handling the balance of the national picture work and that of the Rivoli here.

Wall Street

Board Shows Light Gain

	High	Low	Close	Net Change
Consolidated	4¼	4⅛	4¼	+ ⅛
Consolidated, pfd..	15	15	15	+ ⅛
Eastman	161	159½	161	+2½
Eastman, pfd. ...	155	155	155	+3½
Gen. T. Equip....	29¾	29	29¾	+ ½
Loew's, Inc.	83⅝	81¼	81⅞	+1⅜
Paramount	25⅜	24⅜	24⅞	+ ⅝
Paramount 1 pfd..	176½	170	176½	+9½
Paramount 2 pfd.	22¾	22⅜	22½	+ ⅝
Pathe Film	8½	8⅛	8⅛	.....
RKO	9¾	9¼	9¼	— ⅛
20th Century-Fox.	39⅞	39	39½	+1
20th Century. pfd.	49½	48¼	48¾	+ ⅞
Universal. pfd. ..	82	82	82	+1
Warner Bros. ...	15⅞	15⅜	15½	+ ⅛

Curb Rises Slightly

	High	Low	Close	Net Change
Grand National ..	2⅞	2¾	2⅞	+ ⅛
Sonotone	1¾	1⅝	1⅝	.....
Technicolor	21	20⅞	21	+ ½
Trans-Lux	4⅝	4⅜	4⅝	+ ¼

Bonds Mostly Off

	High	Low	Close	Net Change
Loew's 3½s '46...	97⅜	97⅜	97⅜	— ⅛
Paramount B'way 3s '55	73	73	73	—1
RKO 6s '41 pp....	118	117½	117½	.....
Warner Bros. 6s '39 wd	96	95¼	96	+ ¾

(Quotations at close of April 13)

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 88 NEW YORK, THURSDAY, APRIL 15, 1937 TEN CENTS

British Seek New Subsidies On Television

Estimated Need Is About $450,000 Yearly

By BRUCE ALLAN

LONDON, April 7.—The British Broadcasting Corp. is pressing the Government to make a special Treasury grant to cover the cost of television expansion, with an intimation that £150,000 ($450,000) yearly would meet the situation.

Alternatively, say B.B.C. heads, the present license fee of 10/— a year paid by every British owner of a radio receiving set should be increased to 12/6d. This suggestion is unlikely to be considered by the Government, as it amounts to a suggestion that television would be subsidized by the whole body of radio listeners, less than one per cent of whom have, or can afford, television receivers.

Increase in the subsidy for television would enable the B.B.C. to engage more artists and to increase

(*Continued on page 7*)

FCC Probes Control By Church Air Unit

NEW ORLEANS, April 14.—The question of whether the Coliseum Pl. Baptist Church, as owner of Station WBNO, was violating the law by failing to exercise proper control over the station was thoroughly aired at a hearing started here today by the F. C. C.

The hearing developed the testimony that the church is interested chiefly in having its religious services broadcast and that Edward R. Musso, manager, allegedly sold a half

(*Continued on page 7*)

MPTOA Radio Stand Is Not Set—Vincent

The M.P.T.O.A. radio committee is not convinced in advance that any use of film personalities and material on radio programs is unfair competition or injurious to theatres, Walter Vincent, committee chairman, said yesterday.

The exhibitors' radio committee is scheduled to meet here next Tuesday if out-of-town members can be here on that day. Lewen Pizor of Philadelphia has accepted for that date, but Arthur Lockwood of Middletown,

(*Continued on page 7*)

More Radio—Pp. 7-10

Exhibitors Elected

Kansas City, April 14.—It was a big week politically for exhibitors. Rex Barrett was elected Mayor of Columbia, Mo., and will take office next week.

N. W. Huston, operator of the Liberty at Columbus, Kan., was named Mayor of that town, and Shirley Booth, owner of the Booth at Rich Hill, Mo., was chosen for the school board.

Warners Take Offensive in Games Battle

PHILADELPHIA, April 14. — The Stanley-Warner offensive against theatre chance games in the form of hot competition is to be carried into seven new sections immediately by installation of the games at the Strand, Lindley, Colney, Keystone, Liberty, Crosskeys and Wishart. The company is satisfied with the results of the experiment at the Kent, Imperial and Cadet.

Each theatre is in direct competition with independent houses using games.

While no Stanley-Warner official would comment, it was learned from a good source that the circuit was

(*Continued on page 4*)

U. A. May Hold Three Regional Sale Meets

United Artists sales executives are discussing plans for three regional conventions instead of one big meeting of the sales force. Cities under consideration for the divisional sessions are New York, Chicago and Los Angeles with tentative dates scheduled between May 15 and June 1.

Dr. A. H. Giannini is due from the coast shortly to sail May 4 on the *Queen Mary* for the Coronation. He may approve the places and dates before sailing.

Bill to End Salary Publicity Advanced

WASHINGTON, April 14. — The House Ways and Means today voted a favorable report on the bill submitted by Chairman Doughton of North Carolina to repeal the tax law provision calling for the publication of salaries in excess of $15,000 paid by corporations.

The "sucker list" provision, as it

(*Continued on page 8*)

Daylight Time Sections Show Little Change

Gains Are Recorded in New England States

Daylight Saving Time will be used in approximately the same number of cities and towns in this country and Canada that it was used last year, although there is a slight falling off in the total to 816 communities for this year in the statistics available thus far.

New York towns register a gain in favor of the clock change which will take place Sunday, April 25. The total this year is 328, a gain of eight. Marked gains are registered in Maine and New Hampshire. The Maine figure this year will be 76. Last year it was 59. The New Hampshire total will be 116. Last year it was 31. Vermont also is swinging in favor of the change with 13 towns this year and three last.

Statistics assembled by the Merchants' Ass'n of New York show

(*Continued on page 4*)

Hearings Begun on Orpheum Asset Sale

Hearings were begun yesterday before Federal Judge Richard P. Patterson on motions by Orpheum Circuit preferred stockholders to set aside the recent acquisition of Orpheum's assets by Stadium Theatres, an RKO subsidiary, for $700,000 cash and subordination of $3,000,000 of claims.

Isidor J. Kresel, attorney for one stockholders' group, on whose behalf a competitive offer of $2,500,000 cash was made, termed the Stadium transaction "improper." Arguing also for permission for Orpheum stockholders to intervene in the RKO reorganization proceedings, Kresel said it was

(*Continued on page 8*)

Tipton Asks Referee To Subpoena Michel

Harold P. Seligson, counsel for the Tipton bondholders' committee which is objecting to the proposed plan of reorganization for the Roxy Theatre, yesterday requested Special Master Addison F. Pratt to issue a subpoena for W. C. Michel, 20th Century-Fox executive.

Michel is now conducting negotiations with various committees who are insisting that 20th Century-Fox raise its present offer for the Roxy.

Charles H. Tipton, chairman of the

(*Continued on page 8*)

No Production Code Changes Needed: Breen

Says Producers Should Stick to Its Rules

No changes in the Production Code, either by way of relaxing its provisions or making them more stringent, are necessary at this time, says Joseph I. Breen, code administrator.

Interviewed yesterday at M. P. P. D. A. headquarters following his recent European trip, Breen said: "The more I see of the code, the more respect I have for it. All I can say to producers is to tell them to keep on the way they've been going."

Breen, who visited briefly in Paris and London, reported that he encountered a widespread opinion abroad that the application of the Production Code has greatly enhanced the entertainment value of American films. The impression, he said, is that the guidance of the code has directed producers into new channels with an apparent improvement in Hollywood product resulting.

Breen was impressed by the volume of theatre business current in Paris and London, the dominance of American films in the two capitals and the high admission scales prevailing in London—considerably high-

(*Continued on page 8*)

Over 12 Million New Paramount Issue Out

Paramount yesterday reported to the S. E. C. that $12,502,800 of its new 3¼ per cent convertible debentures had been issued on March 31. Exchange of the company's six per cent debentures for the new convertible issue is being continued until the entire $15,000,000 of the new 3¼ per cent issue has been exchanged.

There are approximately $10,300,000 of the six per cent debentures in the hands of the public.

Educational Seeks Stock Registration

WASHINGTON, April 14.—An application for the registration of its securities on the Chicago Board of Trade was filed with S.E.C. today by Educational Pictures, Inc.

The securities to be traded upon on the exchange, it was said, include 89,730 shares of $1 par value common stock, issued; 409,999 shares of $1 par value common, unissued, and 150,000 shares of $5 par value 60 cents cumulative convertible preferred, unissued.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 15, 1937 No. 88

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

KAO Stockholders Keep Board Setup

The existing balance of representation on the Keith Albee Orpheum board, consisting of equal representation for the principal stockholder groups plus one "neutral" member, was continued for another year at the annual meeting of the company's stockholders yesterday.

Six members of the board were reelected and Richard Jones, attorney, associated with the law firm of Simpson, Thacher & Bartlett, attorneys for Atlas Corp., and prominent in the RKO reorganization proceedings, was elected to fill the vacancy created by the resignation of M. H. Aylesworth. Jones, with Leo Spitz, K-A-O chairman and president, and L. P. Yandell of RCA, comprise the RKO representation on the board. Malcolm Kingsberg, P. J. Maloney and Monroe Goldwater were reelected as representatives of M. J. Meehan, who controls about 34 per cent of the K-A-O preferred stock. Donald K. David was reelected as the neutral member of the board.

The new board will meet in the next few days to elect officers. The reelection of Spitz as chairman and president is anticipated.

Insiders' Outlook

By RED KANN

Hollywood, April 14

NBC, for over a year now, has been operating broadcasting studios here. On Sunset, not far removed from the twin radio towers that ornament the entrance of the Warner studio which today quietly continues its dabbling in radio shows recorded on film, is a large hole in the ground. Surrounding is a neatly painted gray fence which carries a message. The word is that here is the site of CBS's future broadcasting home. All over the town are the representatives of the big national advertising agencies handling air entertainment for their nationally advertising sponsors. In a word, radio is also an entertainment business here on ground formerly sacrosanct and exclusively motion pictures. . . .

▼

Both of the mediums appear to be getting on pretty well. There is large return for film talent on the air. The ether wave protagonists know it and, more and more, Hollywood is getting to know it; fat checks have a habit of making a very substantial impression in these, and other, parts. Naturally, too, there is discussion about radio, how far film names ought to proceed. Every so often, a thought or two is radiated beyond the mountains and into that vast area stretching to the Atlantic and the two other borders wherefrom comes the money which keeps local earning power wound up to something beyond its maximum. That's a long-winded way of merely saying exhibitors. . . .

▼

With the exception of Garbo, Mae West and Shirley Temple and one or two perhaps overlooked, radio has successfully captured Hollywood talent en masse. It will continue to do so for several reasons, all apparent. In the very first instance, there can be no denial of the exploitation value of the air. In the second, or probably the first, really, the added return is something no sought after talent will turn down. The use of this talent has been so general that it is now accepted here as procedure to continue and to grow. Hollywood likes to step on any bandwagon and it does not care usually what the label may read.

▼

The exploitation value which is in radio, however, depends on several factors. Both of them have been cited in this column earlier and now, that there has been a chance to talk and listen, the original opinion need undergo no revision. Radio can be useful to this business if the application is sensible. When Twentieth Century-Fox a few weeks ago tied into the "Hollywood Hotel" program with "Love Is News," exhibitors and some here thought it unwise to divulge as much of the story as it is understood that broadcast did. The program was one we did not hear and that places us lamely on a basis of depending on outside opinion for the purposes of this argument. However, and assuming it did or some future program does, the conclusion is rather clear cut. Any show which spills too much of any picture is dangerous stuff. It removes thunder from the attraction and it gives the listening public an opportunity to pre-determine whether or not eventually a visit to its local theatre is worth while. . . .

▼

This is one pitfall. Another is the frequency with which given talent takes the air lanes. In attempting to analyze a medium which reaches into millions of homes at the one time, the task of arriving at clear-cut and definite conclusions becomes guesswork. It may or may not be correct to say, therefore, that Fred Astaire's weekly appearances for the Packard hour each Tuesday evening are hurting him, as some maintain. Astaire's voice has never been much and tap dancing over the air is a dubious enterprise; he has to be seen for him, his abilities and his personality to be appreciated. The question to properly poise, therefore and in his case, is whether or not his cumulative air programs are damaging him on the screen. Coupled with frequency of appearance also must go adaptability to the medium and proper astuteness on selectivity of material. . . .

▼

Here where stars rule the roost, a happy meeting ground is anything but easy to find. Packard is reported paying Astaire, as a case in point, $5,000 a show, which is a whale of a wad of money to rule out. Moreover, the over-all attitude of the preponderance of significant talent is one of getting what it can while it can, which is hardly a startling observation to report after a lengthening series of annual Hollywood visits. The talent equation continues to prosper in films what with producer anxiety, reflecting exhibitor anxiety, for more and bigger names and apparently never-deflated money-bags from which to draw. This

(*Continued on page* 10)

Rubin Not to Attend G.B. Case Hearings

J. Robert Rubin, vice-president of Loew's, said yesterday he had no plans for attending the G.B. hearings under way in England, but just wanted to be around in case anything happened. Rubin made the statement to Motion Picture Daily aboard the *Normandie* just before it sailed for London.

The Loew executive will be away a month, visiting England and the Continent. He has a number of matters dealing with authors and stories which he will take care of abroad, he said.

Frank Capra, Columbia producer, and Robert Riskin, associate producer and writer, also sailed. Capra denied rumors that there was a rift between him and Harry Cohn because of his departure for England. When asked what his next picture would be and how many he planned to make next year, Capra replied: "I am not certain. I have no definite schedule."

Both Capra and Riskin will attend a week's celebration in Moscow, starting May 1. They also will be on hand for the opening of "Lost Horizon" at the Tivoli Theatre, London. Capra will be gone about two months and Riskin may extend his vacation a month longer.

James A. FitzPatrick said he was going over to make features and shorts and would be back July 20. Others sailing included Mort Spring, Ben Goetz, Sam Jaffe, the agent, Louis Dreyfuss of Chappell Music Co., Truman H. Talley and "Skeets" Gallagher.

Columbia to Push Serial Campaigns

National exploitation campaigns of the same type as those provided for feature productions will be undertaken by Columbia for the promotion of the company's new serials, Jack Cohn, vice-president, said yesterday.

Tie-ups with national advertisers and specially planned publicity campaigns will feature the new promotional attention to be given the serials, he said. Columbia's first serial starring Frank Buck is scheduled for release Sept. 1 and will be augmented by a series of stories by Buck which will run simultaneously in a national magazine, Cohn said.

Butterfield at Pathe

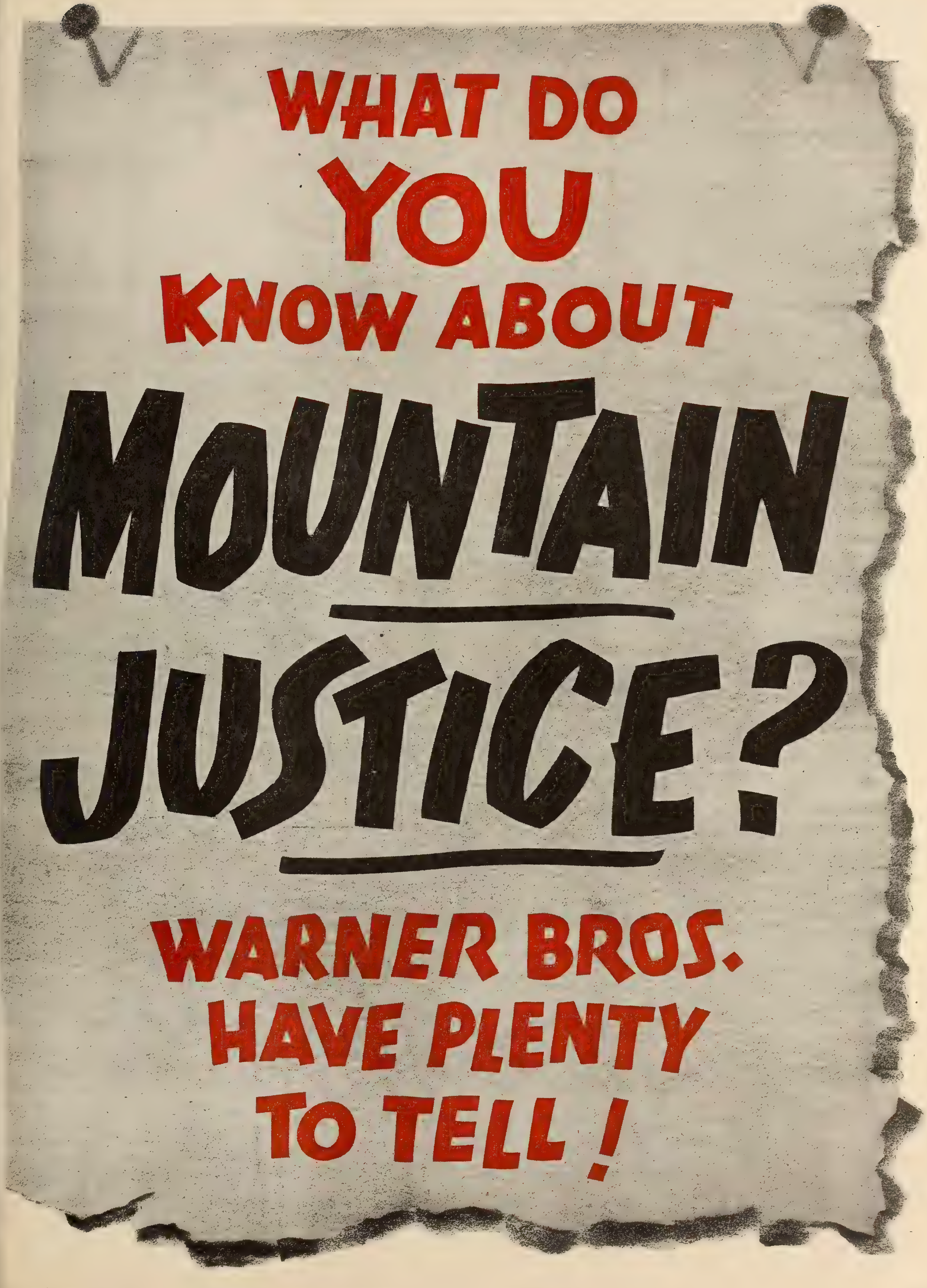
Through an error it was stated in yesterday's issue of Motion Picture Daily that Allyn Butterfield had been named editor of Universal Newsreel. It should have read: Allyn Butterfield, former editor of Universal Newsreel, has been named editor of Pathe News, succeeding Harold E. Wondsel, resigned.

Gillham, Agnew West

Robert M. Gillham, director of Paramount's advertising and publicity, leaves for the coast tomorrow for 1937-38 product conferences. Neil F. Agnew, vice-president in charge of distribution, who will also attend the meetings, departs Tuesday.

ITOA Meeting Delayed

No meeting was held by the I. T. O. A. at the Astor yesterday. Instead, score charges by major film companies and Loew bookings will be discussed on April 21.


WHAT DO
YOU
KNOW ABOUT
MOUNTAIN
JUSTICE?
WARNER BROS.
HAVE PLENTY
TO TELL!

◂ Purely Personal ▸

JOSEPH BERNHARD, general manager of Warner theatres, will return from abroad on the *Normandie*, April 27. Harry M. Warner and Sam Morris may stay over for the Coronation.

•

Harry Goldberg, director of Warner theatre advertising and publicity, is scheduled to visit Washington, Philadelphia and New Haven this week for conferences.

•

J. J. Milstein, general sales manager for Republic, will arrive in Hollywood on Saturday. He is now in the west holding regional meetings.

•

Mitchell Leichter, independent producer, left last night for a tour of practically all the key cities in the country on his way back to the coast.

•

Jack Pearl is keeping Jake Lubin company at the Hospital for Joint Diseases. Pearl underwent an operation the other day.

•

Emanuel Goldstein plans to return to the coast Sunday. He came east to attend the funeral yesterday of his father, Samuel J.

•

Arthur Kelly left for the coast yesterday by train for conferences with Dr. A. H. Giannini.

•

William German, vice-president of Jules Brulatour, Inc., will sail May 4 on the *Queen Mary*.

•

Dave Miller is in town from the coast on M-G-M short subject production.

•

Nat Levy, RKO division manager, has returned to his headquarters in Detroit after spending three days here.

•

Will H. Hays plans to leave for the coast this weekend for an indefinite stay.

•

David Rose of U. A. left for the coast yesterday via American Airlines.

•

Abe Frankl left for the Paramount studios yesterday to assume his musical adviser post.

•

Esther Haver Fonesca's story, "The Thirteenth Bed in the Ballroom," has been sold to Paramount.

•

Llewellyn Hughes' short story, "Circus Lady," has been purchased by Monogram.

•

Ben Piazza, vice-president of Major Pictures, is in from the coast. He is at the Sherry Netherland.

•

Harry Richman was among those sailing yesterday on the *Normandie*.

•

C. C. Moskowitz will return from Hollywood, Fla., on Monday.

•

Joe Brandt is in from the coast.

Tobis Takes Quarters

The American Tobis Corp. has leased space in the RKO Bldg.

Warners Take Offensive in Games Battle

(Continued from page 1)

through sitting on the sidelines watching the independents reap a harvest with the games.

The reaction when the independents learned of the Stanley-Warner move was immediate. Pressure was brought to bear on agents of the games not to service the Stanley-Warner, but this availed them nothing. As a result, one important independent circuit canceled its deal for its houses with a games company serving Stanley-Warner.

When the Kent opened with games Monday the house did a big business. "On the Avenue" was on the screen. Independents admit grosses are certain to be affected when they get the picture later.

One chance game dealer has refused to serve Stanley-Warner.

The squawk of the independents is not only against competition of games, but also that Stanley-Warner houses play pictures ahead of them in each zone. If the Stanley-Warner houses play games with hit pictures, this milks the shows in addition to being strong competition for the independents the nights the Stanley-Warner games are held.

A bitter competitive battle is in sight, it is agreed on Vine St.

Bank Night Case Delayed

Beatrice, Neb., April 14.—Trial of the Bank Night test case against Foxwesco's Rivoli and Fox, managed by Lewis B. Sponsler, will come up next week, according to the Attorney General's office. It had been scheduled for next Saturday, but the judge could not hear the case.

DeLuxe Renews with Technicians' Union

De Luxe Laboratories has renewed its agreement with Film Technicians' Local 669, for one year, it was stated yesterday. The deal is the first so far and provides for a 10 per cent increase over the basic contract rates provided under the NRA code. The arrangement is effective immediately.

Negotiations are continuing with Consolidated, Richard Walsh of the union said, but there is no indication when a deal will be set. New contracts are also being discussed with other independent laboratories.

Mathias P. Moller Dead

Harrisburg, April 14.—Mathias P. Moller, owner of the M. P. Moller Organ Works, Hagerstown, Md., died in his home in that city yesterday. He was 82 and was a victim of pneumonia. His firm has built hundreds of organs for theatres, including the New York Hippodrome. He was decorated a Knight of the Order of Dannerborg, of Denmark, by King Christian. Moller is survived by his widow, a son and three daughters.

Filoteo Alberini Dead

Rome, April 14.—Filoteo Alberini, inventor of early film apparatus, died Monday following an operation.

Warner-National 2-Year Pact Talked

Warners may get together with National Theatres on a two-year product deal. Several discussions have been held on a contract for both one year and two years, with circuit executives favoring the longer pact.

Gradwell L. Sears, Carl Leserman, Jack Brower and Herbe Ochs yesterday held one of a series of meetings with Spyros Skouras, William T. Powers, Edward Zabel, Milton Hossfeld and Aubrey Schenck. No decision has been reached on the deal for 420 houses. Additional meetings are planned in the near future for further consideration.

National Theatres men also have been talking to U. A. and Columbia sales forces. So far the circuit is set with 20th Century-Fox, M-G-M and Paramount, the latter two companies on franchises which have two and one year, respectively, to run.

Charles Skouras, operating head for Fox West Coast, left Los Angeles last night for New York. He is due Saturday for a vacation and periodical checkup.

Over 100 Monogram Men to Attend Meet

More than 100 salesmen and franchise holders will convene at the Drake, Chicago, for the two-day Monogram sales convention, W. Ray Johnston, president stated yesterday. The sessions will begin May 7.

Distribution plans for the company's 42 pictures will be outlined by Edward Golden, general sales manager. Several studio executives are scheduled to attend.

"Blazing Barriers," fourth in the lineup, will be placed into production at the studios today under the supervision of Scott R. Dunlap. On May 3, "Hoosier Schoolboy," with Mickey Rooney, and "The 13th Man" will be put into work. On May 15, "Romance of the Limberlost" and "The Luck of Roaring Camp" will get under way.

Monogram has received word from the S. E. C. that its registration statement for its new reorganized corporate setup will become effective April 23.

Loew Extends Astor Lease for 6 Months

Loew's has taken a six-month extension on the Astor lease. A four-month extension, previously granted Loew's, expires on May 1. Under the new deal, the circuit will continue operation until Nov. 1. "The Good Earth" is now in its 10th week and holding up well enough to warrant four to six more weeks. The picture will probably be followed by "Captains Courageous" on a two-a-day policy.

"Maytime" last night concluded a four-week engagement at the Capitol. For the last week, the musical tallied about $25,000. "Waikiki Wedding" finished a third week at the Paramount with $30,000. "Elephant Boy" garnered $10,250 at the Rialto and is now in its second week. The second week of "History Is Made at Night" wound up with $15,000 at the Rivoli and the Globe took in approximately $14,000 for the sixth week of "Lost Horizon" at two-a-day admission prices.

Daylight Time Sections Show Little Change

(Continued from page 1)

that all New Jersey communities will adopt the change again this year. In Pennsylvania 90 will go for it. Last year there were 93. In Delaware, cities, towns and villages will make the change effective generally this year. Last year only 11 used the advanced time. In Massachusetts the observance is required by state law. All Rhode Island communities observe it. Ohio will continue to observe Eastern Standard Time, with the exception of a few small communities, as it has done since 1927.

Indiana will have 19 towns on the change. Twenty observed it last year. Illinois remains unchanged at 93. Michigan will use Eastern Standard Time except in a few communities. Georgia will have four towns on the change instead of three, and in Minnesota large business establishments will shift their schedules without changing the clocks. Idaho will have four Daylight Time communities and Colorado one—Denver.

Seventy-two towns and cities in Quebec, Ontario and the prairie provinces of Canada will change their clocks. This will also be true in New Brunswick and Nova Scotia. In Labrador and Newfoundland the change runs from May 1 to Oct. 2.

Two Salesmen Recovering

Omaha, April 14.—Elmer Huhnke, RKO salesman, and Danny McCarthy, U. A. salesman, are in Omaha hospitals recovering from injuries received in automobile accidents.

Gina Malo, Brent Wed

London, April 14.—Gina Malo, musical comedy actress, and Romney Brent, British film player, were married at the Hampstead registrar's office yesterday.

Wall Street

Board Continues Light Rises

	High	Low	Close	Net Change
Columbia	35	35	35	+1½
Columbia, pfd.	43½	43½	43½	+1
Consolidated	4¼	4¼	4¼	.....
Consolidated, pfd.	15	15	15	.....
Gen. T. Equip.	29¼	28½	29¼	— ½
Loew's, Inc.	82⅞	81½	81¾	— ⅛
Paramount	25¾	25	25⅜	+ ½
Paramount 1 pfd.	180¼	176⅜	176¾	+ ¼
Paramount 2 pfd.	23⅛	22½	22¾	+ ¼
Pathe Film	8⅜	8¼	8¼	+ ⅛
RKO	9½	9⅛	9⅛	— ⅛
20th Century-Fox.	40	39¼	39½	.....
20th Century, pfd.	49⅝	49¼	49⅝	+ ⅞
Warner Bros.	15⅝	15	15⅛	— ⅜

Curb Up Slightly

	High	Low	Close	Net Change
Grand National	2⅞	2⅞	2⅞	.....
Sentry Safety	¾	¾	¾	.....
Technicolor	21⅜	20¾	21⅜	+ ½
Trans-Lux	4¾	4½	4¾	+ ⅛
Universal	12½	12½	12½	+ ½

Keith Bond Off

	High	Low	Close	Net Change
Keith B. F. 6s '46	97⅞	97½	97½	—1
Paramount Pict. 6s '55	100⅛	100	100⅛	+ ⅛
Warner Bros. 6s '39 wd	97	96	96¾	+ ¾

(Quotations at close of April 14)

"YOU WOULDN'T FOOL US MR. STROMBERG?"

(about your new M-G-M picture "NIGHT MUST FALL")

You didn't fool us on January 1, 1936 when you telegraphed about "ROSE MARIE"

"Sneak previewed ROSE MARIE at Pomona last night at same house NAUGHTY MARIETTA previewed stop Sensational reception and manager questioning people coming out stated they unanimously enjoyed it even better than NAUGHTY MARIETTA stop You can truthfully proceed with one hundred per cent promises to theatres for big success."

You were too modest on March 9, 1936 when you wired about "GREAT ZIEGFELD"

"First sneak preview GREAT ZIEGFELD held at Oakland stop Most amazing event I have ever experienced stop Overflow crowd stood for more than three hours with applause and cheering throughout picture stop Write this down for the future GREAT ZIEGFELD will make box-office history."

Your telegram on November 11, 1936 gave us the real low-down on "AFTER THE THIN MAN"

"Just screened AFTER THE THIN MAN in rough assemblage in projection room and can tell you this far in advance that all promises to exhibitors and public for outstanding entertainment can be safely and enthusiastically made now."

"MAYTIME" has more than lived up to your advance information wired on March 4, 1937

"Previewed MAYTIME at Grauman's Chinese last night to terrific acclaim assuring glorious box-office triumph stop Take my word for it and tell all exhibitors they can ballyhoo this to the limit."

AND NOW! STROMBERG TIP-OFF ON "NIGHT MUST FALL!" Next Page!

TAKE HIS WORD FOR IT!

Use your lobby! Use your ads! Use your publicity! Use your head! Another Big M-G-M opportunity!

Thank you, Mr. S. for another tip-off in advance!

Bob Montgomery's new role is terrific!

Call in your ad man and get going!

DO YOU KNOW HIM?
Yes, IT'S ROBERT MONTGOMERY in HIS TERRIFYINGLY DIFFERENT NEW ROLE in M-G-M's BIG DRAMATIC SENSATION!
NIGHT MUST FALL

Special lobby cut-out at your M-G-M exchange

FLASH FROM HOLLYWOOD ON "NIGHT MUST FALL"

By Hunt Stromberg

"Sneak previewed NIGHT MUST FALL last night with audience reaction surpassing our highest hopes and predictions stop Audience was like man on the flying trapeze stop They were doing mental and emotional acrobatics all through the picture with gasps and screams vying with roars of laughter throughout eleven thousand feet and the result becomes all the more remarkable in view of this footage stop Seldom can dramatic stories hold up in such length but when the audience sits spellbound through the entire screening nature must take its course stop Montgomery's new characterization was like blast of dynamite with explosions in every other scene stop They thought we were kidding at first and all you could hear was buzzing and figuring stop Then when they realized that we were giving the screen possibly its most startling departure from common place characterization and story they took all the curves and dips with us hanging on for dear life as though riding a scenic railway stop Sincerely believe this picture great showmanship opportunity and urge all theatres to start talking about it now"

MOTION PICTURE
DAILY

British Seek New Subsidies On Television

(*Continued from page* 1)

program time. At the moment lack of money is holding up the addition of the third daily hour of television, recently promised. As a temporary stop-gap, the B.B.C. plans a television propaganda film, to be directed by Gerald Cock, director of television, which will be repeated daily until better material is available.

Lack of equipment, due to lack of money, is holding out of commission the second studio at the official television station at the Alexandra Palace, London.

FCC Probes Control By Church Air Unit

(*Continued from page* 1)

interest to Mayor Walmsley for $1,800 and that the church recently leased the station for a period of one year to WBNO, Inc., a corporation in which Former Governor James A. Noe holds 197 shares, and William A. West, Jr., George Pierce and Musso one share each. The validity of Noe's contract hinges on the Federal Government renewing the church license. If the commission finds that inadequate control has been exercised then the license will not be renewed and Noe's lease will be void.

The hearing is being conducted by George O. Porter, assistant general counsel of the commission; Major A. V. Dalrymple, A. D. Ring, chief engineer of the broadcasting division, and William T. Massing, heading the license division of F. C. C.

MPTOA Radio Stand Is Not Set—Vincent

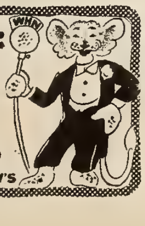
(*Continued from page* 1)

Conn., and Samuel Pinanski of Boston have not stated definitely whether they can attend.

Vincent declared that he had an open mind on the subject of whether or not radio's use of film players and personalities was injurious to the boxoffice, and assumed that this was true of other members of the committee. He said that reports on film radio programs and their relation to the theatres' business would be studied at length before any definite line of action was decided upon by the committee. The committee's first effort will be to determine whether film radio programs are bad for the theatre, aids to the theatre or without effect.

Indications are that representatives of the radio networks, program sponsors and producers will be asked to attend either this or a later meeting of the committee.

LEO SAYS:
WHN leads again—
Adam Hats broadcasts
the Perry-Vines tennis match on Sunday!
WHN DIAL 1010
AFFILIATED with
M-G-M • LOEW'S



◀ *Radio Personals* ▶

RALPH WONDERS, of Rockwell-O'Keefe, back from his Chicago trip . . . Phil Duey starts his first vacation in three years this week. He will set out on a concert tour thereafter, returning to radio in the fall . . . Bert Lahr begins his "Manhattan Merry-Go-Round" stay Sunday . . . Ben Bernie will have five members of the "Wake Up and Live" cast as guests on his American Can Co. program next Tuesday—Jack Haley, Walter Catlett, Leah Ray, George Givot and Alice Faye . . . Prentis Winchell and Fred Pflugfelder of the N. W. Ayer radio department out of town on a program selling expedition . . . Niella Goodelle set for the Wynn program April 24 . . . David Sarnoff will officially open National Music Week on the RCA "Magic Key" program May 2 . . . Colgate's "Beauty Box" April 21 will be a radio treatment of "Vagabond King" . . . Frank Capra refused to be interviewed yesterday when WMCA's Martin Starr approached him for a "Gangplank" broadcast . . .

✚

Vincent Lopez will move coastward with the Nash "Speedshow." For a time it appeared Lopez would be forced to give up the program, due to his Hotel Astor contract. The hotel has generously released him from the document . . . The "Three Marshalls," until now heard twice weekly on the NBC-Blue, will get another spot starting April 26, when they will be heard three times weekly at 12:30 noon on the Red network . . . Bunny Berrigan, Billy Kyle and the Raymond Scott Quintet will headline Saturday's CBS "Swing Club" . . . Stuart Erwin will be Jack Oakie's guest comedian on the "College" program April 20 . . . Mrs. Enid Beaupre of NBC's advertising and sales promotion department will address members of the Easton, Pa., branch of the American Ass'n of University Women on April 20 . . . Cary Grant will be the April 24 guest on the "Hit Parade" over CBS . . .

Juniors Go On Air

Poppas Eddie Cantor and Harry Warner will come in for a gentle ribbing from their children, Edna and Jack, on the Pontiac "Varsity Show" this Friday evening on the NBC-Red network. Both youngsters are students at the University of Southern California, scene of the coming "Varsity" broadcast. The children will appear in a comedy sketch.

CBS Summer Radio Survey Going Out

Dr. Daniel Starch's annual summer radio survey for CBS, designed to show the increasing importance of summer time periods on the air, is now on its way to all advertising agencies and sponsors.

The following are Dr. Starch's conclusions:

1—There will be 2,000,000 more radio families in the U. S. in the summer of 1937 than there were last year.

2—All told, there will be 34,000,000 radios in the country this summer—25,000,000 radio homes; 4,000,000 extra sets in the homes; 5,000,000 radios in automobiles.

3—There will be a total of 77,000,000 family hours of listening this summer.

4—Basing this conclusion on his past researches, Dr. Starch estimates that the radio families will be listening to radio an average of four hours, 24 minutes daily.

The survey concludes with a chart showing the increasing use of CBS summer radio by sponsors; appends a complete list of sponsors who were summer radio users on CBS in 1936.

Dr. Harry Hagen Back to WMCA

Dr. Harry Hagen's "Spelling Bees," formerly heard on WMCA under Chase and Sanborn sponsorship, will return to the station as a sustaining program Saturday at 7 P.M., E.S.T. The sessions will be heard over the complete Inter-City network.

While confirmation is lacking, it is believed that the Borden Milk Co. will buy the program within a week or so.

Connery for Delay On Radio Tax Plan

By **BERTRAM F. LINZ**

WASHINGTON, April 14.—Declaring that the proposition involved considerations which enter into the investigation of the radio situation which he has asked of the House, Representative Connery of Massachusetts today asked that consideration of the taxes on broadcasting stations proposed yesterday by Commissioner Payne of the F.C.C. be postponed until after the inquiry has been completed.

His resolution for a probe of broadcasting conditions is pending before the House Rules Committee, which, Connery declared, would undoubtedly give it approval.

"The question of taxing radio stations should be one of the matters investigated by the House," he said. "I do not think it wise to decide on methods of taxing radio until all aspects of monopoly and discrimination charges are gone into."

Winchell, Bernie on "Hotel"

Walter Winchell, Ben Bernie and Alice Faye will re-enact scenes from their new picture, "Wake Up and Live," on the "Hollywood Hotel" broadcast of April 23.

Gracie Fields, English comedienne, will make her deferred appearance on the program that evening.

Continue "Fireside Recitals"

"Fireside Recitals," heard Sundays from 7:30 to 7:45 P. M., E. S. T., on the NBC-Red, has been renewed for 52 weeks by the American Radiator Co. The Blaker Advertising agency handles the account.

Additional radio news on page 10

Union Keeps Bands From Brooklyn Show

Local 802, A. F. M., yesterday refused permission to union members to perform as volunteers in the finals of the *Brooklyn Daily Eagle's* film contest, held at the RKO Albee, Brooklyn, last night. The union ban affected bandleaders Leo Reisman, Arnold Johnson, Enric Madrequera and others, whose names have appeared on the marquee of the theatre for the past few days in connection with last night's contest finals.

Despite the fact that their forthcoming participation in the contest had been well advertised on the theatre marquee and on the pages of the *Brooklyn Eagle* for several days, the union did not take action until a late hour yesterday afternoon. Suspension was threatened to all union members for violation of the union ukase.

802 for some time past has been picketing all RKO and Loew theatres in an effort to put "live" music back in the theatre.

Orders Damskov Testimony

Dorothea Damskov must submit to a pre-trial examination in connection with the $10,000 damage suit which Damskov, Inc., of which she is president, has brought against the Knickerbocker Broadcasting Co., Inc., according to a decision yesterday by Justice Julius Miller in the N. Y. Supreme court. She must also supply Knickerbocker with a sample of Damskov's reducing formula in order that the defendant may make an analysis of it.

Damskov bases its suit on Knickerbocker's alleged improper breaking of a contract whereby Damskov was to broadcast three programs a week over WMCA and have its reducing product advertised during the program. Knickerbocker refused to continue the advertising on the ground that it does not conform with certain rules set down by the F. C. C. The breaking of the contract, the defendant held, was justified.

RCA Denies Engelman Charge

RCA entered a general denial yesterday to the $250,000 breach of contract suit brought against it, RCA Victor, RCA Radiotron Co. and the E. T. Cunningham Tubes, Inc., by Abram J. Engelman, who claims that he contracted with the defendants Sept. 8, 1933, to get a 10 per cent royalty on all sales on a new method of transmitting written and printed matter by radio telegraphy which he was to show to the defendants. On May 31, 1934, the royalty was reduced by mutual consent to two and a half per cent. Engelman claims that sales have amounted to $10,000,000 and that he has not received his royalty.

W. A. Clark Leaves WCPO

CINCINNATI, April 14.—William A. Clark, for the past seven years manager of WCPO, *Cincinnati Post* station, has resigned. His successor has not been named.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

No Production Code Changes Needed: Breen

(Continued from page 1)

er, he said, than in most American cities. He noted two current reactions in Europe to recent American films, one being based upon the impression that cruelty to animals is becoming prevalent and the other a generally confused impression stemming from misrepresentation of American life in films. Breen said that the belief that cruelty to animals actually occurs in the filming of pictures is a mistaken one and, actually, is a tribute to the realism attained by camera tricks and clever film cutting.

Breen plans to leave for the coast today. He described his trip as a "holiday," made possible by the seasonal production lull in Hollywood.

Bill to End Salary Publicity Advanced

(Continued from page 1)

has been called, has been under fire for several years as being more valuable to racketeers and high pressure salesmen than to the Government. A feature of the list, carried in a report prepared annually by the Treasury Dep't, has been the salaries paid film stars, directors, writers and others.

Films Not in Labor Bill

Hollywood, April 14.—Film industry and theatre employes are exempted from a measure approved by the Assembly Labor-Capital Committee which prevents employers from working employes in split shifts.

Labor Bill Advances

Sacramento, April 14. — The "Little Wagner Bill" today passed the Assembly here and is now to be considered in the Senate.

AIR EXPRESS
THE FASTEST
WAY TO SHIP...

ZING! ... Rush your shipments 2500 miles overnight, with prompt delivery next morning. Complete, nation-wide service between 216 cities, in the United States and Canada. Also direct to Honolulu, Guam, Manila and 32 Latin-American countries. Pick-up and delivery without extra charge. For service or information, phone any office of RAILWAY EXPRESS.

AIR EXPRESS
DIVISION
RAILWAY EXPRESS AGENCY, INC.

"A Day with the Quintuplets"

Hollywood, April 14.—The famous babies are growing up. At three, they stumble and grin and chatter like all other children except that in "A Day with the Quintuplets" the charm is multiplied five times.

This is another in the series of Dionne pictures made in the last few years by Pathe News for Radio distribution. Alois Havrilla supplies the occasional narrative and Dr. Dafoe appears as one of the central and actual characters.

It is, however, the enormous appeal of these lovely children falling all over themselves largely unconscious of the prying camera that makes this 18-minute subject of sure-fire appeal to the millions who undoubtedly will want to see it.

KANN

Tipton Asks Referee To Subpoena Michel

(Continued from page 1)

Tipton committee, was the first witness for opponents of the plan. He characterized the plan as unfair and said he would favor continued operation of the theatre by Howard S. Cullman, trustee, unless a better offer was received. Tipton testified that his committee would accept a lower interest rate than that proposed in the plan if 20th Century-Fox guaranteed principal and interest. He stated further that unless such a guarantee were forthcoming he would oppose complete control of the Roxy by 20th Century-Fox. He charged that 20th Century-Fox directors would be "dealing with themselves" unless bondholders were represented on the board of directors of the new corporation.

Nothing has been done by 20th Century-Fox about increasing its bid for the Roxy, Michel stated last night. He added he has another meeting scheduled soon with the committee and will listen to what it has to say.

Olympia Hearing Today in Hub

Boston, April 14.—A hearing on New England Theatres' offer to purchase for $4,000,000 the assets of Olympia Theatres is scheduled for tomorrow in Federal court here. The principal Olympia assets consist of 28 theatre properties and two leaseholds.

Both circuits are subsidiaries of Paramount Pictures. If the New England offer is approved the operations of Olympia, which has been in bankruptcy for the past five years, would be consolidated with those of New England under the management of Martin Mullen and Sam Pinanski.

Kelban Found Guilty

Joseph Kelban, business agent of Local 306, has been convicted of endangering the safety of persons in a public place, in Special Sessions, Brooklyn. Kelban, the evidence showed, pulled a switch in the Folly because he had been refused $500 for alleged back salaries due operators.

Monarch Sees "Earth"

The M-G-M home office received word yesterday that the King and Queen of England had "The Good Earth" screened at Windsor Castle last night.

Maynard in New Post

Toronto, April 14.—Robert E. Maynard, formerly manager of the Regent, Ottawa, has been placed in charge of the new Cartier here.

Hearings Begun on Orpheum Asset Sale

(Continued from page 1)

"unfair" that RKO creditors should receive "payment in full" while those of Orpheum, an RKO subsidiary, received only 30 cents on the dollar. He also asserted that RKO stockholders will receive one-half share of new stock for a share of old, whereas Orpheum stockholders will receive nothing.

The hearing will be continued today when additional motions by Samuel Zirn, attorney for a second stockholders' group are expected to be heard. Two Federal judges disqualified themselves from conducting the hearings prior to the assignment of the case to Judge Patterson.

Condor Hearing Date Advanced

Upon request of Irving I. Schachtel, counsel for Condor Pictures, Inc., S.E.C. held its hearings on the company's registration statement Tuesday, instead of next Monday, as had been planned.

Schachtel requested the earlier hearing, he said, so that he could show "there had been no omission of any material facts from the registration statement and to avoid the effects of any misconceived publicity attendant on the delay."

The question at issue was whether the statement in the registration papers that the studio lease called for rentals of $350 per shooting day was true in view of the fact that the lease memorandum was not as complete as the lease finally drawn.

Schachtel informed the commission that rent was a nominal part of production costs. He also suggested to the commission, he says, that in calling such hearings the commission state that the call does not constitute a finding that there has been any omission to state a material fact or that a misstatement exists.

Indict Marx Brothers

Los Angeles, April 14.—A Federal grand jury today indicted Groucho and Chico Marx for alleged copyright violation based on their use in a radio broadcast of "Adventures of Mr. Dibble and Mr. Dabble." Garrett and Carroll Graham claim to be the authors and owners of the copyright.

Groucho Marx is now en route to Honolulu but Loyd Wright, his attorney, stated that both will surrender—Chico within the next few days. He posted bond for their court appearance.

Charter Kentucky Firm

Frankfort,, Ky., April 14.—Gayle-Diller Theatres, capitalized at $20,000, has been chartered here.

Old Australia Sound Action Is Dismissed

Justice Julius Miller in the N. Y. Supreme Court yesterday granted a motion made by Warner Bros. Pictures, Inc., and co-defendants to dismiss a suit instituted against them Sept. 16, 1930, by D. Davis & Co., Ltd., of Australia. The defendants, which included the Brunswick, Balke-Collender Co. and the Brunswick Radio Corp., held that the suit should be dismissed because of the plaintiff's failure to prosecute within a reasonable time. The formal plaintiff in the case was Julius Smessert as assignee of the Australian company.

Justice Miller ruled that the plaintiff could not satisfactorily excuse its failure to prosecute. The defendants were served with a summons in 1930, but never were served with a complaint so that they were unaware of what the suit demanded. Technical legal questions had kept it in various courts since 1930.

Court Transfers Llanuza Plea

A motion of Pedro Llanuza for an order to permit him to cross examine California witnesses who are to submit written interrogatories for Columbia Pictures Corp. and others whom Llanuza is suing for an accounting of profits was referred yesterday by Justice Alfred Frankenthaler in N. Y. Supreme Court to Justice Lloyd Church who granted Columbia's request to take interrogatories from witnesses who cannot come to New York to testify at the trial of the case.

Llanuza asserts that Columbia, Winkler Film Corp., United Artists Corp., Charles Mintz and Walt Disney adopted his idea of using caricatures of prominent screen stars for short subject purposes and improperly capitalized on his idea. The defendants argued that the Llanuza idea was one employed long before he considered it. The witnesses who are expected to corroborate this contention are Mintz, George Stallings, Earl Hurd, Ted Sears, Bill Nolan and Jack King.

Republic Unit Files Suit

Republic Pictures Corp. of the Southeast, a Georgia corporation, filed suit in Federal Court yesterday to restrain Republic Pictures Corp. from breaching a contract allegedly made on July 5, 1935, for distribution of the latter's films. The contract was terminated by the defendant on March 22 because it was allegedly breached by the plaintiff. The Southeast corporation claims to have closed 2,735 contracts totaling $712,811 for distribution of Republic films. A commission of $219,620 was received, but, as $351,348 was spent, there was a loss of $131,728. The plaintiff alleges that if the contract is allowed to continue until 1939, a profit of a quarter of a million dollars will be realized. A temporary injunction pending trial is also asked.

Allow Paramount Sale

Paramount Pictures, Inc., was authorized yesterday by Federal Court Judge Alfred C. Coxe to sell or mortgage its property and assets free and clear of prior liens. Authorization was required because an order made in June, 1935, while Paramount was being reorganized was regarded as a cloud on the title of real property which Paramount owned.

with your EYE on YOUR BOX OFFICE

read these comments, Mr. EXHIBITOR

DOUGLAS CHURCHILL
New York Times
The picture is another "Little Miss Marker," tender, thrilling, moving, excellently done.

HOLLYWOOD REPORTER
Strong emotional drama. Barbara Stanwyck in a role that fits her exactly. Miss Stanwyck is thoroughly and attractively in her element. McCrea brings fine and earnest sincerity to the sympathetic role. Rest of cast excellent.

CECIL B. DeMILLE
An exceptionally fine production with high emotional values throughout the human scale. I congratulate the players and its makers.

MERRITT HULBURD
Assistant to Samuel Goldwyn
An exceptionally fine melodrama and a most believable romance.

DAILY VARIETY
Intelligently made and capably enacted drama. Audiences entertained. McCrea makes every scene valid and gripping without resorting to phony heroics. Miss Stanwyck proves as fine as she has ever been, capturing every emotional value. She has been unusually well photographed.

ROBERT TAYLOR
An excellent screen play beautifully done. Every foot of it was entertaining.

HARRY WARREN
Manager, Paramount Theatre, Los Angeles
Great house reaction. This one will play.

HOWARD ESTABROOK
Producer
A gripping, dramatic and emotionally fine performance, with sympathy and appeal. Should please everywhere.

FRANK LLOYD
Producer and Director
Gives you new respect for the integrity and ethics of the medical profession.

Barbara Stanwyck
Joel McCrea
**"INTERNES CAN'T
TAKE MONEY"**
with Lloyd Nolan · Stanley Ridges
Directed by Alfred Santell

Paramount Pictures

Says FCC Efforts Are Being Balked

Baltimore, April 14.—Efforts of the F.C.C. to arrange the distribution of broadcasting stations on an engineering basis have been nullified by "economic pressure," it was declared today by S. Howard Evans, secretary of the National Committee on Education by Radio, in an address before the Maryland Federation of Women's Clubs.

The 40 cleared channels were to be operated for the service of rural and remote areas, he asserted, but "certain of the cleared channels were broken down, much to the detriment of their service to rural and remote areas, but greatly to the profit of private groups which found a way to make 47. Of these, he added, 43 are located in metropolitan areas having a population of 100,000 or more and "our urban farmers are beautifully cared for."

Incursion of newspapers .into the broadcasting field also was criticised by Evans, who declared such operations in time "may undermine the freedom of the press because newspapers with investments in radio stations may be tempted to change the editorial policies of their papers in order to gain renewal of radio licenses from an unfriendly administration."

"There is also the further danger that newspaper chains which are already very powerful will add unto themselves radio facilities to a point where they become more powerful than the instrumentalities of government itself," he said.

KFAB Asks Power Boost

Washington, April 14.—Application for a change of frequency from 770 to 1,080 kilocycles and increase of power from 10,000 to 50,000 watts was filed with the F.C.C. today by station KFAB, Lincoln, Neb.

Sterling Fisher Made Talks Head at CBS

Sterling Fisher, well known newspaperman and lecturer, was appointed CBS director of talks and education yesterday. He succeeds Edward R. Murrow, whose appointment as European director for CBS was announced recently.

Fisher will supervise all CBS education and religious programs and will edit the magazine "Talks," a digest of discussions heard over the network.

Fisher goes to CBS from the editorial staff of the *New York Times*. Before he joined the *Times* in 1930, he was a member of the staffs of the *Springfield Republican*, and the Associated Press. He has been a member of the faculty of several colleges here and abroad.

Loew's State Takes Air

To call attention to the M-G-M spring "parade of hits," Loew State will be on the air today from 1:45 to 2 P. M. over WHN, the broadcast to originate in the lobby of the theatre. Jay C. Flippen will em cee, and will introduce Benny Goodman, Xavier Cugat, Eddie Duchin, Hal Kemp, Gloria Grafton, Veloz and Yolanda, Vincent Lopez, Abe Lyman, Edgar Bergen, Horace Heidt, Tommy Dorsey, and others.

Insiders' Outlook

(*Continued from page 2*)

results in talent independence and an intention of doing what it likes as it likes. And that means lapping up radio gravy while it is there. . . .

▼

On the other hand, any discussion of radio and what goes on with it here can properly forego opinion in the face of facts. On the musical end, currently fourteen shows feed from here on national webs. Rubinoff starts this coming Sunday and, by July when Maxwell House Coffee shifts "Showboat" west, the curve will rise to sixteen, all of them and in one form or another tapping film names for guest appearances. No matter how it is approached and no matter how indulgent the viewpoint may be, it becomes evident quickly that Sunday night is murder complete for theatre business. When Rubinoff begins, the hours [Eastern time] will be filled virtually from five o'clock until nine with one overlapping program from eight to eight-thirty. Mind you, these are musical shows, designed in their conception to be big, and take into no account other national programs dealing with Hollywood, such as the Elza Schallert and Jimmy Fidler chatter program. . . .

▼

The lineup, Eastern Standard Time:

Sunday

Marion Talley—NBC Red; Ry-Krisp, the sponsor; 5-5:30 P.M.
Joe Penner—CBS; Cocomalt, sponsor; 6-6:30 P. M.
Rubinoff—CBS; Chevrolet; 6:30-7 P. M.
Jack Benny—NBC Red; Jello; 7-7:30 P. M.
Victor Moore, Helen Broderick—CBS; National Biscuit; 8-8:30 P. M.
Don Ameche and Shows (starts May 9)—NBC Red; Chase and Sanborn; 8-9 P. M.
Eddie Cantor—CBS; Texaco; 8:30-9 P. M.

Monday

Burns and Allen—NBC Red; Grape Nuts; 8-8:30 P. M.
Hollywood Hotel—CBS; Campbell Soups; 9-10 P. M.

Tuesday

Ben Bernie—NBC Blue; American Can; 9-9:30 P. M.
Fred Astaire—NBC Red; Packard; 9:30-10:30 P. M.
Jack Oakie—CBS; R. J. Reynolds Tobacco Co.; 9:30-10:30 P. M.

Thursday

Showboat—NBC Red; Maxwell House Coffee; 9-10 P. M.
Bing Crosby—NBC Red; Kraft Cheese, 10-11 P. M.

Saturday

Grace Moore—CBS; Nash; 9-9:30 P. M.
Irvin S. Cobb—NBC Red; Oldsmobile; 10:30-11 P. M.

▼

If you are staggered, nonplussed or surprised, your attention is directed forthwith to gaps in the days beyond Sunday. Then compute on your own the possibilities. It might be bad, but it can be worse. With this profundity, solving nothing, we call it a day. . . .

WHN Adds One, Renews Two

Two renewals and one new account were placed at WHN yesterday.

Renewed for 26 weeks is the M-G-M "Movie Club," heard Fridays from 8 to 9 P. M. R. L. Watkins is the sponsor, Blackett-Sample-Hummert is the agency. The renewal will be effective April 16.

The Willis Lane Studios have renewed "Uncle Tom's Kiddies" for 26 weeks, effective April 18. The deal was handled direct.

The new account is for the Welch Grape Juice Co., consisting of spot announcements for 13 weeks, Mondays through Fridays. H. W. Kastor & Son is the agency.

Sign for Last Hockey Game

The Gordon Baking Co. yesterday signed with Mutual to sponsor the final game tomorrow between the Detroit Red Wings and the New York Rangers in the Stanley Cup hockey playoffs. The program will be heard over WOR, WGN, Chicago; and CKLW, Detroit-Windsor tonight from 8:30 to 10:30 P. M., E.S.T.

Thornburgh in Frisco

Hollywood, April 14.—Donald W. Thornburgh left tonight for San Francisco where he will discuss plans for the new CBS studio.

"Internes" for Para. "Parade"

Hollywood, April 14.—"Paramount Parade" on Sunday will feature scenes from "Internes Can't Take Money" with Lloyd Nolan, Ida Lupino and Lynne Overman. Kennie Baker and Val and Ernie Stanton will offer specialties. Victor Young's orchestra will be heard. Boris Morros is supervising.

To Air "Star Is Born"

Hollywood, April 14.—Selznick International next Tuesday will broadcast excerpts from "A Star Is Born" over a national Mutual hookup emanating from here. George Fischer will em cee. The program will be heard from 8:30 to 9:00 P. M., P.S.T.

"House Undivided" to G. F.

Hollywood, April 14.—"House Undivided," Mutual Don Lee sustaining program, starting next Monday will be sponsored by General Foods in behalf of LaFrance and Satina Washing Powders. It will be heard on coast stations at 11:15 A. M., P.S.T.

P. & G. Renews Fidler

Hollywood, April 14.—Jimmy Fidler has been renewed by Procter & Gamble. His programs will be heard at the same time on Tuesdays and Fridays.

MPPA Board Accepts Paine's Resignation

The resignation of John G. Paine as chairman of the board of the Music Publishers Protective Ass'n was accepted by the board at a joint meeting last night with representatives of all other organized groups within the music industry. The board also confirmed the appointment of Harry Fox as executive head of the M.P.P.A. to succeed Paine. The latter will assume his new post as general manager of Ascap on May 1.

Last night's meeting discussed the widespread litigation and legislation pending against music organizations throughout the country and laid the groundwork for a united industry front to oppose it. Although Ascap is the sole target of the current legislation and litigation, any curtailment of its income or operations would be felt directly in all branches of the music publishing industry and by composers and authors.

E. C. Mills, Ascap general manager, who will become chairman of the organization's new administrative committee on May 1, will leave for Helena this weekend where a test of the constitutionality of the new Montana law prohibiting Ascap from operating within the state is scheduled for April 23 before a three-judge Federal court.

Erpi to Expand in Non-Theatre Field

Erpi will expand its interests and activities in the non-theatrical field in the near future, it was learned yesterday. The expansion plan will include the development of new markets for recording and exhibition equipment as well as for the non-theatrical productions of affiliated Erpi companies.

Daniel C. Collins, new Erpi vice-president, will be in charge of the company's non-theatrical expansion plans. He succeeds Edward E. Shumaker, who formerly headed the non-theatrical department.

Wanger to Go Ahead On "River Is Blue"

Hollywood, April 14.—Walter Wanger proposes going through with "The River Is Blue," Clifford Odets' original with a Spanish civil war background, the producer tells Motion Picture Daily.

Readily admitting difficulties with the Hays office in having the script approved, Wanger now declares this is behind him. It is understood the Hays office objection was predicated on Left Wing implications in the Odets story.

Homolka for "Ebb Tide"

Hollywood, April 14.—Oscar Homolka signed by Paramount for Lucian Hubbard's "Ebb Tide," is expected to arrive here May 10.

Hollander Wins Prize

Frederick Hollander, Paramount composer, was awarded the Ascap quarterly prize yesterday for "Moonlight and Shadows."

Try Milwaukee Singles

Milwaukee, Wis., April 14.—Fox's Downer, east side neighborhood house, has gone to a single feature policy.

Out Today —
"first preview"
of production plans
for '37-38
Exclusively presented
by
Motion Picture Herald

. . . in the Spring

(when his box office gets that lackadaisical feeling)

AN EXHIBITOR'S FANCY TURNS TO THOUGHTS OF...

"LOVE FROM A STRANGER"

TRAFALGAR FILMS presents
A MAX SCHACH PRODUCTION

ANN HARDING
BASIL RATHBONE

Directed by ROWLAND V. LEE

LOEW, WARNER and U. A. CIRCUITS GIVE THEIR BOX OFFICES THIS SPRING TONIC IN WASHINGTON, SYRACUSE AND PROVIDENCE STARTING APRIL 16, AND AT THE N. Y. RIVOLI AND ALDINE, PHILADELPHIA, STARTING APRIL 17!

Released thru
UNITED ARTISTS

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 89 NEW YORK, FRIDAY, APRIL 16, 1937 TEN CENTS

U. A. to Start Its Regionals Here June 14

Details Fixed on Three 3-Day Gatherings

Details in connection with the three regional sales meetings were completed yesterday by United Artists sales executives. Each of the meetings will last three days with George J. Schaefer and A. W. Smith, Jr., in charge.

The first session will be held in New York starting June 14. The second will take place in Chicago beginning June 17 and the last meeting will be in San Francisco starting June 21.

Sales policies and promotion ideas in connection with the 30 pictures to be released next season will be discussed. In addition, several new pictures will be screened.

Home office executives who will attend the New York sessions include Harry Gold, Jack Schlaifer, Paul Lazarus, Monroe Greenthal, Phil

(Continued on page 7)

Rolan Nominated for Presidency of Ampa

Ralph Rolan of the March of Time yesterday was selected by the Ampa nominating committee to succeed Gordon White as president of the organization. Elections will be held April 28 at the Edison Hotel.

Paul Lazarus, Jr., has been chosen for the vice-presidency to succeed Ralph Lund. Paul Benjamin is listed as treasurer and Lester Thompson as secretary.

The board of directors includes: White, Mort Blumenstock, Rutgers Neilson, Edward Finney and Hap Hadley. Vincent Trotta is to be trustee for three years. The auditing committee comprises Paul Gulick, chairman, Herbert S. Berg and Ken O'Brien.

New Station Request Among Pleas to FCC

WASHINGTON, April 15.—An application from Burl Vance Hedrick, Salisbury, N. C., for a new daytime station to operate on 1,340 kilocycles using power of 1,000 watts has been received by the F.C.C.

The commission has also acknowledged receipt of applications from the

(Continued on page 12)

More Radio—Pp. 12-14

Say Loew and RKO Circuit Moves Not Against Indies

Expansion moves by Loew's and RKO are not directed at independent operators, but intended to solidify the circuits' first run setup in the local territory, it was stated yesterday.

Both major circuits have been anxious to enter certain situations which are developing rapidly, particularly in the Bronx and Brooklyn, it was said.

Loew's is now building a 1,000-seat theatre at Fenton Ave. and Boston Road. RKO is planning to construct 1,800-seat houses at Sound View and Westchester Aves. and at Allerton and White Plains Aves. The three sites are in the Bronx.

RKO has made a deal with Randforce to take over operation of the Lefferts and Republic in Brooklyn for one year with options. Under the Randforce management, both houses were second runs. RKO will install first run policies when it assumes operation. The nearest RKO house to the Lefferts is in Richmond Hill. The circuit also has acquired the Parkway, Mt. Vernon.

Loew's recently took the Cameo, New Rochelle, and is understood to be interested in converting a legitimate theatre in the Times Square sector to a picture policy. Circuit executives are also reported eyeing a number of other locations. RKO has negotiations under way for at least three more units. Consummation in the form of signed contracts is expected in the near future.

Grand National to Promote Managers

Three or four branch managers will be promoted to district managers at the Grand National sales convention in Los Angeles, May 16-19, Edward Peskay, general sales manager, stated yesterday prior to his departure for the coast with Edward Finney.

The selections will be announced from the winners of the current sales drive which ends May 15, Peskay said. About 70 division managers, branch heads and salesmen will attend the four-day session.

Plans are under way to release 12 "A" pictures next season, Peskay added, three of which are expected to be ready for screening at the sales meetings. There will be eight Ken Maynard and a like number of Tex Ritter westerns in the 65 pictures to be announced.

James Cagney will be listed for

(Continued on page 7)

IATSE Starts Drive Around New Orleans

NEW ORLEANS, April 15.—The I.A. T.S.E. made known today that it would begin a drive immediately to put union projectionists in all theatres in this territory where they are not already employed.

The drive will have the cooperation of other A. F. of L. unions in this vicinity and is regarded here as the initial move on the part of the I.A. to extend its organizing activities to theatres which have been wholly non-union heretofore. These include not only the small town houses throughout the south, but also numerous small independent theatres in the larger cities.

Labor spokesmen stated today that

(Continued on page 8)

Olympia Sale Gets Court's Approval

BOSTON, April 15.—New England Theatre Corp.'s offer to purchase the assets of Olympia Theatres, bankrupt Paramount subsidiary, for $4,000,000 cash was approved today by Judge Harold Williams in Superior Court here. Consummation of the sale will wind up the five-year-old bankruptcy of Olympia.

No objections to the sale were voiced by any Olympia creditor during the three-day period allowed for the filing of such objections, which ended today.

The Olympia assets consist principally of 30 theatres, 28 of which are fee properties and two are leaseholds. On the conclusion of the sale Olympia operations will be consolidated with those of New England, which also is a Paramount affiliate headed by Martin Mullin and Samuel Pinanski.

Stockholders Value Roxy at $7,897,000

Class A stockholders of the Roxy Theatres who are fighting the proposed plan of reorganization before Special Master Addison S. Pratt yesterday produced an appraisal which valued the theatre at $7,897,000. This figure is more than twice the $3,500,000 valuation placed on the property by the Pound committee, proponents of the plan.

Ira Goldstein, real estate expert, as witness for the stockholders, placed a $2,550,000 valuation on the land and the lobby leasehold without improvements. Leon Fleishmann, former Loew executive, valued the building and equipment at $5,347,000,

(Continued on page 7)

RKO's '36 Net Up More Than 3 Times 1935

Audited Report Shows Total of $2,485,911

RKO profits for 1936, the company's audited report shows, were considerably more than three times as high as they were in 1935. The net was $2,485,911 after interest, depreciation, amortization of leaseholds, loss on investments and capital assets, provision for affiliated companies not consolidated, Federal income taxes, excess profit taxes, surtaxes and other charges, but without provision for arrears on dividends on the cumulative preferred stock of K-A-O.

In 1935 the net was $684,733.

Total assets are listed at $91,559,816, with a capital deficit of $10,977,285 and an operating deficit of $13,491,782, compared with total assets of $93,086,407, capital deficit of $11,001,351 and operating deficit of $15,963,565 on Dec. 31, 1935.

At the end of the year assets were listed as including $7,369,753 in cash and a total valuation of $16,965,912. Current liabilities, other than funded debt due within one year, were $10,776,053. Inventories of pictures completed and in work were $8,200,629.

Total income for the year was $49,900,000, of which $21,081,465 was theatre admissions, $25,340,297 was film

(Continued on page 7)

Action Is Deferred On Ohio Ticket Tax

COLUMBUS, April 15.—After considering a bill to increase the admission tax from three to 10 per cent, the House Committee on Taxation decided yesterday to defer action pending a settlement of the relief program.

The House and Senate failed to reach an agreement last night, so the committee will stay on the sidelines until the impasse is settled.

Ascap Suspends Its Montana Collections

Ascap has discontinued the licensing of commercial music users in Montana in compliance with the new state law prohibiting a licensing agent from representing more than one copyright owner within the state, E. C. Mills, Ascap general manager, said yesterday.

In consequence, all Montana theatres, broadcasters, restaurants and

(Continued on page 7)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 16, 1937 No. 89

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Cleveland Monogram Sales Go to Schultz

Nate Schultz of Selected Pictures Corp. of Cleveland has secured the Monogram franchise for that territory.

Ben Welansky, president of Monogram Exchanges in Boston and Pittsburgh, has appointed Steve Brody as New England manager and Dave Selznick as branch head of the Pittsburgh office. The Boston office will be opened May 1.

Margolies Is Promoted

Max Margolies, former Republic salesman in the Cincinnati branch, has been appointed to the post of exchange manager, succeeding William Onie, who resigned to join Monogram May 1 in a similar post. Rudy Knoephle, who has been with the 20th Century-Fox sales force, has taken over Margolies' territory for Republic.

Parsons Calls Conference

PORTLAND, April 15.—Grover Parsons, division sales manager for Republic, has called a conference here with J. T. Sheffield and Eddie Walton of Seattle and Cecil Farnes, Oregon manager.

Insiders' Outlook

By RED KANN

Beverly Hills, April 15

PLAYING it out along strictly old-fashioned, melodramatic and hokum lines, "Good Old Soak," nee "Old Soak," has an aura of another year about it, but enough of what it ought to have to make this minor effort from M-G-M an acceptable attraction for the rank and file. Not strong enough for a playing time this nevertheless is homey enough and formula enough to register well in neighborhoods and smaller situations.

Wallace Beery is the "Clem Hawley" of Don Marquis' widely known play. Janet Beecher is his tolerant wife, Eric Linden, the more or less wayward son, Betty Furness the daughter, Una Merkel an amusing maid, Edith Barrett the feminine menace with a heart of gold, Robert McWade the old skinflint who gets his just deserts in the hip hip hooray manner. Ted Healy is again a stooge and George Sidney another bit of comedy relief.

The slight story swings around Linden's infatuation for Miss Barrett. He gets himself in a jam and pilfers his mother's stock. Beery is suspected, and to save the youngster's face with his mother automatically permits her to assume she is correct. However, in a situation that is alternately grim and humorous, Beery threatens McWade and exacts from him the difference between the price for which he bought the stock from Linden and its ultimate sale. This proves enough to meet all deficits and straighten out all the kinks. In the meantime Linden has told his mother the truth, so back to the family fireside goes Beery, reunited with the family and pretty much its collective lion.

There is not a great deal to this, but Beery's characterization alone is along lines well hewed by him in many earlier pictures. J. Walter Ruben's direction does well enough by the tale.

If this creaks too loudly at times, it is merely the years and changing times exacting their inevitable toll.

Four More Circuits To Aid Rogers Drive

Four more circuits and 12 independent theatres have been added to the list of supporters for the Will Rogers Memorial Fund drive which gets under way the week of April 30. Another meeting of local committees was held yesterday at the New York Film Board with William A. Scully of M-G-M presiding.

Max A. Cohen's Cinema circuit, Nelson & Renner, Harry Harris and Harry Hecht are the new circuits. Independent houses include the Rivoli, Belmar; Queen Anne, Bogota; Strand, Farmingdale; Lyric, Stanley, and Station, Newark; Rialto, Paterson, N. J.; Bluebird, Manhattan; Cameo, Yonkers; Didsbury, Waldon, and Savoy, Jamaica, L. I.

The Paramount circuit was among the first group of major houses to pledge support to the drive leaders. They are included with National Theatres, Loew's, RKO, Warners and Skouras.

M-G-M has just completed an all-star short featuring Robert Taylor and Gary Cooper. The reel will be shown in all theatres cooperating in the drive.

Van Loan Finishes Story

HOLLYWOOD, April 15.—H. H. Van Loan has completed "One in Every Family," the autobiography of a 16-year-old boy which will be published by Haynes & Co. in 60 days. Zane Grey wrote the introduction and Jim Tully, the epilogue. Two studios are reported interested.

Columbians Date Frolic

The Columbian Club, home office organization, will hold its annual spring frolic at the Hotel Astor on April 30.

Delaware Studio Tax Exemption Is Passed

WILMINGTON, April 15.—The Delaware Senate today passed a bill exempting from taxation for a period of 15 years properties of any film producing companies locating in the state on or after July 1. The measure was introduced by Representative W. R. Ringler of Millville and passed the House several weeks ago. It now awaits the signature of Gov. Richard C. McMullen.

The exemption extends to all lands, buildings and equipment used in production.

Advance Chain Store Bill

KANSAS CITY, April 15.—The chain store tax bill introduced by Robert C. Taylor of St. Louis in the Missouri Legislature, has been recommended for passage by the House Committee on Revenue and Taxation. The tax calls for payment by chain store organizations, which would include theatre circuits, of $25 per store for from two to five stores; $50, six to 10 stores; $75, 11 to 15 stores; $100, 16 to 20 stores; $150, 21 to 25 stores, and $200 on each store over 25.

Introduces Exit Bill

ALBANY, April 15.—A bill requiring all places of public assembly to be equipped with central control apparatus so that all exits may be opened simultaneously has been introduced in the Senate by Senator Duncan T. O'Brien. It has been referred to the Labor Committee.

Revives Film Footage Tax Bill

ALBANY, April 15.—Bernard J. Moran, Brooklyn Democrat, has reintroduced in the House his bill to impose a tax of one mill per foot on all motion picture films and it has been referred to the Rules Committee.

Purely Personal

WILLIAM R. FERGUSON plans to leave for the coast next Thursday or Saturday. If he leaves on Thursday, HOWARD DIETZ will accompany him. The trip is to prepare for the M-G-M convention scheduled for the Ambassador, Los Angeles, starting May 2.

•

CHARLES SKOURAS is not expected to arrive from the coast until next Tuesday. MIKE ROSENBERG, F. W. C. partner, will most likely accompany him. On their way back, SPYROS SKOURAS is expected to go as far as Denver to confer with RICK RICKETSON.

•

SIG WITTMAN, Universal district manager, will not return from a tour of exchanges under his supervision until the latter part of next week.

•

JIMMY CAMPBELL, who is in charge of music for G. B., will leave for the coast next week. He's after songwriters for "Gangway."

•

GEORGE MEAD, sales manager of General Register Corp., left yesterday on the *Berengaria* for a three-week visit in England.

•

W. G. VAN SCHMUS yesterday was host to BOBBY and BILLY MAUCH, stars of "The Prince and the Pauper."

•

GUS SCHAEFER will arrive on the *Manhattan* today. The ship, scheduled to arrive yesterday, is a day late.

•

EDDIE CARRIER of M-G-M returned yesterday from a trip to Chicago, Detroit and Cleveland.

•

TOM COSTAIN'S new pocket-size magazine will be called *Cavalcade.*

•

. . . Houston

DAN BABATZ of the Horwitz Homefolks Theatres has been promoted to head the art department of the four-theatre circuit. BERT MIMS has been named manager of the Iris, replacing BABATZ and JIMMY YOUNG has succeeded MIMS.

KATHLEEN HOUSTON, newspaper woman, has been named publicity director for the Horwitz Theatres.

BILL BELL, local publicity writer, has been added to the staff of the Metropolitan.

MILDRED STOCKARD, former school editor of the *Houston Chronicle,* has been made amusement and radio editor, replacing JERRY DONOHUE.

•

. . . Washington

A. E. and MRS. LICHTMAN and JOSEPH P. and MRS. MORGAN have returned from a trip in Honolulu.

JACK FRUCHTMAN, formerly of the New York Paramount exchange, has been named chief accountant here. Head Booker ROBERT M. GRACE is now also office manager.

LOU BERNHEIMER and FRANK STORTY have returned from a Florida vacation.

ALBERT COURTNEY HAYDEN, for 30 years president of the musicians' union, was tendered a reception at the Shoreham at which an orchestra of more than 200 men performed.

20TH'S SHO-WOW OF SHOWS!

WAKE UP AND LIVE

more...
GALAMOROUS
HOWLARIOUS
GALORIOUS

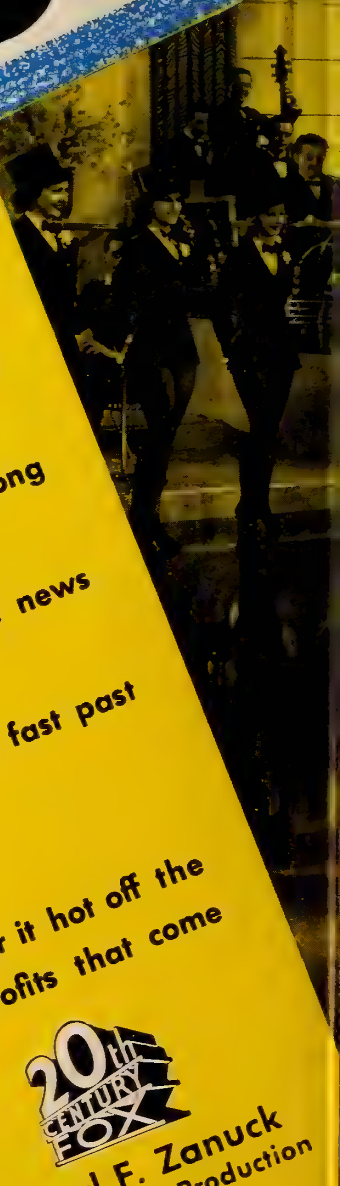
than...
"SING, BABY, SING"
"ONE IN A MILLION"
"ON THE AVENUE"

and...
IT'S A **HOT NEWS** SWEET-HOT!

HOT IN THE PRESS
...HOT OVER THE AIR
...HOT WITH EVERY
TOP ORCHESTRA!

YOWSAH!
CINEMAGNIFICENT NEWS
...AT ITS HOTTEST!

WAKE UP



The No. 1 Voice of the Air and the Old Maestro—hottest combination from radio today—feud face to face!

Coast-to-coast columns are breaking now . . . reaching the peak of months of publicity!

Airways are alive with Gordon & Revel's nine new song sweethots!

The stars of the picture are front-page headline news . . . this minute!

The title's on every best-seller list . . . selling fast past the half-million mark!

And—

Those fast-stepping 20th showmen deliver it hot off the cameras . . . to win you those extra profits that come from hitting while a hit's the hottest!

20th CENTURY FOX

Darryl F. Zanuck
in Charge of Production

AND LIVE

with

WALTER
WINCHELL

BEN
BERNIE · ALICE
FAYE

PATSY KELLY · NED SPARKS

JACK HALEY

WALTER CATLETT · GRACE BRADLEY
JOAN DAVIS · LEAH RAY
MILES MANDER · DOUGLAS FOWLEY

Directed by Sidney Lanfield
Associate Producer Kenneth Macgowan.
Screen play by Harry Tugend and Jack Yellen. Original story by Curtis Kenyon.
Based on Dorothea Brande's book.

NINE NEW HOTCHA-TOPSA TUNES FROM GORDON & REVEL

including
"It's Swell of You"
"I'm Bubbling Over"
"There's a Lull in My Life"
"Never in a Million Years"
"Wake Up and Live"

THE NEWS IS IN . . . AND WHAT NEWS!

Miami wires this report of the world premiere . . . you'll want to read every word of it!

WORLD PREMIERE WAKE UP AND LIVE SENSATIONAL SUCCESS ALTHOUGH WINTER SEASON HAS BEEN OVER FOR TWO WEEKS STOP LINCOLN THEATRE WAS MOBBED AND STORMED STOP AUDIENCE REACTION UNANIMOUSLY WILD ABOUT PICTURE STOP FOLLOWING MIAMI DAILY NEWSPAPER COMMENTS STOP EDGAR HAY IN HERALD QUOTE RIPROARING MUSICAL RIOT THAT NEVER LETS UP AND STANDS IN A CLASS BY ITS GREAT ENTERTAINING SELF STOP PEREZ IN TRIBUNE QUOTE WAKE UP AND LIVE IS AS LIVELY AS WINCHELLS CHATTER AND AS HUMOROUS AS BERNIES WISECRACKS IT HAS EVERYTHING AND IS UNQUESTIONABLY A SMASH SUCCESS STOP EDDIE COHEN IN DAILY NEWS QUOTE BEST ENTERTAINMENT IN A DECADE STOP WAKE UP AND LIVE OUGHT TO BE ROADSHOWN UNQUOTE STOP MY PERSONAL OPINION IS THAT IT TOPS ON THE AVENUE ONE IN A MILLION AND ALL THE REST REGARDS

SIDNEY MEYER
WOMETCO THEATRES

WAKE UP AND LIVE

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

PRINTED IN U.S.A.

U.A. to Start Its Regionals Here June 14

(*Continued from page* 1)

Dow, Edward Raftery, Paul O'Brien, Nat Thompson, Harry D. Buckley, Robert Hilton, George Harvey, Seymour Poe, Jack Wrege, Steve McGrath, Charles Leonard, Arthur W. Kelly and Samuel Cohen. District managers who will be present will be: Charles Stern, Robert Mochrie, Tom Spry and Bert Stearn. Branch managers and salesmen from the following offices also will be on hand: Boston, Buffalo, New Haven, New York, Philadelphia, Washington, Cincinnati, Cleveland, Indianapolis, Pittsburgh, Dallas, Atlanta, New Orleans and Charlotte.

Attending the Chicago meetings at the Drake Hotel will be the following from the home office: Schaefer, Smith, Schlaifer, Thompson, Poe and Greenthal. Jack Goldhar and Haskell Masters, district manager, and branch managers and salesmen from Chicago, St. Louis, Milwaukee, Kansas City, Omaha, Minneapolis, Detroit, Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg will be on hand.

In addition to the home office contingent, Ben Fish, district manager, and branch heads and sales forces from Denver, Salt Lake City, Seattle, San Francisco and Los Angeles will attend the three-day sessions at the St. Francis Hotel, San Francisco.

Republic Confabs Near

H. J. Yates, Republic Picture head, left for the coast yesterday to open conferences with Republic producers on the company's new season production schedule. A new production unit may be added during Yates's visit to replace that of Nat Levine.

Grand National to Promote Managers

(*Continued from page* 1)

two films next season. Next week he will start "Dynamite," second of the current season's program. There will be seven pictures in work by the end of next week, Peskay said.

Although the company announced 44 features this season, only 40 will be made, exclusive of the Tex Ritter westerns.

Negotiations are under way for several new stars, Peskay intimated, with one important deal scheduled to be completed next week.

Indianapolis will be the first stop for Peskay and Finney. From there they will head for St. Louis, Kansas City, Omaha, Denver, Salt Lake City and San Francisco. They will arrive in Los Angeles a week from today.

Para. Plans Jungle Film

Hollywood, April 15.—Paramount will film a jungle melodrama titled "Booloo" in the wilds of the Malay Peninsula. Clyde E. Elliott will direct. The expedition will sail April 26. The entire cast will be Malayan with the exception of Colin Tapley. Tapley has been given a three-year contract.

Out Hollywood Way

Hollywood, April 15.—Universal started three features this week—"Armored Car," "Black Aces" and "I Cover the War."

Mervyn LeRoy signs Adolph Deutsch as musical director for his Warner unit . . . Jim Lundy joins Walter Wanger's publicity staff as planter and feature writer . . . Joe May finishes "Confession," with Kay Francis, in eight weeks, Warners . . . M-G-M starts Rudolph Friml's "The Firefly," with Robert Z. Leonard directing . . . Joe Nadell promoted from unit manager to production manager by Emanuel Cohen.

Kay Mulvey, M-G-M publicity department, off to New York to act as guest editor of *Woman's Home Companion* . . . Frank Borzage working on the script of "Three Homes in Heaven," his first directorial effort for M-G-M.

✚

Casting—Fredric March picked for "The Buccaneer" lead by Cecil B. DeMille with Franciska Gaal opposite . . . Ida Lupino and Gail Patrick in "Artists and Models," Paramount . . . Lew Ayres in "Last Train from Madrid," Paramount . . . Laura Hope Crews in "Angel," Paramount . . . Fred MacMurray in "Exclusive"; Paul Kruger and Philip Morris in "High, Wide and Handsome"; Josephine Whittell, Phillips Smalley, Richard Neill, Lowell Drew, Sidney de Gray, Terry Ray, Wally Maher, Frank Dawson, Don Brodie, Frank Hammond and Helen Dickson in "Hotel Haywire"; Jean de Briac in "I Met Him in Paris," and Nora Cecil in "A Night of Mystery," all at Paramount.

Henry Kolker in "Madame Walewska," M-G-M . . . Irene Franklin and Jack Clifford in "Midnight Madonna," Major . . . Jane Wyman in "Mr. Deeds Takes the Air" and George E. Stone in "Angle Shooter," Warners . . . Marjorie Lord, Russell Hicks, Patricia Wilder, George Meeker, Chester Clute, Kitty McHugh, Pat Flaherty and Alec Hartford in "Easy, Going," RKO.

✚

Writers—Lester Cole on screenplay of "Behind the Mike," Universal.

✚

Story Buy—Frances Marion's novel, "Molly, Bless You," acquired by M-G-M.

✚

Cameraman—Arthur Edeson on "Mr. Dodds Takes the Air," Mervyn LeRoy-Warners.

✚

Title Change—"Good Night Ladies" release title of Paramount's "Adventure—With Music."

Ascap Suspends Its Montana Collections

(*Continued from page* 1)

other commercial users have been relieved of the music tax since the law went into effect and will not resume the payments pending the outcome of Ascap's test of the constitutionality of the statute. Even though Ascap is successful in having the law declared unconstitutional, no attempt will be made thereafter to collect the music taxes which are unpaid during the period the law is in effect, Mills said.

A three-judge Federal court is scheduled to begin hearing on the constitutionality of the statute April 23. Mills, accompanied by local attorneys for Ascap, leaves today for Helena to attend the hearings.

Film Aid Promised To Palestine Fund

Approximately $75,000 was pledged by the amusement division for the United Palestine Appeal at a meeting of amusement leaders at the Astor. Leo Spitz was chairman of the luncheon which was attended by Will H. Hays, David Bernstein, Albert Warner, Paul Moss, Austin Keough, Theresa Helburn, Milton Shubert, Louis Nizer, Irving Caesar, Leo Brecher, Jack Cohn, Abe Schneider, Ben A. Boyar, William Degan Weinberger and others.

Eddie Cantor sent a wire from the coast urging support for the drive.

Miss Powell Re-Signed

Hollywood, April 15.—M-G-M has signed Eleanor Powell to a new three-year contract.

Stockholders Value Roxy at $7,897,000

(*Continued from page* 1)

less depreciation. Fleishman is expected to appraise the Roxy as a going concern today.

Vocafilm Suit Postponed

The suit of the Vocafilm Corp. of America against the A. T. & T., Western Electric and Erpi for alleged violation of the Sherman Anti-Trust law was adjourned in Federal Court yesterday to June 15. The suit asks for $65,000,000 triple damages.

Date Bank Night Trial

Lincoln, April 15.—The trial date of the Bank Night test case against the Beatrice Theatre Corp. has been set for April 24.

Rites for Jacob Morse

Boston, April 15.—Jacob Morse, local baseball writer and father of Charles Morse, head of the Morse and Rothenberg circuit of independent theatres in New England, was buried today at Mt. Auburn Chapel with Rabbi Harry Levi officiating at the services.

Dr. Frank Nagel Dies

Hollywood, April 15.—Dr. Frank Nagel, father of Conrad Nagel, died at his home today after a long illness. He was 65.

Reade Acquires New Site

Walter Reade has acquired a site at So. Broad St. and Maddock Ave., Hamilton Township, near Trenton, as a site for a theatre to be operated in conjunction with RKO. Work is to be started immediately.

RKO's '36 Net Up More Than 3 Times 1935

(*Continued from page* 1)

rentals and sales, $2,756,287 was rents and other income and $755,605 was miscellaneous income. Expenses aggregated $42,569,055, of which $19,184,640 was cost of film sales and service, $5,599,000 was for salaries and $8,293,525 was miscellaneous operating and general expenses. The company's equity in wholly owned foreign subsidiaries is placed at $1,110,859.

Trans-Lux Reports Gain

The Trans-Lux Daylight Picture Screen Corp. and subsidiaries for 1936 reported a net profit of $287,028 after all charges. A dividend of 25 cents a share left $108,077 to be added to earned surplus which was $34,414 at year-end. At that time cash totaled $343,093 and current assets $449,150 against current liabilities of $69,261. Earnings in 1936 were equivalent to 40 cents a share on each of 715,803 shares outstanding, against 23 cents on the same number of shares in 1935.

Orpheum Assets Sale Defended by Trustee

Expressing the opinion that Orpheum Circuit was mismanaged and that a suit against its former directors might bring a financial recovery for creditors, Phillip Snyder, Orpheum creditors' trustee, nevertheless, defended the sale of Orpheum's assets to Stadium Theatres, RKO subsidiary, for $700,000, during a hearing on motions to set aside the sale before Federal Judge Robert P. Patterson yesterday.

The opposition to the sale is headed by preferred stockholders of Orpheum, represented by Isidor J. Kresel and Samuel Zirn. The latter also asks that Referee Oscar W. Ehrhorn be removed from the Orpheum proceedings and that Orpheum be permitted to intervene in the RKO reorganization proceedings.

Calls Deal Best Available

Snyder, declaring that a financial recovery from a suit against the directors for mismanagement was "speculative," defended the Stadium transaction on the ground that it was the best deal which Orpheum creditors were able to make. He pointed out that it was the preferred stockholders who blocked a recovery suit against the directors some time ago. Snyder declared that there was no merit to Zirn's charges against Ehrhorn and that if Orpheum was permitted to intervene in the RKO reorganization Orpheum would become liable for approximately $11,000,000 of landlords' claims which are not provable in bankruptcy but are in reorganization. He asserted that the preferred stockholders have no equity in Orpheum.

Edward Hanlon, attorney for Marcus Heiman, Orpheum trustee in bankruptcy, also defended the sale to Stadium. The hearing was adjourned to Friday when the defense of the sale will be continued by O. C. Doering, of counsel to the RKO trustee.

IATSE Starts Drive Around New Orleans

(*Continued from page* 1)

organizers would call upon non-union houses in New Orleans at once in an effort to persuade them to employ union projectionists. The theatres singled out for the start include the Bijou, Ashton, Palace, Casino, Gaiety, Queen, Cortez, Roxy and Lincoln, it was said. It is understood that efforts may be made later to organize other classifications of theatre employes in the larger houses.

C.I.O. Move in Kansas City

Kansas City, April 15.—Exchange employes here today were invited to attend a meeting scheduled for Sunday morning for the purpose of discussing organization of a C.I.O. union. Among those who extended the invitation was G. C. Blackmore, independent projectionist for P. S. Young's Central and Roanoke. The movement is said to have the support of a few exhibitors.

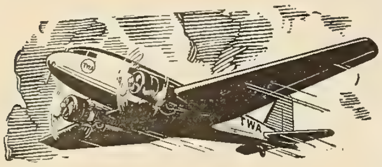
Head shippers were asked to tell inspectors and poster clerks of plans for the organization.

N. H. Union Nominates

New Haven, April 15.—Nominations for officers were made at a meeting of the newly organized A. F. of L. exchange employes' union last night. John Gatelee, organizer of the I. A. T. S. E., and two representatives of the Boston union spoke.

Set 150 "Star" Bookings

"A Star Is Born," which opens at the Radio City Music Hall next Thursday, has been booked for simultaneous first runs in 150 key cities.



Ship it

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Pick a Star"

(Roach-M-G-M)

Hollywood, April 15.—After years of experimenting, Hal Roach definitely moves into the feature producer class. Just as "Pick a Star" does credit to its producer, the film reveals Rosina Lawrence as a promising and valuable screen personality. The story is a novel Hollywood burlesque and the production effects compare favorably with the most pretentious pictures. The lively show is packed with laughs and it blends comedy, romance and light drama, interspersed with gags. Howard Sedgwick, the director, combined the best principles of two-reeler technique with accepted feature methods, an idea that is certain to amuse audiences.

The story, parading the personalities of Patsy Kelly, Mischa Auer and Laurel and Hardy, concerns the efforts of Jack Haley, a hick, to get Miss Lawrence, a beauty contest winner, in pictures. From that point the film moves briskly with plenty of novelty to differentiate the show from other Hollywood-premised attractions.

Richard Flournoy, Arthur Jones and Thomas Dugan did the original screenplay. The music and lyrics are by Fred Stryker and Johnny Lange. The colorful and spectacular dances were staged by Edward Court. The theme song which is well given by Miss Lawrence was written by Alexander Anderson.

Production Code Seal No. 2,900. Running time, 78 minutes. "G."

"Let Them Live"

(Universal)

Hollywood, April 15.—This film is an average item that features entertaining drama built around a young doctor who becomes involved in dirty politics. It is a swiftly moving picture balanced by fine performances. However, it suffers from lack of drawing names. John Howard in the title role registers as a potential box-office name.

Howard, starting out on his medical career, finds himself holding documents that incriminate Edward Ellis, a politician. He does an about-face on his plans to become a practising physician and devotes himself to a general hospital. In his line of duty he starts crusading against unhealthy, slum tenements. The campaign reflects on Ellis. Howard goes right ahead, becoming more involved by his romantic inclinations for Judith Barrett, Ellis' niece. Nan Grey, whose father was wrecked by Ellis, aids Howard in his fight and works her way into his affections. The series of dramatic incidents are climaxed by the serious illness of Bennie Bartlett, a youngster, whom both Ellis and Howard love. That ends the feud. Ellis is later forced to go straight and Miss Grey and Howard are the romantic twosome in the fadeout.

Harold Young directed with fine perspective for dramatic values. Bruce Manning and Lionel Houser wrote the screenplay. Robert Wilcox as Howard's fellow interne gives an outstanding performance.

Production Code Seal No. 3,112. Running time, 73 minutes. "G."

"Personal Property," yesterday morning's opener at the Capitol, was previewed by wire from Hollywood on March 12.

"You're in the Army Now," which also opened, but at the Criterion, was reviewed on Feb. 10 *from England by cable under the title of "The Threat."*

"When Love Is Young," reviewed by wire from the coast on March 16, *was previewed at the Roxy last night.*

"Swing High, Swing Low," now current at the Paramount, was previewed from Hollywood by wire on March 11.

"Elephant Boy," at the Rialto, "History Is Made at Night" at the Rivoli and "Marked Woman" at the Strand are holdovers.

Lastfogel Heading East

Hollywood, April 15.—Abe Lastfogel of the William Morris office is en route to New York.

Johnny Hyde, of the same organization, expects to leave shortly. Originally here for four weeks, he remained about six months.

Movietonews Sets Craig

London, April 7.—Sir Gordon Craig has been appointed a director of British Movietonews, in place of R. McDonald, a lawyer nominee of 20th Century-Fox, resigned.

Closing Stores Earlier

Lincoln, April 15.—Theatre men gained here by the action of local business men, who agreed to abide by a uniform 6 P.M. closing of stores on Saturday nights. The former time was 9 P.M., which killed early Saturday evening business.

Build 20th-Fox Offices

London, April 15.—Twentieth Century-Fox is building new British headquarters in Soho Square. The company has a 21-year lease. The building will not be ready for a year.

Coast Labor Units Hold a Joint Meet

Hollywood, April 15.—While producers' attorneys continued to study the Wagner Act decisions, the painters' local held mass meetings here tonight attended also by makeup men. According to a reliable source, several other unions now outside basic studio agreement also were present. Ken Thompson and Aubrey Blair of Screen Actors' Guild attended.

Pat Casey stated that not a single union has made overtures to the studio labor board for inclusion in the basic agreement since the New York union meetings. Casey also said that no promises have been made by producers in connection with possible follow-up conferences with the painters and the guild.

Technical phases of the Wagner Act decisions showed that the legal aspects would take possibly 30 days to clarify, Casey added.

Other unions, excluding machinists, apparently were holding future National Labor Board protests in abeyance pending action from the guild and painters.

The guild is expected to demand regulation of actor radio appearances and term contract adjustments. Definite action by the unions will probably materialize before the first of next week.

Paper Stops Pickets At Jamaica Theatres

Striking reporters on the *Long Island Press* have been stopped from picketing the Valencia, Merrick and other Jamaica theatres, advertisers in the newspaper, in a campaign for increases in salaries. Guild representatives approached all advertisers in the paper and asked them to withdraw their advertising. When this was refused, a picketing campaign was started.

However, the *Press* secured an injunction forbidding picketing within five blocks of the armory, which included most of the theatres.

Wall Street

Losses Spot Board Movement

	High	Low	Close	Net Change
Columbia	34½	34	34½	— ½
Consolidated	4¼	4⅛	4⅛	— ⅛
Consolidated, pfd.	15¼	15⅛	15¼	+ ¼
Eastman	162	161	162	+1
Gen. T. Equip.	28⅝	28⅝	28⅝	— ⅝
Loew's, Inc.	82½	81½	82¼	+ ½
Paramount	25⅜	25	25	— ⅜
Paramount 1 pfd.	176¼	175	175½	—1¼
Paramount 2 pfd.	23	22⅜	22⅜	— ⅜
Pathe Film	8⅜	8¼	8¼	.....
RKO	9½	9¼	9⅜	+ ¼
20th Century-Fox	39⅝	39⅛	39¼	— ¼
20th Century, pfd.	49¼	49¼	49¼	— ⅜
Warner Bros.	15¼	14⅞	14⅞	— ¼
Warner, pfd.	62½	62½	62½	+ ½

Little Curb Activity

	High	Low	Close	Net Change
Grand National	2⅞	2¾	2¾	— ⅛
Sentry Safety	¾	¾	¾	.....
Technicolor	22⅜	21¼	22	+ ¾
Trans-Lux	4⅞	4¾	4¾	.....
Universal	8	8	8	.....

Fractional Bond Changes

	High	Low	Close	Net Change
Loew's 3½s '46	97¾	97¾	97¾	— ¼
Paramount Pict. 6s '55	100¼	100⅛	100¼	+ ⅛
Warner Bros. 6s '39 wd	97¾	97¼	97½	+ ¾

(Quotations at close of April 16)

Short Subjects

"Birthday Party"

(Universal)

Oswald invites the duckling family to his home on the occasion of their first birthday. Soon after the candles are blown out the mischievous fowl start cavorting, smashing the place up as they go. Elmer, the pup, finally chases them out and he and his master decide to steer clear of destructive parties. Production Code Seal No. 3,021. Running time, 6½ mins. "G."

"Home Run on the Keys"

(Vitaphone)

Babe Ruth makes a brief appearance in this short. But the mere fact that he does appear should draw his countless admirers. The Babe conceives the idea for a musical interpretation of the swatting of a home run and it is put to music in a broadcast. It achieves a degree of excitement which is heightened by stock shots. Production Code Seal No. 01,379. Running time, 9 mins.

"Fleet Hoofs"

(Columbia)

An interesting and at times thrilling compilation of racetrack, polo, steeplechasing and horse show scenes. It winds up with an exciting race. Production Code Seal No. 01,505. Running time, 10 mins. "G."

"Pathe Topics No. 4"

(Radio)

The realistic model forests created by forestry students at Harvard and rare pictures of dragon lizards on the island of Komodo in the Dutch East Indies make up this issue. The material is well handled and, as usual, it is an interesting selection. Production Code Seal No. 01,477. Running time, 8 mins. "G."

"Let's Go"

(Mintz-Columbia)

Lively color cartoon that manages to be quite entertaining. Forlorn and starving grasshoppers are revivified by the bounty of prosperous bees. It is imaginative and pleasant. Production Code Seal No. 3,006. Running time, 7½ mins. 'G."

"Blue Velvet Music"

(Paramount)

Mark Warnow and his band offer their unusual arrangements in this short. In addition to the ear-pleasing tunes there are well turned specialties done by the Symphonettes and Buddy Clark. Production Code Seal No. 01,533. Running time, 10 mins. "G."

"Fun in the Water"

(Columbia)

Many spectacular forms of aquatic sport are offered in this News World of Sports number. From simple swimming it goes to advanced forms of aqua-planing lunacy and surf-boarding. Production Code Seal No. 01,544. Running time, 10 mins. "G."

"Play Street"

(Vitaphone)

There is a good blend of dancing, comedy and singing in this miniature musical of the Broadway Brevity series. It is imaginatively produced and features the talents of Cherry and June Preisser, Duke Michale, Walter Cassel, Benny Drohan, Verdi and Lee, and Frank Marino. The setting for the entertaining doings is a street in the poorer section of a city. The theme is the ambitions of the youngsters to get into show business. It moves rapidly and entertainingly. Production Code Seal No. 01,392. Running time, 21 mins. "G."

"Going Places No. 35"

(Universal)

The entire reel is devoted to the subject, "Where King Winter Rules Supreme." It is a collection of striking and lovely pictorial compositions that reveal the beauty of snow clad mountains in the Pacific northwest. There are also fine scenes of skiing against magnificent backgrounds. Here is a first rate pictorial treat. Production Code Seal No. 01,308. Running time, 7½ mins. "G."

"Pudgy Takes a Bow-Wow"

(Paramount)

Miss Boop's comic pup gets involved in a terrific and spectacular brawl with a cat while his mistress is personally appearing at a theatre. The brawling pair carry their combat onto the stage and all over the scenery. The audience will appreciate the novelty which proves to be a hit performance. It is cleverly and imaginatively animated. Production Code Seal No. 01,291. Running time, 7 mins. "G."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Big Business"

(20th Century-Fox)

Hollywood, April 15.—The Jones family adventures into the field of stock promotion are amusing. A family type attraction, the film concentrates on romance, drama, comedy and excitement, the ingredients of its predecessors in the series.

Shirley Deane is in love with Russell Gleason, florist. He doesn't feel that he has money enough to get married. Back to town comes, Allen Lane, city slicker stock promoter, who with his partner, Frank Conroy, plans to swindle the citizens. Flirting with Miss Deane, much to Gleason's discomfort, Lane learns that Florence Roberts has a lot of old stock certificates. He offers to buy them, but the shrewd granny figures if they are worth money to him they surely are worth money to her. Nevertheless he creates a market for the worthless stock and Jed Prouty becomes a leader in urging his friends to invest.

In the meantime George Ernest and Kenneth Howell have invented an auto super-charger in which they are trying to interest a local capitalist. Prouty considers the invention worthless and puts his money in Lane's and Conroy's promotion. Shrewd Florence Roberts, however, suspicious of their plan, reveals it as a fraud. A wild crosscountry chase follows in which a car equipped with the super-charger captures the swindlers. As the townsfolk's money is returned to them, they invest in the new invention with promise of big returns.

The same cast, with the addition of Russell Gleason, Lane and Frank Conroy that appeared in previous pictures is again featured. The story is an original by Ron Ferguson and Eleanor Delameter. Robert Ellis and Helen Logan did the screenplay. Frank R. Strayer directed.

Production Code Seal No. 2,073. Running time, 60 minutes. "G."

"King of Gamblers"

(Paramount)

Hollywood, April 15.—Drama and suspense are combined here to give this gangster film grim interest. Claire Trevor, Lloyd Nolan and Akim Tamoroff create strong characters and a capable support contributes effective work. The film provokes and holds interest. The gist of the story does not suffer by the unnecessary material which is obviously worked in as padding.

Tamiroff becomes a ruthless killer to protect his slot machine and related gambling rackets. His murders are made to appear as suicides. Miss Trevor is the suavely attentive night club entertainer who is romantically attached to Nolan, a reporter. Tamiroff skillfully diverts suspicion from himself. With the death of Helen Burgess, the affection between Nolan and Miss Trevor causes them to join forces after the killer. With Nolan's clever detective work the story builds to a tense climax in Tamiroff's office where he dies in the same manner as his victims.

The picture has character that promises to be appealing to adult audiences. New twists incorporated into formula situations give the production an air of freshness and difference that is good enough for inclusion on any dual program. The film can take first billing on many such programs.

Tiffany Thayer wrote the original story. Doris Anderson did the screenplay and Robert Florey directed.

Production Code Seal No. 3,152. Running time, 75 minutes. "A."

Variety Club

Cincinnati

Cincinnati, April 15.—A farewell dinner was given in the clubrooms for Manny Shure, second assistant chief barker, who is leaving for New York to become business manager for Easy Aces, radio team.

Barker Herman H. Hunt of the Detroit Tent has had his membership transferred here, having recently been placed in charge of the local National Theatre Supply branch.

The lounge has been assigned to Joe Kolling, property master, for April 18, for a birthday celebration for his daughter.

Harry Donat has resigned as steward to take a position in the poster department of Paramount. He is succeeded by Ray Sanders.

Kansas City

Kansas City, April 15.—More than 30 barkers will go to Omaha by special train for the national convention April 17 and 18. Headed by Chief Barker Elmer C. Rhoden, the entourage will include Joe Manfre, Lon Cox, Earl Jameson, C. E. Esterley, Paul Hannon, Jesse Shlyen, Ben Marcus, George Harttmann, Frank Cassil, Sam Abend, Arthur Cole, E. C. Leeves, C. M. Parkhurst, Nat Hechtman, Les Durland, C. E. Cook, Joe Stark, George Baker, Rube Finklestein, E. L. Harris, R. R. Biechele, H. E. White, Frank Hensler and Finton Jones.

Omaha

Omaha, April 15.—George Jessel will be master of ceremonies for the entertainment program at the national Variety Club convention at Hotel Fontenelle here April 17 and 18, according to District Manager E. R. Cummings of Tri-States, chairman of the entertainment committee.

Norma Talmadge will accompany her husband to Omaha.

Other entertainment will include Ada Brown & Co.; the Frazee Sisters, singers; the Twelve Ensign Singers; Bob Beri, eccentric juggler; York and Tracy, comedians; Five Tip Top Girls; Sandra, exotic dancer; Terry Howard & Co., comedy act, and the Thirteen Byton Dancers.

Plans to have a Hollywood star appear before the convention have been abandoned since Bob Burns, Martha Raye and Shirley Ross—the latter being wanted especially since she is an Omaha girl—are busy. Paramounts' offer to send another personality was declined.

Washington

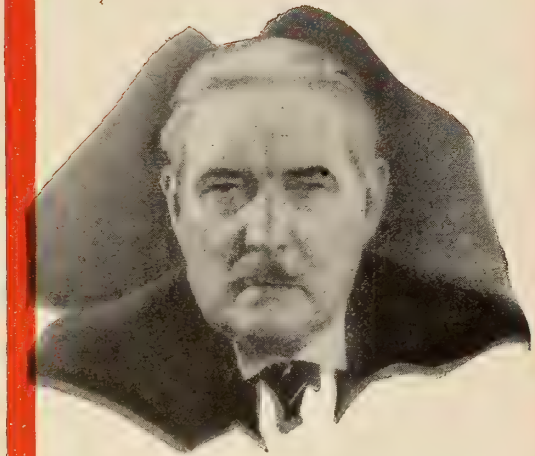
Washington, April 15.—Sam A. Galanty has been named secretary of Tent No. 11, succeeding Harry Hunter, transferred to Sydney. This move combines the offices of secretary and treasurer.

The second golf tournament, dinner and dance will be held early in May, at a time and place to be announced. Galanty and Harry S. Brown are co-chairman.

Arthur A. DeTitta is the new member of the board of governors, filling the spot occupied by Hunter.

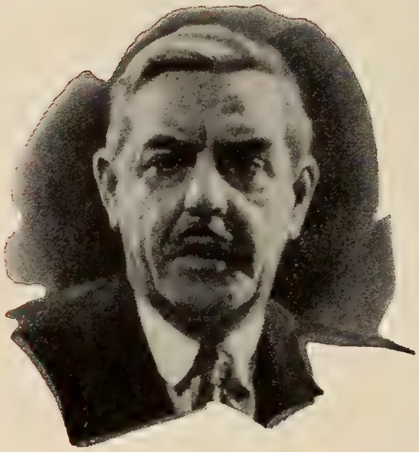
Guy Wonders will be the official delegate to the annual meeting of the Variety Clubs of America, to be held in Omaha April 17 and 18.

PARAMOUNT EXPOSES $150,00
RACKET IN RED HOT MELODR



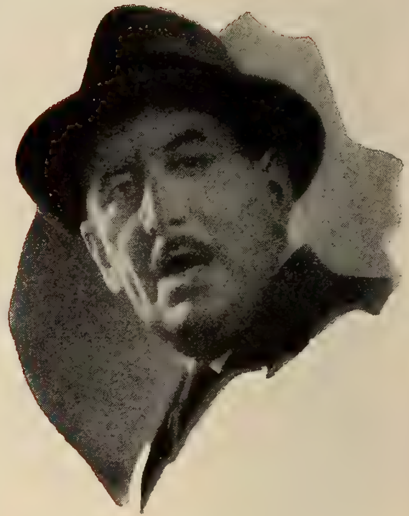
Mathematics Professor says:

"Marble games are fixed to pay off only 30 per cent of total play. There's no chance of the public winning."



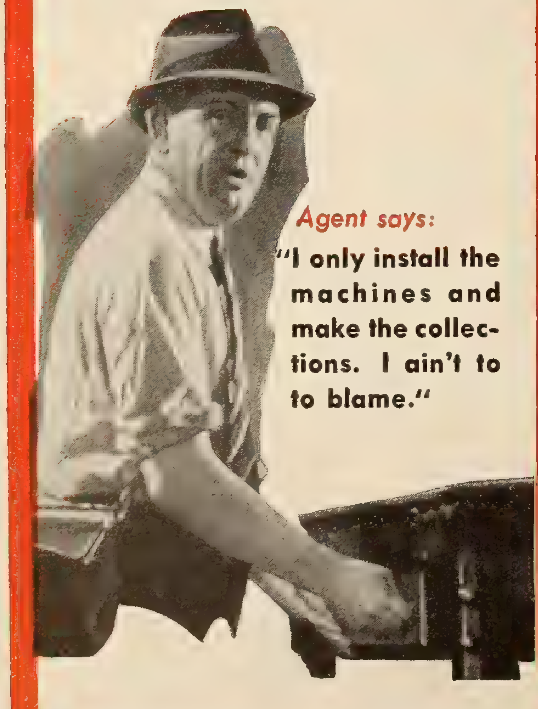
Machine Manufacturer says:

"I didn't think they'd be used for gambling."



Racket Operator says:

"Supposing the take is over $150,000,000 a year. So what? I pay my income tax, don't I?"



Agent says:

"I only install the machines and make the collections. I ain't to to blame."

Player says:

"What can I lose? I put in a nickel. Maybe I'll get the jackpot."

0,000 A YEAR SLOT MACHINE
MA! . . . "KING OF GAMBLERS"

Slot Machines! You've played 'em! Your audiences have played 'em! Millions are playing 'em right at this minute! One of America's major industries and one of gangland's biggest sucker rackets. For a "take" of more than $150,000,000 a year the overlords who run this racket will do anything, even murder!

Paramount takes your audiences right into the heart of the slot machine racket in "KING OF GAMBLERS." Not a preachment, but a sizzling piece of screen entertainment ripped raw from the secret annals of organized crime.

If your audiences thrill to melodrama . . . and what audience does not? . . . **give 'em this one!** They'll thank you for it . . . and you'll thank Paramount!

"KING of GAMBLERS"

with

Claire Trevor • Lloyd Nolan
Akim Tamiroff • Larry Crabbe
Helen Burgess • Porter Hall

Directed by Robert Florey • A Paramount Picture

Paramount Pictures

CBS Show to Boost Stage Relief Fund

CBS, in cooperation with the New York branch of the Shakespearean Society of America and the New York Stage Relief Fund, will present a star-studded program, from 5:30 to 6:30 P. M., E.S.T., on April 23, to commemorate the birthday of the Bard.

Dr. A. S. W. Rosenbach and Major Edward Bowes, president and vice-president, respectively, of the Shakespearean Society and Mollie Steinberg, radio voice of the Stage Relief Fund, will preside over the program and will make brief addresses in behalf of the work accomplished by their respective organizations.

Among the stage stars who will participate in the program will be Vincent Price of the "Victoria Regina" cast, in a reading of Romeo's farewell; Ernest Lawford, now in "Tovarich," in a reading from "Hamlet"; Marta Abba, star of "Tovarich," reading Portia's "quality of mercy" speech from the "Merchant of Venice"; Burgess Meredith and Peggy Ashcroft in a scene from their current play "High Tor"; Robert Harris, currently appearing opposite Katharine Cornell and Constance Cummings in scenes from "Will Shakespeare," and Mara Alexander, of the Group Theatre, in songs.

Howard Barlow's symphony orchestra will provide the musical accompaniment.

Two CBS Favorites Back

Two former CBS favorites will be reinstated over that network, April 25.

"Everybody's Music," inaugurated by CBS in 1936, returns for a new series of broadcasts, and will be heard Sundays from 3 to 4 P. M., E.D.S.T. The program takes the place of the New York Philharmonic series, and will feature the orchestra of Howard Barlow.

The "Modern Male Chorus," featured on CBS for the past seven years, will inaugurate a new series this day, and will be heard from 4:30 to 5 P. M., E.D.S.T.

Neel to Handle Trade Press

William Neel of NBC's press department was appointed trade news editor of the network yesterday. He succeeds Gar Young, recently resigned.

Neel will have charge of the distribution of all news concerning the company's activities to the radio, advertising and industrial trade press. He has been a member of the press department for the past two years.

Will Air "Star" Opening

Mutual will broadcast the premiere of the new Selznick-International picture, "A Star Is Born," April 20 from 11:30 to 12 midnight, E. S. T. The preview will take place at the Chinese in Hollywood and the broadcast will originate through the facilities of KHJ of the Don Lee network. George Fischer, film commentator-columnist, will em cee the program.

Mrs. Roosevelt to Explain It

Mrs. Franklin D. Roosevelt, in her debut for Lamont Corliss on the NBC-Red April 21, will describe how it feels to be a president's wife. Genevieve Forbes Herrick, newspaperwoman, will do the interviewing.

New Shows on the Air

Babe Ruth

Babe Ruth opened his bi-weekly series for the Sinclair Refining Co., Wednesday evening, and the Babe's vigorous personality came over the loudspeaker in fine fashion. Sinclair was shrewd enough to spot the Babe in a baseball talking role and as a consequence the ex-Sultan of Swat was as much at ease before the microphone as he is on the playing field. Previous sponsors had hired the Babe as an actor in serialized stories—and invariably he was terrible.

In his opening stanza, Ruth stepped in where angels fear to tread by giving his American League selections for the coming season. In the next episode the Babe again will lead with his chin by making public his National League selections. The merits of baseball over football, and vice versa, were argued by two high school students who were in the studio as Ruth's guests. The program concluded with a dramatization of a highlight in Ruth's baseball career—the third game in the 1932 World Series when the Babe pointed at an outlying fence, and on the next pitch knocked the ball out of the park over the aforementioned enclosure.

The program obviously is designed to catch the ears and the trade of the baseball public. That public being legion in the summertime, the sponsor should cash in handsomely on his Ruthian investment. In addition to Ruth, the program is handsomely baited with an offer of 522 prizes a week, consisting of two automobiles, 20 automobile radio sets, and 500 autographed baseballs.

The broadcasting schedule is Wednesdays and Fridays on CBS, from 10:30 to 10:45 P.M., E.S.T. The Federal Advertising Agency handles the account.

Lily Pons Returns

High-spot premiere of Wednesday was Lily Pons' return to the Chesterfield cigarette program. The petite coloratura soprano, whose remarkable voice has captivated opera and screen audiences and radio listeners, succeeded Nino Martini in the series.

The Chesterfield program continues to run a middle course, maintaining a fine balance between popular and serious music, a deft policy. Unquestionably it is the finest program of its type on the air.

High-spot portion of the high-spot program was Miss Pons' offering of La Forge's "Bird Sing." Her superbly delicate phrasing of this number was truly magnificent. Her other songs were "The Blue Danube," "Seal It With a Kiss," from her last picture, "That Girl from Paris," and Hymn To the Sun," from Coq d'Or.

Andre Kostelanetz added to the lighter moments of the session by offering fine orchestrations of "Too Marvelous for Words," "Say Si-Si" and "Good Night Ladies." David Ross rendered the commercials in his usual brilliant fashion.

The program is heard Wednesdays from 9 to 9:30 P.M., E.S.T. on CBS.

Miss Menken Excellent

Helen Menken, who opened Wednesday in a new dramatic serial script, "Her Second Husband," scored nicely in her debut, her dramatic talents lifting her far and above the homey, conventional script the sponsor provided for her.

The opening episode told of the trials and tribulations of a Brenda Williams, played by Miss Menken, a young widow who struggles to make a living for her two small children in a dress making establishment in a small town. A savior, in the guise of a rich easterner, enters the script—and therein probably lies the ultimate solution to Brenda Williams' financial and heart problems.

Miss Menken, a thorough artist, will unquestionably win for herself an enthusiastic air audience as the series progresses.

The series is sponsored by Bayer Aspirin and replaces Ethel Barrymore's "Famous Actors Guild" for that company. It is heard Wednesdays from 8:30 to 9 P. M., E. S. T.

BANNER

KFOR Names Weed & Co.

KFOR, Lincoln, Neb., has appointed Weed & Co., as national representatives. The station is a unit of the Central States network, which also includes KFAB, Lincoln, and KOIL, Omaha.

KFOR has a day power of 250 watts and 100 watts night. It has CBS and Mutual wires.

"R. & R. Revelers" Reviewed

Richardson & Robbins Co., sponsors of the "R & R Revelers," have renewed the program for a year, effective June 14. The program is heard Mondays, Wednesdays and Fridays from 6:35 to 6:45 P. M., E. S. T. Charles W. Hoyt & Co. is the agency.

Fred Keating with Rubinoff

Fred Keating, stage magician, has been signed as em cee on the Rubinoff Chevrolet series for the duration of the program's stay in Hollywood. Guests on Sunday's program will be Carmel Myers, a star of the silent screen, and Ella Logan.

Roger Griswold to Assist Dyer

PHILADELPHIA, April 15. — Roger Griswold has been assigned to assist Bill Dyer on the baseball play-by-play broadcasts under the dual sponsorship of Wheaties and Socony over WCAU, replacing Claude Haring, who left the staff to join the N. W. Ayer & Sons agency. Haring will broadcast the Pittsburgh games, sponsored by the Atlantic Refining Co. Lewis Pierce comes in from WIBG to replace Haring on the regular announcing staff.

KXBY to Move Studios

KANSAS CITY, April 15.—KXBY has signed a long term lease for the 22nd floor of the Fidelity Bank Bldg., and will move from the Kansas City Power & Light Bldg. to the new quarters next month. The studio will have over 5,000 square feet of space.

Pete de Lima on Coast

HOLLYWOOD, April 15.—Pete de Lima, former head of the CBS Artists' Bureau, has arrived on the coast and joined the Small-Landau Agency.

New Station Request Among Pleas to FCC

(*Continued from page* 1)

Ward Optical Co., Fayetteville, Ark., for a new 1,310-kilocycle, 100-watt station, and from KRMC, Jamestown, N. D., for a change of frequency from 1,310 to 1,370 kilocycles; from KFRU, Columbia, Mo., for an increase of power to 5,000 watts; KQW, San Jose, Cal., for an increase of day power to 5,000 watts, and KPQ, Wenatchee, Wash., for a change of frequency from 1,500 to 1,360 kilocycles and for an increase of power to 5,000 watts.

Pauline Swanson Heads East

HOLLYWOOD, April 15.—Pauline Swanson, head of Robert Taplinger's western office, leaves for New York today by United Airlines on a two-week business trip. Ray Buffum of the same office planed to Kansas City Tuesday. He will bring back to Hollywood eight girls from the radio show there from which two will be selected for screen tests by Al Jolson, Eddie Cantor, Joe Penner and others at the local radio comedian's congress.

Job Aid Series to Start Here

First of the job securing programs to reach the local area is the "Lend a Hand" series starting on WNEW tonight from 9:30 to 10:30 P. M. The program is sponsored by a loan organization, the Madison Personal Loan Co.

Martin Block will have charge of the series.

Foreign Ad Men Coming Here

Thirty-nine German, Swiss and Norwegian advertising experts, here to study American advertising methods, visited E. P. H. James, sales promotion manager of NBC yesterday, who addressed them on commercial broadcasting. Their trip here is sponsored by a German press and advertising association.

Entire "Make Up" Cast on Air

HOLLYWOOD, April 15.—The entire featured cast of the 20th Century-Fox picture, "Wake Up and Live," including Walter Winchell, will appear on Ben Bernie's program next Tuesday. Those appearing will be Alice Faye, Leah Ray, George Givot and Jack Haley, and Winchell.

Pick "Alibi Ike" Talent

HOLLYWOOD, April 15.—Helen Chandler, William Frawley, and Roscoe Karns have been set for the radio cast of "Alibi Ike," starring Joe E. Brown on next Monday's "Lux Theatre of the Air."

Cashman on Ford Programs

Ed Cashman of the CBS production staff has been appointed director of the two popular comedy and musical Ford programs on CBS, "Watch the Fun Go By" and "Universal Rhythm."

Fidler Program Renewed

Jimmy Fidler's Hollywood gossip program has been renewed for an additional year of broadcasting by Drene Shampoo, effective May 21. H. W. Kastor & Co., Chicago, is the agency.

More Radio—Page 14

RADIO SALES

TAKES PLEASURE IN ANNOUNCING THAT IT
IS NOW THE *EXCLUSIVE* REPRESENTATIVE
FOR

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WABC	☆	**NEW YORK**	☆	**50,000 watts**
WBBM	☆	**CHICAGO**	☆	**50,000 watts**
KMOX	☆	**ST LOUIS**	☆	**50,000 watts**
WCCO	☆	**MINN.-ST PAUL**	☆	**50,000 watts**
WBT	☆	**CHARLOTTE**	☆	**50,000 watts**
WJSV	☆	**WASHINGTON**	☆	**10,000 watts**
WEEI	☆	**BOSTON**	☆	**5,000 watts (day)** **1,000 watts (night)**
WKRC	☆	**CINCINNATI**	☆	**5,000 watts (day)** **1,000 watts (night)**

RADIO SALES also represents the COLUMBIA PACIFIC NETWORK—in conjunction with the Sales Department of the Columbia Broadcasting System.

INFORMATION **on live talent, programs, and open time available for any of these stations is yours on request at any** RADIO SALES **office.**

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Radio Personals

P. H. PUMPHREY, head of Cecil, Warwick & Cecil's radio department, is on the lookout for a capable writer of light comedy material, he informs . . . WMCA will broadcast the opening of the baseball season at the Yankee Stadium April 20 . . . Leonard Liebling, newspaper music critic, will guest appear on the WHN "Music Box" program this Saturday . . . Due to Erno Rapee's continued illness, Michael Piastro, concert master of the New York Philharmonic, will wield the baton on Sunday's General Motors concert over NBC . . . Ed Ettinger, formerly of the J. Walter Thompson agency, now en route to the coast to write the Al Jolson programs . . .

◆

Arthur Byron will be interviewed by Radie Harris on the WHN "Movie Club" tonight . . . Arthur E. Patterson of the *Herald-Tribune* sports staff will broadcast baseball observations on WOR this Saturday at 10:15 A. M. . . . Kirsten Flagstad will be the soloist on the Ford "Sunday Evening Hour" April 25 . . . A play-by-play description of the tennis matches between Ellsworth Vines and Fred Perry this Sunday will be broadcast over WHN, sponsored by Adam Hats. The time is 9 to 10:30 P. M. . .

◆

Philadelphia Town Pump

PHILADELPHIA, April 15.—WHAT began a weekly "crime does not pay" series yesterday based on detective dramas presented by the Independence Players. . . . In addition to his play-by-play baseball broadcasts over WCAU Bill Dyer will add a daily 15-minute spot on April 19 for a resume of the activities of the other games in the various leagues. . . . Charles Tindel has again been assigned to the engineering duties for WCAU baseball broadcasts, arrangements being made for short wave listeners throughout the world to hear the games over W3XAU, 10,000 watt sister station of WCAU. . . . WDAS will again carry the Sunday kiddies shows from Woodside Amusement Park. . . . Rosamond Margaret Rosenbaum, daughter of Samuel R. Rosenbaum, president of WFIL, is engaged to Lewis Adams Riley, Jr., of Mexico City.

◆

St. Louis Town Pump

ST. LOUIS, April 15.—The original Irving Rose Orchestra has been named staff band at KWK. Since the death of Rose the band has been under the leadership of Rolla Coughlin, former business manager of the organization. Coughlin becomes musical director for the station. . . . WTMV, East St. Louis station, is equipping a new studio with a view to handling more talent. . . . Billy Knight, known for years on locals as "The Little Old Professor," now hitting a season's high as salesman at WTMV." . . . KFRU at Columbia, Mo., university center, is enlarging its facilities.

Shift Program Time

"Let's Visit," WOR program now heard Sundays from 10 to 10:30 P. M., will be heard on the coast-to-coast Mutual network Mondays from 8:30 to 9 P. M., E.S.T. beginning April 19.

CBS, WHAS Scales to Rise 10% on May 15

CBS yesterday announced a rate increase of approximately 10 per cent for WHAS, Louisville, to become effective May 15. The rates are:

Local Time	Hour	Half Hour	Quarter Hour
Evening, 6 to 11 P.M..	$450	$270	$180
Daytime, 8 A.M. to 6 P.M.	225	135	90
Sunday afternoon, 12 noon to 6 P.M.......	300	180	120

CBS network advertisers currently using WHAS will be protected on present programs which are continued without interruption at the base rate of $400 until May 14, 1938.

CBS network advertisers who are protected until Dec. 31, 1937, under rate card No. 21, will be billed at the $400 base rate from Jan. 1 to May 14, 1938, and at the above rates thereafter.

WHAS is a basic station and is owned and operated by the Louisville *Courier-Journal.*

Philadelphia Accounts Gain

PHILADELPHIA, April 15.—Philadelphia radio stations report accounts placed last week by national advertisers. At WFIL, Procter and Gamble, through the Blackett-Sample-Hummert Agency takes 21 one-minute transcriptions weekly; Quaker Oats Co., muffets, through Arthur Kudner Agency, takes 12 spot announcements weekly; Chrysler Corp., through the Lee Anderson Agency, takes 12 spot announcements weekly, and Bromo Aspirin, through Cox & Tanz, takes a once weekly participation in the WFIL Women's Club.

At WCAU, Sebasco Co., vaporizers, through Aitkin-Kynett Co., Philadelphia, takes two 15-minute periods weekly, with a similar contract for Du Pont Paints, placed by B. B. D. & O. At KYW, E. Foggera, Inc., Optrex eye lotion, through O'Day-Sheldon & Co., takes three five-minute transcriptions weekly, and at WDAS, Sears, Roebuck & Co., through the Lavenson Bureau, takes a daily quarter hour foreign language period.

WCKY Signs New Accounts

CINCINNATI, April 15. — New accounts are reported by WCKY, the L. B. Wilson station, as follows: Weber Milling Co., Sunman, Ind., 150 spot announcements plugging Ho-Maid Cake Flour, the account being placed direct; Vick Chemical Co., 13 spot announcements, for Vatronol and Vaporub, through Morse International, Inc., New York, and Standard Oil Co. of Ohio, 43 spot announcements; Sohio X-70, through McCann-Erickson, Inc., Cleveland.

Two Stations to Lee Web

SAN FRANCISCO, April 15.—KHSL, Chico, and KEBC, Redding, will soon be added to the Don Lee network, increasing that web's statewide coverage to 12 stations, according to Lewis A. Weiss, Don Lee general manager, here to complete the deal.

Liggett Returns to WTMV

EAST ST. LOUIS, April 15. — WTMV's chief engineer, Fred Liggett, has returned to the station after a year's absence due to illness. During his convalescence Alfred Lee Bergtold was acting chief engineer.

Clinton Blakley Joins WBIG

GREENSBORO, N. C., April 15.—Clinton Blakley has joined the announcing staff at WBIG.

Music for Workers

Charlotte, N. C., April 15.—The Hatch Hosiery Mills, Belmont, N. C., has reported to WBT, CBS affiliate here, that the company has installed a plant radio system in the mills, with WBT kept tuned in all day. At night the workers are given their preference of stations.

A production increase of three per cent has been noted, according to J. M. Hatch, president of the company.

Liggett & Myers to Have a Ball Series

Liggett & Myers Tobacco Co. will behalf of Chesterfield cigarettes, will sponsor Paul Douglas, CBS announcer and commentator, in a new baseball news series over 60 CBS stations, beginning April 19. The contract was signed late yesterday afternoon.

The broadcasts will be heard Mondays through Saturdays, from 6:35 to 6:45 P. M., E.S.T., and will consist of summaries of the day's games. The title of the series will be "Chesterfield's Daily Sports Column of the Air." Newell-Emmett Co. is the agency. Granger Tobacco will be co-plugged with the company's cigarette product.

The new program will mark the fourth Liggett & Myers program on the air. All are on CBS. The others are the two Chesterfield programs featuring Lily Pons-Andre Kostelanetz and Hal Kemp-Kay Thompson, and the Alexander Woolcott program for Granger Tobacco.

It marks also the second important tobacco client to sign for a daily news program on CBS. The American Tobacco Co., for Lucky Strike cigarettes, recently began sponsorship of the Edwin C. Hill noon-hour series.

Enlarge WHAS Quarters

LOUISVILLE, April 15. — WHAS is enlarging its quarters in the *Courier-Journal* Bldg. The additions will include rooms for librarians and musicians, arrangers, newscasters, announcers and new control panel equipment.

Form Raleigh Broadcasting

RALEIGH, N. C., April 15.—Capital Broadcasting Co., has been chartered to operate a station under authorized capitalization of $100,000, with $400 subscribed by C. A. Douglass, E. O. Marshburn, E. Johnston Neal and A. J. Fletcher, all of Raleigh.

Form St. Augustine Firm

ST. AUGUSTINE, April 15. — St. Augustine Broadcasting Co., with authorized capital of 250 shares, par value $100 each, has been granted a charter by Secretary of State Gray. Incorporators are W. B. Frazier, F. Upchurch and Adeline Frazier.

Pederson Manages KOL

SEATTLE, April 15.—Elmer Pederson has been appointed manager of KOL, CBS local outlet, by Archie Taft, station owner and president. Pederson comes to Seattle from Los Angeles, where he was national sales manager of KNX for the last three years.

"Man Found," Waring High, San Francisco

SAN FRANCISCO, April 15. — "The Man Who Found Himself," helped by Fred Waring and his Pennsylvanians, turned in the only good gross of the week, $18,700, at the Golden Gate. This topped normal by $2,700.

"Top of the Town" and "Woman in Distress" went over the line by $700 on a take of $10,200 at the Orpheum. "Maytime" took a par $13,000 in its fourth week at the Paramount, but other grosses were nothing to get excited about.

Total first run business was $97,300. Average is $85,000.

Estimated takings:

Week Ending April 6:

"LOVE IN EXILE" (G. B.)
"SILKS AND SADDLES" (All-Star)
EMBASSY — (1,400), 10c-25c-35c-40c, 7 days, 2nd week. **Gross:** $3,200. (Average, $4,000)

"LOST HORIZON" (Col.)
GEARY — (1,400) , 55c-87c-$1.10-$1.65, 7 days, 5th week. **Gross:** $9,600. (Average, $10,000)

"MAN WHO FOUND HIMSELF" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage, vaudeville. **Gross:** $18,700. (Average, $16,000)

Week Ending April 7:

"WAIKIKI WEDDING" (Para.)
"HER HUSBAND'S SECRETARY" (W. B.)
FOX — (5,000), 15c-30c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $15,400. (Average, $16,000)

"TOP OF THE TOWN" (Univ.)
"WOMAN IN DISTRESS" (Col.)
ORPHEUM — (2,440), 15c-30c-35c-40c, 7 days. **Gross:** $10,200. (Average, $9,500)

"MAYTIME" (M-G-M)
PARAMOUNT — (2,740), 15c-30c-35c-40c-55c-75c, 7 days, 4th week. **Gross:** $13,000. (Average, $13,000)

"KING AND THE CHORUS GIRL" (W. B.)
"MIDNIGHT COURT" (W. B.)
ST. FRANCIS—(1,400), 15c-30c-35c-40c, 7 days. **Gross:** $6,700. (Average, $6,000)

"PERSONAL PROPERTY" (M-G-M)
"HER HUSBAND LIES" (Para.)
WARFIELD—(2,680), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $13,800. (Average, $13,000)

Week Ending April 9:

"SODERSKAKER" (Scandinavian)
CLAY—(400), 15c-35c, 7 days. **Gross:** $900. (Average, $1,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
UNITED ARTISTS—(1,200), 15c-30c-35c-40c-65c, 7 days, 2nd week. **Gross:** $5,800. (Average, $6,000)

"Waikiki" Oklahoma Sensation, $9,000

OKLAHOMA CITY, April 15.—"Waikiki Wedding" was a sensation at the Midwest with a take of $9,000, over average by $5,000.

In spite of the pace set by the Crosby musical, "Maytime" ran up to $9,000, above par by $4,000 at the Criterion.

Total first run business was $25,800. Average as $16,500.

Estimated takings for the week ending April 10:

"MAYTIME" (M-G-M)
CRITERION—(1,700), 10c-35c-55c, 9 days. **Gross:** $9,000. (Average, $5,000)

"SEA DEVILS" (RKO)
"DON'T TELL THE WIFE" (RKO)
LIBERTY—(1,500), 10c-25c-35c, 7 days. **Gross:** $2,500. (Average, $2,500)

"WAIKIKI WEDDING" (Para.)
MIDWEST—(1,500), 10c-25c-35c, 9 days. **Gross:** $9,000. (Average, $4,000)

"READY, WILLING AND ABLE" (W. B.)
WARNER—(1,800), 10c-25c-35c, 7 days. Stage: "1937 Swing Show." **Gross:** $5,300. (Average, $5,000)

"Top of Town" Boston's Hit With $18,500

Boston, April 15.—"Top of the Town," with "The Man Who Found Himself," led the field at the RKO Memorial with a take of $18,500, $6,500 above average.

"Maytime," in its second week at the Loew's Orpheum, drew well with $16,800 gross. This was above average by $4,800. The same program drew $15,000 at Loew's State, above the line by $4,000.

"Seventh Heaven" at the Metropolitan along with a stage attraction featuring Wini Shaw, drew just average business, $22,000. "The Good Earth" playing in its fourth week, drew $7,500 at the Colonial.

Total first run business was $105,800. Average is: $102,500.

Estimated takings for the week ending April 15:

"OUTCAST" (Para.)
"HER HUSBAND'S SECRETARY" (W. B.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $4,500. (Average, $4,500)

"TOP OF THE TOWN" (Univ.)
"MAN WHO FOUND HIMSELF" (RKO)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. **Gross:** $18,500. (Average, $12,000)

"MAYTIME" (M-G-M)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 2nd week, 7 days. **Gross:** $16,800. (Average, $12,000)

"MAYTIME" (M-G-M)
LOEW'S STATE—(3,573), 35c-45c-65c, 2nd week, 7 days. **Gross:** $15,000. (Average, $11,000)

"SEVENTH HEAVEN" (20th-Fox)
METROPOLITAN—(2,332), 35c-55c-75c, 7 days. Stage: Wini Shaw. **Gross:** $22,000. (Average, $22,000)

"GOOD EARTH" (M-G-M)
COLONIAL—(1,634), 55c-85c-$1.10-$1.65, 7 days, 4th week. **Gross:** $7,500.

"OUTCAST" (Para.)
"HER HUSBAND'S SECRETARY" (W. B.)
PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $7,000. (Average, $7,000)

"SHE'S DANGEROUS" (Univ.)
RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: NTG Unit featuring Heloise Martin. **Gross:** $22,000. (Average, $21,000)

Tom Spry to Head Drive

Boston, April 15. — Tom Spry, United Artists district manager, has been made chairman of the local committee for the Will Rogers Memorial Fund. Exchange managers comprise the committee. They include Leo Britton, Edward Klein, Sam Davidson, Timothy O'Toole, John Scully, Harry Segal, Jack Meyers, Harry Asher, Elmer Turnquist, Maurice Wolf, Harry Kirchgessner, William Erbb, Ross Cropper, Herman Rifkin, Edward Callahan, John Dervin, Al Herman, Nat Furst and David Shapiro.

Banquet Ends Drive

Greensboro, N. C., April 15. — Members of the Little Seven Club, an organization consisting of managers of North Carolina Theatres, Inc., held a banquet meeting at the Hotel King Cotton to culminate a business drive staged in honor of Montgomery S. Hill, district manager. The western division won.

Cincy Bookers to Dance

Cincinnati, April 15.—The Cincinnati Bookers' Club, of which Joe Goetz is president, will hold a frolic and dance at the Hotel Alms April 20.

"Good Earth" Gets $10,000 In Cleveland

Cleveland, April 15.—"The Good Earth," which opened a roadshow run at the Hanna on Sunday to a complete sellout, held up all week, grossing $10,000. Average for roadshows at the Hanna is $7,000.

"Maytime," playing a second week downtown at Loew's Stillman where it moved after a big week at Loew's State, held first place among the popular priced first runs. It grossed $10,500. Average is $6,000. It was held a third week.

"Nancy Steele Is Missing," on the RKO Palace screen with Stepin Fetchit headlining a vaudeville program, topped the $15,000 average by $4,000 with a $19,000 gross.

"Parole Racket" at the Allen went $1,000 over par to a $6,000 take.

Total first run business, exclusive of the roadshow run of "The Good Earth" was $58,000. Average is $51,000.

Estimated takings for the week ending April 9:

"PAROLE RACKET" (Col.)
ALLEN — (3,000), 30c-35c-40c, 7 days. **Gross:** $6,000. (Average, $5,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $11,000. (Average, $15,000)

"MAYTIME" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. **Gross:** $10,500. (Average, $6,000)

"NANCY STEELE IS MISSING" (20th-Fox)
RKO PALACE — (3,100), 30c-42c-60c, 7 days. Stage: Vaudeville with Stepin Fetchit headlining. **Gross:** $19,000. (Average, $15,000)

"SEVENTH HEAVEN" (20th-Fox)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $11,500. (Average, $10,000)

"THE GOOD EARTH" (M-G-M)
HANNA—(1,500), $1.65 to 55c, 7 days. **Gross:** $10,000. (Average, $7,000)

"Waikiki" $11,500 Hit, Indianapolis

Indianapolis, April 15.—"Waikiki Wedding" pulled $11,500 at the Circle, $7,500 over normal in a week that was one of the best for the first runs in many months. It was held.

Sally Rand on the stage and "Men in Exile" on the screen took $12,900 at the Lyric, $5,900 into the black. "Maytime's" second week went $1,100 over the line for $7,100 at Loew's. "Seventh Heaven" was $600 to the good at the Apollo with $4,600.

Rain for five days halted the possibility of some record breaking. Competition was steep with the "Ziegfeld Follies" on the boards for four days at English's and the Texas Rangers' Rodeo on an eight-day stand at the Indiana fair grounds.

Total first run business was $36,100. Average is $21,000.

Estimated takings for the week ending April 9:

"SEVENTH HEAVEN" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days, **Gross:** $4,600. (Average, $4,000)

"WAIKIKI WEDDING" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $11,500. (Average, $4,000)

"MAYTIME" (M-G-M)
LOEW'S—(2,800), 25c-40c, 7 days, 2nd week. **Gross:** $7,100. (Average, $6,000)

"MEN IN EXILE" (F. N.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Sally Rand and her All-Star Revue. **Gross:** $12,900. (Average, $7,000)

It's Senator Now

Lincoln, April 15.—Nebraska's legislature gave Lou Goldberg, road-router for the Major Bowes amateurs, one of the first original honorary titles in many years for the show business. Lou was here when one of the Bowes units appeared before the unicameral session and in appreciation was tagged an honorary "Senator."

"Barriers" Takes $10,000, Montreal

Montreal, April 15.—"Silent Barriers" was leader with a take of $10,000, at the Capitol, over par by $500.

"Don't Turn 'Em Loose," with "Dancing Lady" and a stage show, grossed $11,000 to Loew's. This was $500 above average.

A second week of "Maytime" at the Palace accounted for $9,000 after $14,500 for the first seven days. "History Is Made at Night," first feature at the Princess, was responsible for $6,000 for its second week as compared with $10,000 for the previous period.

The run of "Wings of the Morning" finally came to a conclusion at His Majesty's Theatre, the curtain being drawn at the end of the 10th week for a record run. The feature grossed $3,500 for its final lap. There were no sport counter-attractions and the weather was clear and cool.

Total first run business was $39,500. Average is $43,000.

Estimated takings for the week ending April 10:

"SILENT BARRIERS" (G. B.)
"WOMAN WISE" (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $10,000. (Average, $9,500)

"WINGS OF THE MORNING" (Fox-British)
HIS MAJESTY'S—(1,700), 25c-35c-40c-50c, 7 days, 10th week. **Gross:** $3,500. (Average, $5,000)

"DON'T TURN 'EM LOOSE" (RKO)
"DANCING LADY" (M-G-M)
LOEW'S — (3,115), 25c-34c-40c-50c-60c, 7 days. Stage: "The Fun Parade" with Red Skelton. **Gross:** $11,000. (Average, $10,500)

"MAYTIME" (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days, 2nd week. **Gross:** $9,000. (Average, $11,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
"DON'T TELL THE WIFE" (RKO)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days, 2nd week. **Gross:** $6,000. (Average, $7,000)

Shift Dickinson Men

Kansas City, April 15.—Leslie Purdun, formerly assistant manager for Glen W. Dickinson at Creston, Iowa, has been named manager to the Dickinson at Olathe, Kan. Willard Ausmus has been named manager of the Dickinson at Paola, Kan.

Raymond C. Fahrenholz is the new manager of the Macon, Macon, Mo., Dickinson's personal house.

Fineman to Make Eight

London, April 5.—Bernie Fineman has signed to produce eight features for Robert Garrett under a new company, which is replacing the former Garrett-Klement firm. The films are scheduled to cost £30,000 each and will be made at the Pinewood studio. The first will start in July. All will be released by Columbia.

"Waikiki" Is Strong Draw On the Coast

Los Angeles, April 15.—"Waikiki Wedding" was a smash hit at the Paramount, with a stage show headed by Pat Henning and Betty Raye. The $29,000 take beat par by $11,000.

"Top of the Town," on a dual with "California Straight Ahead," was strong at both the Hillstreet and Pantages. At the former the $9,000 take was $1,000 over the line and at the latter the $9,500 gross was $1,500 to the good.

"Lost Horizon" held up to $9,250 in its fifth week at the 4 Star.

Total first run business was $108,940. Average is $107,950.

Estimated takings for the week ending April 14:

"THE GOOD EARTH" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 11th week. **Gross:** $8,300. (Average, $17,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"ESPIONAGE" (M-G-M)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $11,935. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 5th week. **Gross:** $9,250. (Average, $3,250)

"REVOLUTIONISTS" (Amkino)
GRAND INTERNAT'L—(750), 35c-40c, 7 days, 2nd week. **Gross:** $1,500. (Average, $1,200)

"TOP OF THE TOWN" (Univ.)
"CALIFORNIA STRAIGHT AHEAD" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $9,000. (Average, $8,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"ESPIONAGE" M-G-M)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $14,205. (Average, $14,000)

"TOP OF THE TOWN" (Univ.)
"CALIFORNIA STRAIGHT AHEAD" (Univ.)
PANTAGES — (3,000), 30c-65c, 7 days. **Gross:** $9,500. (Average. $8,000)

"WAIKIKI WEDDING" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: Pat Henning & Betty Raye, F. & M. revue, Rube Wolf and orchestra. **Gross:** $29,000. (Average, $18,000)

"KING AND THE CHORUS GIRL" (W.B.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. **Gross:** $8,150. (Average, $14,000)

"KING AND THE CHORUS GIRL" (W.B.)
WARNER BROS. (DOWNTOWN) — (3,400), 30c-65c, 7 days. **Gross:** $8,200. (Average, $12,000)

India Germans Get Banned Films List

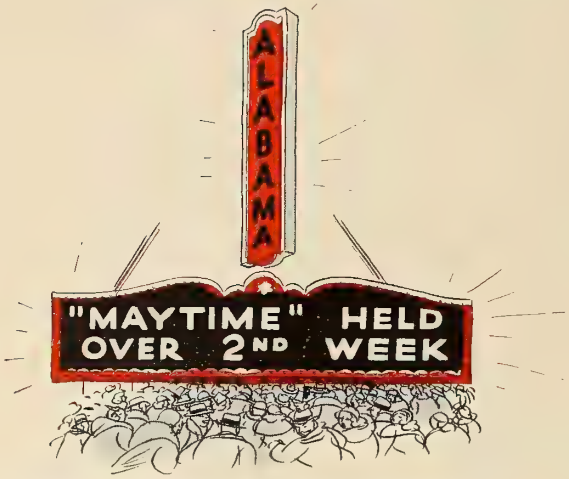
Germans living in India have received, in the January issue of their monthly magazine, "Der Deutsche in Indian," a list of seven films considered objectionable to the present regime in the Reich and have been asked to report to the German consulate in Calcutta the names and addresses of any theatres exhibiting them.

Among American pictures on the list are "The House of Rothschild," "All Quiet on the Western Front," "War Mammas" and "The Lost Squadron."

Universal Dates Seven

Hollywood, April 15.—Universal has set starting dates for seven features, according to Charles R. Rogers. They are: "100 Men and a Girl," April 19; "West Coast Limited," May 3; "Radio Patrol" (a serial), May 10; "Heather of the High Hand," June 7; "Broadway Jamboree," June 11; "Scoop," June 21, and "Carnival Queen," June 28.

First time in 10 years a picture held over 2nd week at Strand, Scranton, Pa.


ALABAMA
"MAYTIME" HELD OVER 2ND WEEK

First time in the entire history of Alabama Theatre in Birmingham a 2nd Week Hold-Over!

THEY SAID IT CAN'T HAPPEN HERE! AND THEN M-G-M's "MAYTIME" CAME ALONG!

AS WE GO TO PRESS!

Wisconsin Theatre, Milwaukee, announces a 2nd week. During the many years of its existence this house has only had 8 hold-overs. (*7 of them were* M-G-M!) Also Orpheum Theatre, Madison, Wisconsin reports all records broken!

"M-G-M pictures always do the impossible. These are just two of many amazing MAYTIME hold-over records! I told you MAYTIME means EXTENDED PLAYTIME! Thanks for listening."

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 90 NEW YORK, SATURDAY, APRIL 17, 1937 TEN CENTS

Ford, Garnett U.A. Producer Contract Set

Renowned Artists Corp. Formed; Colman Star

HOLLYWOOD, April 16.—John Ford and Tay Garnett would become producers and Ronald Colman a star for United Artists under a deal tentatively approved here.

Heading separate units but grouped cooperatively as Renowned Artists Corp., formed this week in Delaware with a capital of $2,000,000, the plan provides for at least one picture from each next season.

Lester Cowan, former secretary of the Academy of M. P. Arts and Sciences, and later a Columbia producer, is the general manager. Sol Rosenblatt, brother-in-law of Cowan, is here arranging the distribution contract. He will return to the east by train next week. Lurie Frisco, real estate millionaire, who originally financed Sol Lesser, is behind the new company.

Condor Lineup Set With RKO and G. N.

Condor has completed its production lineup for RKO and Grand National, it was stated yesterday following conferences between George Hirliman and M. H. Hoffman, west coast production executives, and eastern representatives. Both Hirliman and Hoffman left by plane yesterday after the meetings.

Under the company's plans for next season, 10 features and 26 shorts will be released through RKO and 14 features for Grand National. Six of the RKO pictures will be westerns with George O'Brien. The shorts are

(*Continued on page* 3)

NBC Planning Salute To ANPA Convention

NBC will salute the publishers gathered at the ANPA convention in a special broadcast April 22, from 11:05 to 12 midnight, on the Red network. The *New York Times* will cooperate.

The program will follow a newspaper story through, from event to reader, and will include pickups from police headquarters, the Washington Bureau of the *Times,* and the editorial, press and mail rooms of the *Times* plant in New York.

More Radio—Page 4

Mystery Veils Theatre Bill In New Jersey

Allied Claims to Know Nothing About It

One of Allied's theatre divorcement bills has popped up in New Jersey and the Jersey Allied leaders say they don't know anything about it. It's one of those late-session legislative mysteries that sometimes crop up over there, it seems.

Ordinarily new bills are not introduced so late in the session, but they are slipped in at times by agreement, and unless a deal is made among groups of legislators having pet projects they seldom get out of committee. The Legislature is now in its final struggle over the appropriation bill and getting ready to wind up.

This particular measure, House Bill No. 507, was put into the hopper last Monday by Assemblyman Edison Hedges, an Atlantic County lawyer, who lives at Mays Landing. He said

(*Continued on page* 3)

"Marked Woman" At $35,000, Strand

"Marked Woman" at the Strand tallied approximately $35,000 for the first week. It is to be held two, and possibly three, more weeks. "Quality Street" garnered $70,000 at the Music Hall and "The Soldier and the Lady" took in $37,600 at the Roxy.

"A Star Is Born" will start at the Music Hall on April 22, and will be followed by "Shall We Dance?" with Fred Astaire and Ginger Rogers on May 6. "The Prince and the Pauper" has been tentatively dated for the Strand starting May 8. "Cafe Metropole" will be shown at the Rivoli beginning May 1.

Bloom Is Contract Chief for 20th-Fox

Jack Bloom has been named head of the 20th Century-Fox contract department, succeeding Nat B. Finkler, who died early this week. Samuel J. Epstein is now assistant contract manager, taking over Bloom's former duties. Other promotions include Ralph DeBurgos to section supervisor, David Ornstein to assistant section supervisor, and Nat Rosen, Murray Scher and Angela Mandella to data clerks.

Edgar L. Hollander, formerly ad sales manager at the 20th Century-Fox local exchange, has been promoted to eastern ad sales supervisor,

(*Continued on page* 3)

No "U" Change

Hollywood, April 16.—Charles R. Rogers took formal cognizance of persistent rumors here of a shift in the Universal production helm when he told the Masquers Club: "I've heard the many humors, but I'm still there."

Dr. A. H. Giannini, president and chairman of U.A., was the guest of honor. Present were Jesse L. Lasky, J. Cheever Cowdin, James Normanly, Sol A. Rosenblatt, Rupert Hughes, R. H. Burnside and several hundred actors.

Auditors of City Study Film Sales

Auditors for the city are studying the accounts of all local exchanges preparatory to drawing up the city's assessments for the two per cent sales tax on film rentals for the past two years and expect to complete the work in 10 days, it was learned yesterday.

Members of the city comptroller's department said that no accurate estimate of the amount owed by the local distribution offices could be made prior to completion of the audits, but said that it was their impression that the $2,000,000 estimates mentioned heretofore were too high, even with penalties and interest.

Attorneys for distribution companies plan to meet again early next week to discuss further the possibility of new action in opposition to the application of the tax. The time allowed for the filing of an application for a rehearing of the distributors' case by the Court of Appeals at Albany expires at the end of the week. There is no indication at the moment that further appeal moves would be sanctioned by all distribution companies.

Para. to Take Half Interest in Circuit

Paramount will receive a one-half interest in Central States circuit in connection with the relinquishing of its option to repurchase A. H. Blank's half interest in Tri-States circuit, is was learned yesterday.

Under the agreement now being drawn by Paramount's attorneys and Samuel Spring, attorney for Blank, operations of the two circuits would be consolidated with Paramount and Blank sharing equally in each and with the ownership interests on a permanent basis.

Blank is expected back in New York in about 10 days for the formal closing of the deal.

Kansas Bars Court Speech From "Time"

Censors Call Wheeler's Remarks "Partisan"

When a United States Senator says he is opposed to changes in the U. S. Supreme Court and gives his reasons in a film it cannot be exhibited in Kansas if the Kansas censors think it is partisan or biased.

This ruling has just been put into effect for the first time on the latest issue of "March of Time" dealing with the current court controversy. The reel followed the court fight on the Wagner Labor bill from its inception at Aurora, Mo., to last week's 5-4 decision. Speakers against the plan in the reel are Senators Bennett Clark of Missouri, Carter Glass of Virginia and Burton K. Wheeler of Montana. Candid camera studies of the nine judges are included.

In his speech Senator Wheeler said: "You can say that the privilege of appointing postmasters will not be accorded to me. You can say that I'll get no more projects for my state. You can say what you please, but

(*Continued on page* 3)

Bank Night Is Ruled Lottery in Illinois

SPRINGFIELD, Ill., April 16.—Bank Nights were held to be lotteries by the State Supreme Court today which refused to restrain local authorities from interfering with them. This ruling was handed down in an appeal by Iris Amusement Co., B & K., and other theatre operators from an adverse ruling by Judge Niemeyer in Superior Court some time ago.

Theatre owners had sought to enjoin authorities from stopping Bank Night and similar games. The Supreme Court opinion given today said:

"Our public policy in opposition to

(*Continued on page* 3)

Coast Labor Forms New Union Combine

HOLLYWOOD, April 16.—A new union federation which includes actors, make-up men, hairdressers, painters, plasterers, kitchen workers and carpenters was launched here at a mass meeting last night and early this morning. Representatives of all the crafts attended, including carpenters—a surprise in view of the fact that this group is already in the basic studio labor agreement.

Principals in the new federation are

(*Continued on page* 3)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 17, 1937 No. 90

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

European Building Off, Says Schaefer

Only two new theatres have been opened in Central Europe in the last year, Gus J. Schaefer, general manager for Paramount for this territory, stated yesterday upon his arrival from Paris on the *Manhattan.*

Both theatres are in Roumania and are being operated by independents. The first opened last September and the second in December.

The Adriatic Insurance Co. of Italy is now building an 1,800-seat theatre in Warsaw, Poland. It is expected that it will be completed in three or four months. Negotiations are on for a company to assume operation but nothing is set, Schaefer said. He also added Loew's plans to build a de luxe house in Amsterdam, Holland.

Paramount's activities in Germany have been divided between Leo J. Horster, who is now sales manager, and Paul Thiefes, office manager.

On May 1, Loew's will take over the Schweten in Vienna from the widow of the late M. Bartz, Schaefer added. He will leave today for Boston to spend a week with his family, then return for business conferences with George Weltner. He plans to remain here about a month before returning to his Paris headquarters.

Out Hollywood Way

Hollywood, April 16.—M-G-M is to make a third in the Dashiell-Hammett "Thin Man" series. It will be called "The Return of the Thin Man," and William Powell and Myrna Loy again will be featured.

Paramount's golfers, about 250 strong, will gather at the Altadena Country Club the middle of May . . . Frank Tamar, still cameraman on "The Emperor's Candlesticks," M-G-M, down with the flue . . . Rosalind Russell off to visit friends in northern California. She has just finished work in "Night Must Fall."

Stanley Goldsmith, Paramount property man, promoted to assistant director . . . John Howard, lead in "Mountain Music," Paramount, breaks an ankle playing tennis . . . Harold Hurley off to Honolulu for a month's vacation . . . Warren William in "The Firefly," his first assignment for M-G-M.

✚

Casting—Douglas Montgomery in "Professional Juror," Franklin Dix, Stanley Mack, Frank Wayne, Ray Johnston and Jack Gardner in "With Kind Regards," and Harold Goodwin, Ed Deering and Robert Chisholm in "Once a Hero," all at Columbia . . . Luis Alberni in "Sing and Be Happy," 20th Century-Fox . . . Virginia Field and Sig Rumann in "Lancer Spy," 20th Century-Fox.

E. E. Clive in "Gentleman After Midnight," Warners . . . Otto Kruger in "Professional Soldier," Columbia . . . Duke York, George Magill and Constance Bergen in "Midnight Madonna," Major . . . Ann Sothern and James Gleason in "Super Sleuth," RKO.

✚

Writers—Ernest Pagano doing additional dialogue on "Super Sleuth," Charles Kaufman and Paul Yawitz on the screenplay of "Crazy People," and Kay Van Riper assigned to "Vivacious Lady," RKO . . . Al Boasberg collaborating with Gertrude Berg on "Make a Wish," Sol Lesser.

✚

Options—Joyce Compton's option taken up by Grand National . . . Pauline Moore and Tyrone Power options lifted by 20th Century-Fox.

✚

Story Buy—"Twins for Her Majesty," comedy drama by Lou Heifitz and Herbert Klein, acquired by M-G-M.

✚

Title Changes—"Ghost Ranger" now "Reckless Ranger," Columbia . . . "Saturday's Heroes" new title for "Million Dollar Antics," RKO.

New Offer Holds Up Fox Brooklyn Deal

A competitive offer to reorganize the holding company for the Fox Theatre and office building, Brooklyn, will be submitted to Federal Judge William Bondy next Tuesday by Joseph Nemerov, attorney, who told Judge Bondy yesterday that he represented "one of the biggest men in the film industry," but declined to identify him.

The reorganization plan proposed by the bondholders' committee and approved by the court a week ago was to have been confirmed by a formal order of Judge Bondy yesterday. Nemerov's statement that he would better the committee's offer prevented the signing of the order. The bondholders' plan provides for a 20-year lease on the theatre to Fabian Brooklyn Theatres, Inc., at a minimum rental of $150,000 annually plus a graduated percentage of the grosses up to and above $1,500,000.

K-A-O to Elect Soon

The board of directors of Keith-Albee-Orpheum is scheduled to meet next Thursday for the annual election of officers. Holding of the meeting is dependent upon the completion of annual reports for the S.E.C. by that date. The reelection of Leo Spitz, RKO president, to the presidency and chairmanship of the theatre company is anticipated.

Ince Death Accidental

London, April 16.—Accidental death was the verdict at the inquest into the death in an automobile crash of Ralph Ince. Evidence showed that Mrs. Ince, who was driving, had only the sidelights of the car burning and crashed into a street island.

Ohio House Passes Income Tax Measure

Columbus O., April 16.—The Ohio House has passed the state income tax bill by a vote of 81 to 44. The bill was amended to increase exemptions from $800 to $1,000 for single persons, and from $1,600 to $2,000 for married couples. Exemption for dependents was increased to $300, compared with the original figure of $200. Several representatives stated privately that they voted for the bill only for the purpose of the record to satisfy certain groups of constituents.

It is now considered a certainty that the bill will not be approved by the Senate, which twice previously has defeated similar measures.

Paris Tax Is Reduced

Paris, April 8.—The pauper tax of 10 per cent of gross receipts paid by all theatres in France has been reduced in Paris to 8.75 per cent. The difference will be made up by a special tax on radio broadcasting advertising. A similar reduction was obtained in Nice some time ago, but all other exhibitors continue to pay the 10 per cent tax.

Nazi Show U. S. Strikes

Berlin, April 16.—Film houses here yesterday featured newsreels picturing strikes in the United States, with commentators pointing out the contrast with the "serenity" of workers under the Nazi regime.

Surprised at Nazi Attack

The American Committee for Christian German Refugees here expressed surprise at the Nazi press attack on the film shown at the Riverside Church last week as part of the campaign to raise funds for the relief of German refugees.

Purely Personal

HARRY C. ARTHUR, Sam Rinzler, Louis Frisch, Arthur Gottlieb, Jack Goetz, Sid Rechetnick, George Batcheller, Sr. and Jr., Henry Brown, Joe Hornstein, Dinty Moore, Hal Burrows, Kenneth Hodkinson, Charles Paine, Charles Ford, Norton Ritchey, Gabe Hess, Budd Rogers, Bill German, Louis Weinberg, Gene Picker, Irving Wormser, Ralph Poucher, Lew Lehr, Dan Frankel, Marvin Schenck, Sidney Piermont, Abe Schneider, Seymour Schussell, A. W. Schwalberg, Arthur Sachson, and others convened at the Tavern for luncheon yesterday.

•

Isabel Turner of the Warner home office advertising and publicity department yesterday spoke on "Motion Pictures as an Educational Factor" before the Women's Forum at the Roosevelt Hotel. Billy and Bobby Mauch were introduced to the gathering.

•

John Day, Jr., general manager for Paramount in South America, will sail from Rio de Janeiro on April 22 on the *Southern Cross,* which is due here May 5.

•

Eddie Reek, general manager of Movietone News, Lew Lehr and Ed Thorgersen, will accompany Truman Talley and Lowell Thomas to the company's coast convention.

•

Al Lichtman will attend the opening of the first roadshow engagement of "Captains Courageous" at the Chestnut St. Opera House, Philadelphia, Monday night.

•

Alfred Weiss, president of Consolidated Theatre Supply Corp., sailed yesterday on the *Vulcania* for Europe and the Near East to establish branches.

•

Jake Lubin and Jack Pearl are scheduled to be discharged from the Hospital for Joint Diseases today.

•

Walter Fleischman left for Washington yesterday to show "White Gold" to President Roosevelt.

•

Oscar Blum of the Warner pressbook department became an uncle yesterday.

•

C. C. Moskowitz will return from Hollywood, Fla., on Tuesday instead of Monday.

•

Doris Nolan, Universal player, arrived here yesterday by car from Florida in the course of a mobile vacation.

•

Mary Pickford, now in Berlin, is slated to sail on the *Queen Mary* May 2 for New York.

•

Nat Holt has returned to Cleveland.

•

Paul Benson has left for the coast to open his own publicity office.

•

George Daws is handling the Mauch twins while they are in town.

•

Edward G. Robinson is due from the coast next week.

Kansas Bars Court Speech From "Time"

(Continued from page 1)

I say to you and to Mr. Farley, to everybody else, that I will vote against this proposition because it is morally wrong; it is morally unsound; it is a dangerous proceeding."

Orders to remove the speech were received by T. R. Thompson, branch manager of RKO in Kansas City, from Mae Clausen, chairman of the Kansas censor board, who wrote: "We are approving the print of March of Time No. 9 with elimination of the entire dialogue by Senator Wheeler. We feel this dialogue is partisan and biased."

Louis de Rochemont, producer of the reel, said: "The elimination which the Kansas board has ordered will distort the impartiality of 'March of Time's' complete review of the Supreme Court controversy. The cut eliminates a speech by the U. S. Senator from Montana, Burton K. Wheeler, opposing the proposed plan to enlarge the Supreme Court at his fireside chat when he presented the plan to the nation. To the best of our knowledge this is the first time that a statement on a national political issue by an accredited authority like a U. S. Senator has been censored from the screen by a state board."

Change "Time" Episode

The decisions on the Wagner Act by the U. S. Supreme Court early this week caused a re-editing and rescoring of the episode in the latest release, dated April 16, which concerned the current Supreme Court controversy.

Bank Night Is Ruled Lottery in Illinois

(Continued from page 1)

lotteries is ancient and embedded in fundamental law. In this scheme (Bank Night) there is present every element of the evils attendant upon mass gambling. The price for a fair and reasonable chance to win is the cost of a ticket of admission to the theatre, which is the object of the plan, and thus a lottery is completed.

"Our public policy against lotteries expressed in two constitutions in the criminal code and in Chicago a city ordinance is much too firmly rooted to be evaded by any commercial device."

The ruling in all probability means the death of Bank Night in this state.

Condor Lineup Set With RKO and G.N.

(Continued from page 1)

divided into two groups, one of which will be 13 musical subjects and the other 13 sports reels. The Grand National commitment calls for six features starring Conrad Nagel and eight Ken Maynard westerns.

Of the 21 pictures scheduled for the current season, all but five have been delivered. They are in work and will be ready by July 1.

Mystery Veils Theatre Bill In New Jersey

(Continued from page 1)

yesterday that a group of exhibitors had approached him with complaints against Warners and that the bill was introduced in consequence. Warners have the largest circuit in the state, 54 houses.

Hedges said he did not know its contents and was not clear as to its purpose.

It develops that the bill is practically the same as the other Allied divorcement bills.

Lee Newbury, president of Jersey Allied, and Sidney Samuelson, former president of the Jersey unit and a member of the Allied National Defense Committee, both insisted they knew nothing about the bill and refused to be quoted.

Coast Labor Forms New Union Combine

(Continued from page 1)

maintaining strict secrecy regarding future moves but it has been learned that negotiations with producers will be instituted following a checkup which, it is hoped, will show that a majority of the studio workers are members of the crafts represented in the federation. However, no producer negotiations are expected before the middle of next week.

Lloyd Calls Union Ineffective

LOS ANGELES, April 16.—Jack Lloyd, president of the Studio Employes' Protective League, has declared that of 30 studio craft organizations in existence, only five are recognized by producers. He claimed that union members of the recognized crafts are supporting the drive to bring studio workers into the C. I. O.

He contended that lack of aggressiveness on the part of the existing unions was the cause of what he claims to be a trend toward the C. I. O. He declared that many of the present unions are affiliated with the A. F. L. When a proper allotment from each craft has been obtained, he said, application will be made by his organization for a C. I. O. charter.

Union 27 Years Old

BALTIMORE, April 16.—The M. P. Operators' Union, Local 181, of the A. F. L., of which Sam Isaacson is president, celebrated its 27th anniversary at Moose Hall with a dinner and dance. About 150 attended.

Set Miss Fields' First

HOLLYWOOD, April 16.—Gracie Fields' first film for 20th Century-Fox will be produced here instead of in England. Shooting is scheduled to get under way in June following the comedienne's return from the Coronation.

Zanuck Set 'Hudson Bay'

HOLLYWOOD, April 16.—Darryl F. Zanuck is setting plans for the production of "Hudson Bay" which will be done on a similar scale as "Lloyds of London."

Net of $19,332 for Month at the Roxy

A net profit of $19,332 before deductions for interest on funded indebtedness and depreciation for the period from Feb. 26 to March 25 was shown in the report of Howard S. Cullman, trustee, in his monthly report on the Roxy filed in U. S. District Court yesterday. Cash receipts for the period were $161,839 and expenditures were $144,166 showing an excess of receipts over expenditures of $17,672. Cash on hand was $101,876 as compared with 84,204 on Feb. 26. Payments totaled $131,790; film rentals were $21,867 and advertising costs were $19,599. It was not made clear in the report how the net of $19,332 was reached.

Special Master Addison S. Pratt reserved decision yesterday on a motion by Carlos Israel, counsel for the Pound bondholders' committee, to have the cost of subpoenaing witnesses and records of the S.E.C. assessed against the Tipton bondholders' committee and the stockholders' protective committee. Pratt is holding hearings on the proposed plan of reorganization for the Roxy.

Israel charged that Harold P. Seligson, counsel for the Tipton committee and Samuel Kramer, stockholders' counsel, were "acting in bad faith" by making technical objections. Pratt stated that he would rule on the motion at the close of the case. The offer of 20th Century-Fox for the Roxy theatre expires on May 1 unless the time is extended. Leon Fleishman, who appraised the Roxy for the stockholders, was under cross-examination yesterday. The hearings will continue on Monday.

Film Satire Published

T. J. Maloney, Inc., New York, has published a satirical work titled "In Pictures," which satirizes Hollywood story conferences and was written by Nunnally Johnson, Patterson McNutt, Gene Fowler and Grover Jones, a quartet of the leading screen writers on the coast. The book, in large size and 106 pages, is illustrated with a series of novel full-page pictures by Will Connell, which are excellent photography and serve to symbolize the various phases of film production. "In Pictures" is published in a limited edition.

Cocalis Aids Charity

Sam D. Cocalis, local circuit operator, yesterday donated $100 to the M. P. Associates' charity fund at a meeting of the organization at the Lincoln Hotel.

The session was taken up with a discussion of blanket insurance for the 200 members. A representative of the insurance company spoke on the plan. Joe Lee, president, was chairman. About 100 members attended.

Monogram in Michigan

DETROIT, April 16.—Sam Decker, president of Excellent Pictures, and William Hurlbut have incorporated Monogram Pictures here to handle the franchise in Michigan. The Excellent offices will be taken over by the new company.

Delay Esquire Opening

Consolidated Amusements has delayed the opening of the Esquire on 8th Ave. until April 26.

Variety Club

Cleveland

CLEVELAND, April 16.—The Cleveland Variety Club will entertain the Cleveland baseball team at a club luncheon at the Statler Hotel on April 19. This is an annual event and one that attracts big crowds. Kings for the day will be ED BANG, sports editor of *The News;* FRED MEIER, also of *The News,* MEYER FINE and JOHN D. KALAFAT, both circuit theatre owners.

Omaha

OMAHA, April 16.—Variety Club has purchased for $25 from the Omaha *Bee-News* Free Milk and Ice Fund the pig used by Exploiteer Ted Emerson of Tri-States for publicity on "Waikiki Wedding." Emerson presented the pig to the fund.

Variety then gave the pig to Father Flanagan's Home for Boys.

Bloom Is Contract Chief for 20th-Fox

(Continued from page 1)

succeeding Paul Allison, who joined RKO last week. He will work out of the home office under Lee D. Balsly.

Elliott McManus, contact man for the ad sales department at the home office, will assume Hollander's former duties.

Start Recording Studio

HOLLYWOOD, April 16. — Construction plans have been completed and excavation started on the new $250,000 General Service recording studio. The expansion is necessary to accommodate the Western Electric licensee producers on independent lots.

The new building contains a large scoring stage and a review room fully equipped for recording and dubbing. Offices and garage are also included. Marshall P. Wilkinson was the architect and Miller Saunders Co., the contractor.

Wall Street

Small Board Gains

	High	Low	Close	Net Change
Columbia	35½	34⅞	34⅞	+ ⅜
Consolidated	4¼	4¼	4¼	+ ⅛
Consolidated, pfd..	15½	15½	15½	+ ¼
Eastman Kodak ..	162	161	161	—1
Gen. T. Equip. ..	29	29	29	+ ⅜
Loew's, Inc.	83½	81½	82	— ¼
Paramount	25½	24¾	24⅞	— ⅛
Paramount 1 pfd..	177⅜	176¼	176¾	+1¼
Paramount 2 pfd..	22¾	21⅛	22½	+ ⅛
Pathe Film	8⅝	8⅛	8⅛	— ⅛
RKO	10	9¼	9¾	+ ⅜
20th Century-Fox.	39⅞	39¼	39¼	.....
20th Century, pfd.	49	49	49	— ¼
Warner Bros.	15½	14⅞	15	+ ⅛

Light Curb Rise

	High	Low	Close	Net Change
Grand National ..	2⅞	2⅞	2⅞	+ ⅛
Sonotone	1¾	1¾	1¾	.....
Technicolor	22⅜	21⅞	22⅛	+ ⅛
Trans-Lux	4¾	4½	4¾	.....
Universal Crp. vtc	8	8	8	.....

RKO Bonds Up 4 Pts

	High	Low	Close	Net Change
Loew's 6s '41 ex war	98¼	98	98	+ ¼
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	— ⅛
RKO 6s '41 pp....	122	120	122	+4
Warner Bros. 6s '39 wd	98	97¾	97⅞	+ ⅜

(Quotations at close of April 16)

◀ Radio Personals ▶

BOB HOPE'S audition for the "Rippling Rhythm" program yesterday afternoon was piped to the studios of WLW, where Woodbury-Jergens officials listened to it. . . . The "Tune Twisters" have been booked for an appearance on Fred Allen's program April 21. . . . Lawrence Suhadolink, WADC (Akron) operator, is honeymooning in town. . . . Block & Sully are slated for a guest shot on Jack Benny's period April 25. . . .

◆

George M. Verity, chairman of the board, American Rolling Mills Co., set as guest speaker on the CBS cooperative bank series next Friday. . . . Believe it or not, the American networks are doing more Coronation broadcasting than is being done in England by the BBC. . . . Walter Johnson, ex-big league pitcher, will assist Tony Wakman in broadcasting Mutual's description of the opening game between Washington and Philadelphia Monday afternoon. . . . Rev. John F. O'Hara, president of Notre Dame, Elmer Layden, coach of the football team, and the school's glee club will participate in the Studebaker program Monday. . . .

Keye Luke on KMPC

HOLLYWOOD, April 16.—Eddie Martin, Hollywood columnist, quizzed Keye Luke, Chinese actor appearing in "The Good Earth" and the Charlie Chan films, in a new program feature which started at KMPC, Beverly Hills, tonight at 10:30, P.S.T. Martin will figure also in programs scheduled for Monday, 10:30 P. M., P.S.T.; Wednesday at 5:15 and 10:30 to 10:45 P. M., P.S.T., and Thursdays and Sundays, same hour.

Winning Series Shifts

Dorothy Gordon's "The Children's Hour," winner of the Women's National Radio Committee award, shifts to a new schedule starting April 27, at which time it will be heard Tuesdays, Thursdays and Saturdays from 5:45 to 6 P. M., E.D.S.T. It is currently offered Mondays, Wednesdays and Fridays from 5:15 to 5:30 P. M., E.S.T. The program is a CBS feature.

Fidler to Go On Twice Weekly

Jimmy Fidler's Hollywood gossip program will be heard twice weekly, Tuesdays and Fridays from 10:30 to 10:45 P. M., E.D.S.T., beginning May 21. Fidler currently is heard only on Tuesdays. Procter and Gamble, for Drene Shampoo, is the sponsor. H. W. Kastor is the agency.

Shift Coast Job Broadcast

LOS ANGELES, April 16.—With an average of 40 "jobs found" for each of its 12 broadcasts to date, Hal Styles' "Help Thy Neighbor" program from KHJ shifts to a later hour beginning tomorrow, 4 to 4:30 P.M., P.S.T.

Owens with Maxon, Inc.

Franklin Owens, formerly associated with NBC and Batten, Barton, Durstine and Osborn, has joined the radio department of Maxon, Inc.

Sunday Listeners to Get Five Consecutive Hours of Comedy

Beginning tomorrow, when Bert Lahr and Tim and Irene join the networks, Sunday dialers will be offered a steady diet of comedians for five hours, beginning at 5:30 P. M. and extending to 10:30 P. M., save for a half hour interval from 9:30 to 10 P. M. Such a preponderence of comedians following one after another on one evening would seem to be poor programing on the part of agencies and sponsors, but apparently this theory does not hold, for most of these acts have been following each other Sundays for a season or more, with no appreciable drop in popularity or rating. The schedule follows:

Stoopnagle & Budd, 5:30 to 6 P. M., NBC-Blue; Joe Penner, 6 to 6:30 P. M., CBS; Ray Knight and his Cuckoos in the "1937 Radio Revue," 6 to 6:30 P. M., Mutual; Tim and Irene in "Fun in Swing Time," 6:30 to 7 P. M., Mutual; Jack Benny, 7 to 7:30 P. M., NBC-Red; Phil Baker, 7:30 to 8 P. M., CBS; Moore and Broderick, 8 to 8:30 P. M., CBS; Eddie Cantor, 8:30 to 9 P. M., CBS; Bert Lahr, 9 to 9:30, NBC-Red; Milton Berle, 10 to 10:30, CBS.

F.C.C. Sets Its Dates for Hearings on Applications

WASHINGTON, April 16.—The F. C.C. has set hearing dates on the following radio applications:

April 22.—WNBC, New Britain, Conn., for increase of time from day to unlimited and an increase of day power to 1,000 watts, and on applications for new day time stations filed by Hildreth and Rogers Co., Lawrence, Mass., 680 kilocycles, 1,000 watts; CBHG Corp., Brockton, Mass., 680 kilocycles, 250 watts.

Examiners hearings for the coming week were scheduled by the commission as follows:

April 19—Applications of Food Terminal Broadcasting Co., Cleveland, for 1,500-kilocycle, 100-watt daytime station; Summit Radio Corp., Akron, for 1,530-kilocycle, 1,000-watt station; Valley Broadcasting Co., Youngstown, for 1,350-kilocycle, 1,000-watt station and WMBH, Joplin, Mo., for change of frequency to 1,380 kilocycles and increase of power to 500 watts.

April 21—Applications of Abraham Plotkin, Chicago, for 1,570-kilocycle, 1,000-watt station; Philadelphia Radio Broadcasting Co., Philadelphia, for 1,570-kilocycle, 1,000-watt station; and KGFF, Shawnee, Okla., for change of frequency to 1,430 kilocycles and increase of night power to 250 watts.

April 23—Applications of John C. Hughes, Phoenix City, Ala., for 1,310-kilocycle, 100-watt daytime station; Ann Arbor Broadcasting Co., Ann Arbor, Mich., for 1,550-kilocycle, 1,000-watt station and WBCM, Bay City, Mich., for increase of day power to 1,000 watts.

Bernie Program to Move

The Ben Bernie American Can Co. programs will switch from Hollywood to Radio City, beginning with the May 4 broadcast. Bernie leaves Hollywood immediately after the April 27 broadcast. He will remain in New York for an indefinite period.

Holman Joins Rambeau

Hal A. Holman has joined the sales staff of the Chicago office of the William G. Rambeau Co., radio station representatives. Holman was formerly associated with Paul Block & Associates.

Report Cooper Will Head "Hotel" Series

Confirmation from the agency is lacking, but it is reliably reported that F. Wallis Armstrong has signed Jerry Cooper for the master of ceremonies role on "Hollywood Hotel," Fred MacMurray, the current "Hotel" em cee, leaves the program April 30.

The contract is reported to be for 13 weeks, with options.

Foran, Wyman for "Jamboree"

HOLLYWOOD, April 16.—Dick Foran and Jane Wyman have been assigned top roles in Warners' "Radio Jamboree," to be directed by Bobby Connolly.

Bennett Lent to Goldwyn

HOLLYWOOD, April 16.—Universal has lent Charles Bennett, author of "The 39 Steps" and "Secret Agent," to Samuel Goldwyn to work on the screenplay for "Marco Polo."

Mooney for "Beyond Law"

HOLLYWOOD, April 16.—RKO has assigned Martin Mooney to do the screenplay for "Beyond the Law," recent story buy.

Additionally, the company has purchased Alan Scott's story, "The Happy Fellow." Scott will also do the screenplay. P. J. Wolfson will direct the film as his first assignment on the RKO lot.

Mortimer Offner will do the script for a film to be based on the life of Vernon and Irene Castle, dancing stars of two decades ago.

James Story to 20th-Fox

HOLLYWOOD, April 16.—Twentieth Century-Fox has closed with Rosalind Shaffer, author, for her forthcoming book which is based on the life of Jesse James. Miss Shaffer, a prominent newspaper woman, worked for many years on the preparation of her volume in conjunction with survivors who knew James. She will collaborate with Gene Fowler and Hal Long on the screenplay. Nunnally Johnson will produce.

Decision Reserved On Orpheum Motion

Decision was reserved by Federal Judge Robert P. Patterson yesterday on the conclusion of hearings of motions by Orpheum Circuit preferred stockholders to set aside the sale of Orpheum's assets to Stadium Theatres Corp., an RKO subsidiary, to permit Orpheum to intervene in the RKO reorganization proceedings and to remove Oscar W. Ehrhorn as referee in bankruptcy for Orpheum.

O. C. Doering, Jr., of counsel for the RKO trustee, in concluding the arguments yesterday said that with Orpheum's assets appraised at $2,772,000 against liabilities of $6,875,000 stockholders had no equity in Orpheum. He declared that while recovery suits against former directors of Orpheum for mismanagement, and actions against Keith-Albee-Orpheum to set aside the indentures might salvage something for stockholders, "it would be unconscionable to subject Orpheum's creditors to such hazards."

Doering also stated that under Section 77-B the Orpheum trustee has no power to intervene in the RKO reorganization proceedings, that such a move could be made only by the owners or directors of the corporation. He also stated that a subsidiary cannot intervene in the reorganization proceedings of a parent company, but could be brought in by the parent.

Bondy Expunges RKO Claims

Federal Judge William Bondy yesterday formally expunged 25 claims, totaling $2,961,940, against RKO. The largest of the claims was that of the 3rd & Brady St. Corp. for $1,850,000. The others are the Rogers Prod., Ltd., $350,000; Laura F. Albee, $287,500; Collector of Internal Revenue, $259,456; Pathe Exchanges, Inc., $67,277; Parthenon Realty Corp., $59,492; Jeanette Cohen, $50,000; E. M. Glucksman, $13,650; Fay H. White, $8,700; Electric Products Corp. of Cal., $2,669 and Electric Products Corp. of Oregon, $1,455.

Approve Fee for Steuer

In a unanimous decision the Appellate Division of the N. Y. Supreme Court yesterday upheld a ruling of the lower court that Max D. Steuer should have a fee of $75,000 for his services as counsel in behalf of the Knickerbocker Theatres Corp. and the Clinton-Apollo Theatres Corp., which several years ago were in litigation over leases with the Greater New York Vaudeville Theatres Corp.

Knickerbocker and Clinton-Apollo at the time had a number of theatres on the lower east side. The theatres argued that Steuer's demands were exhorbitant and the question was turned over to a referee who recommended that the attorney be paid $100,000. Justice Valente reduced the figure to $75,000, which was approved by the higher court yesterday.

Settle Republic Suit

The suit of Republic Pictures Corp. of the Southeast against Republic Pictures Corp. was settled in U. S. District Court yesterday. Judge Vincent L. Leibell signed the order of settlement by stipulation of both sides. The Southeast Corp. was suing for a permanent injunction to prevent the defendant from terminating a contract for distribution of its films.

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VOL. 41. NO. 91 NEW YORK, MONDAY, APRIL 19, 1937 TEN CENTS

Tobacco Firms Are Greatest Users of Air

Three Brands Dominate The Expenditures

By JACK BANNER

The gross sales figures for 1935 of the three leading tobacco companies using radio, as revealed this week for the first time by the S.E.C., upon comparison with the radio time expenditures by the tobacco companies for that year, indicates quite clearly why the tobacco firms are rapidly becoming the greatest users of network time.

Radio's "big three" tobacco sponsors are the American, Liggett & Myers, and R. J. Reynolds companies.

Additional developments in radio on pages 6 and 7

The gross sales figures for the above companies in 1935 were: American, $217,224,080; Liggett & Myers, $221,736,295; and R. J. Reynolds $250,635,962. The commission's release indicates that 85 per cent of the total volume in each case was for Lucky Strike, Chesterfield and Camel cigarettes—the company products most extensively advertised on the air.

The 1935 time sale expenditures of

(*Continued on page* 6)

20th-Fox Considers Roadshowing of Two

Sales executives of 20th Century-Fox are considering roadshowing "Wee Willie Winkie" and "Slave Ship," two of the company's biggest pictures on the current schedule. Both films are in the final stages of production. A decision is expected prior to the annual sales convention which will be held May 31-June 3 at the Ambassador, Los Angeles.

Jack Sichelman and Martin Moskowitz, assistants to John D. Clark, general sales manager, are handling convention details at the home office. More than 300 sales and home office executives are scheduled to attend the coast sessions.

Larry Kent May Be New FWC Film Buyer

Los Angeles, April 18.—Larry Kent, it is understood, is being groomed as film buyer for the Fox West Coast circuit, replacing Jack Sullivan whose continued indifferent health interferes with the conduct of the post.

Key City Grosses Fall Off To $1,815,850 After Easter

Key city grosses slumped sharply after the Easter Week rush which flirted with the four-year record set up New Year's week, but the total was still well above most of the weekly figures recorded this season. The take for 178 first run houses for the week ending April 9-10 was $1,815,850.

This was $192,393 below the Easter Week figure of $2,008,743.

Last week's total has been exceeded only six times since last September. The first time was during the Labor Day week rush when $2,090,144 was set up. After that the totals trailed along in the vicinity of the million and three-quarters mark until the first week in December when $1,946,078 was taken in by 176 first runs. During the first two weeks in January the totals passed the two-million mark. They then fell off again until the week of Feb. 26-27 when the total bounced back to $1,849,622. The Lenten slump followed until the first week in April.

(*Comparative tabulation on page* 8.)

Loew 28-Week Net Totals $8,606,130

Loew's, Inc., has reported net profit for the 28 weeks ended March 11, 1937, of $8,606,130, after depreciation and taxes, but without provision for sur-taxes on undistributed profits. The net compares with $5,033,038 for the similar period ending March 12, 1936.

The net for the 1937 period is equal to $62.95 per share on the preferred, and $5.26 per share on the common, comparing with $36.81 and $3.04, respectively in the 1936 period.

The company's share of the operating profit for the 1937 period, after subsidiaries' preferred dividends, amounted to $12,390,097, as against $7,878,998 for the 1936 period. Depreciation and taxes in 1937 accounted for $3,783,967, compared to $2,845,960 in the 1936 period.

Orpheum Circuit's Losses Cut in 1936

Marcus Heiman, trustee of the Orpheum Circuit, Inc., filed a report in Federal Court on Saturday on the consolidated operation of 13 wholly owned active subsidiaries of Orpheum for the 47-week period ending Nov. 21, 1936. The report showed a loss of $57,679 and compared with a loss of $275,786 for the year of 1935 and a loss of $391,715 for 1934.

The gross income was $3,189,150; operating expenses, $2,684,626; net income, $504,524; depreciation and amortization, $158,381. The loss does not include $50,400 received as dividends from the Singer Theatre Corp. and $12,500 from the Colorado Orpheum. These sums were received by the Stadium Theatres Corp. on account of the collateral in Orpheum which it holds.

Champaign Orpheum showed a profit of $27,769; Junior Orpheum, Los Angeles, $19,578; Junior Orpheum, San Francisco, $91,117; Des Moines

(*Continued on page 7*)

Production Levels Hold; 40 Shooting

Hollywood, April 18. — Feature production held at about the same level this week as last with 40 shooting. Last week there was a total of 41 in work.

Seven features were started during the week, 66 were in the cutting rooms, six were finished and 19 were in preparation.

Three shorts were finished, three were started, 13 were in preparation and 11 were being edited.

Pictures started were: "Texas Cyclone," Columbia; "The Firefly," M-G-M; "Exclusive," "Artists and Models" and "Easy Living" Paramount; "Armored Car," "I Cover the War" and "Black Aces" Universal.

Of the 40 shooting, Paramount had

(*Continued on page 7*)

Kansas Censor Says Governor Not Told

Kansas City, April 18.—Gov Walter Huxman "knew nothing of" the Kansas state censors' order to delete Senator Burton K. Wheeler's remarks in opposition to President Roosevelt's court plan from the current issue of the "March of Time," and "gave no instructions or suggestions" on the matter, Mae Clausen, chairman of the censor board, said yesterday.

Miss Clausen's statement was in answer to Senator Wheeler's earlier declaration that the barring of his remarks "ought to qualify Governor Huxman for the dictatorship of the United States." The senator said he was informed that the distributors of the reel were told that his criticism of the court bill must be eliminated because the Kansas Governor and legislature were "in favor of the President."

"It is to prevent just that sort of thing that we need an independent judiciary free from executive interference," Senator Wheeler commented.

Films Subject To Wagner Act In Myers' View

Allied Counsel Foresees Measures in States

Washington, April 18. — The opinion that the entire film industry is, or ultimately will be, subject to the provisions of the Wagner Labor Relations Act is advanced by Abram F. Myers, general counsel of Allied States Exhibitors' Ass'n., in an organization bulletin distributed to members today.

Myers states that while in his opinion theatres are beyond the scope of Congressional regulation, even under the Supreme Court's recent interpretation of the Wagner Act, "It is inevitable that a movement will be initiated in many states to enact bills similar to the Wagner law in order that no form of employment may escape." He also points out that the Administration may "try to get employers not subject to the act to conform to it voluntarily under a revised NRA." In either event, his apparent conviction is that all branches of the industry will be subject to legislative control in due time.

"In the meantime," his bulletin observes, "it is not improbable that union organizers may seek to stretch the Wagner Act to include . . . theatres. The problem is growing imminent and the exhibitors must chart a wise course. Unless greater interest is displayed," Myers cautions, obviously

(*Continued on page* 4)

G.B. Expected to Stay at 20th-Fox

Physical distribution of G. B. product is expected to continue through 20th Century-Fox which handles the British product for 10 per cent, exclusive of sales.

The early probability that physical handling may switch to Universal in view of the interest of C. M. Woolf of General Film Distributors, Ltd., of London in both Universal and G. B. production is no longer rife.

Non-Theatre Buying Pennsylvania Worry

Non-theatrical accounts in Pennsylvania are rapidly spreading and causing much concern to exhibitor interests in the state, it was learned over the weekend.

A representative who said he was

(*Continued on page 7*)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 19, 1937 No. 91

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York Office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter, January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Drive Is Begun for Catholic Charities

The Motion Picture Industry Committee of the New York Catholic Charities, under the chairmanship of Frank C. Walker, has started its 1937 drive for funds.

Serving with Walker on the committee are the following: Austin Keough, George J. Schaefer, Eddie Dowling, Joseph P. Kennedy, J. R. Grainger, E. C. Grainger, Dennis F. O'Brien, Charles E. McCarthy, C. C. Pettijohn, Martin Quigley, William F. Rodgers, Sam E. Morris, Pat Garyn, George W. Weeks, William T. Powers, Timothy F. Murphy, John J. O'Connor and Joseph A. McConville.

The drive is conducted annually for the support of the charitable organizations which are under the guidance of Cardinal Hayes in the New York archdiocese.

The 1937 appeal was inaugurated by Cardinal Hayes at a luncheon held on Saturday at the Hotel Commodore.

Ask N. Y. "Spain" Ban

The Knights of Columbus here have prepared a petition to Governor Lehman of New York asking that the Russian film, "Spain in Flames," be barred from all theatres in the state.

Insiders' Outlook

By RED KANN

Hollywood, April 18.

WHEN Hollywood gets mixing around with the psychopathic the ordinary result is not only trouble but plenty of it and something the public will walk by. But if for no other reason perhaps than to riddle the embracing wisdom of any such sweeping pronunciamento comes along "Night Must Fall," Emlyn Williams' play with a year or more behind it in London and a successful if shorter run on Broadway earlier this season.

One of the current excitements around M-G-M, it was brought into the open with much fanfare at Grauman's Chinese Friday night to bump against the test of critical scrutiny. On major counts it not only met the test but emerged as the winner.

In a play such as this where the actual plot maneuvers are essentially incidental to the character, depiction and creation of dramatic moods, the cast had to be good and the direction better. Herewith and actually for the first time Robert Montgomery might be said to have acted. He is no longer the playboy of the horsey set and tired of it all. This time he is Danny, the jaunty, boastful, lying and mentally sick page boy who has ruined one servant girl at least, made his way with a woman guest at his hotel and finally wheedles his way into the foolish affections of May Whitty until her complete confidence results in her murder and the near elimination of Rosalind Russell, her niece, until the police arrive in the nick of time. There is immediate conflict between him and Miss Russell, who is as much fascinated by his strange makeup as she is suspicious almost from the start that murder is on his hands. At the close he is of course sent to the gallows and thus the twists in the melodrama end.

But, far more arresting and dramatically gripping is the almost imperceptible impact which is given the picture of the growing forebodings by Richard Thorpe's direction. Menace mounts and mounts until it well nigh supercharges the atmosphere. You know Danny is guilty of murder and you realize he is preparing for another. How he does it under the dictates of his curiously constituted mind actually gives the picture power.

In the two hours, less five minutes, in the present form cutting is to be desired. While the leisurely propulsion toward the climax is vital to the treatment, not all the footage diverted to this very necessary procedure is required.

Unknown as the equation will be of the public's reception of Montgomery in this type of widely different characterization, his is not the wholly unfriendly part by any approach. As the murderer, he must be condemned, but the extenuating circumstances of his bent mentality and his innate charm of manner cloak him with a sympathy which audiences should be quick to grasp.

Legion Approves All Of 16 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved all of the 16 films reviewed, 10 for general patronage and six for adults. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Amore Che Canta" (Italian), "Girl from Scotland Yard," "Hills of Old Wyoming," "Hittin' the Trail," "Jim Hanvey, Detective," "Navy Blues," "Night Key," "Racketeers in Exile," "Thirty Seconds of Love" (Italian), "Wake Up and Live." Class A-2, Unobjectionable for Adults—"A Nous La Liberte" (French), "Back Stage," "Call It a Day," "Internes Can't Take Money," "Love from a Stranger," "Woman I Love."

Code Effective Today

Hollywood, April 18.—The recently approved amendments to the Academy writer-producer code will become effective tomorrow, the eight producers who approved the amendments were notified today by Jane Murfin, secretary of the writers' branch of the Academy executive committee.

RKO Creditor Meet Will Be Adjourned

An adjourned hearing of creditors on the RKO plan of reorganization, scheduled for today before Federal Judge William Bondy, is slated to be adjourned further pending the start of hearings on the plan before Special Master George W. Alger.

Alger, appointed by Judge Bondy last week in an effort to expedite hearings on the plan, is expected to set a date for the first RKO creditors' session within the next few days.

Healy to RKO Post

William J. Healy has been appointed to the RKO public relations staff under Leon J. Bamberger. He will make his headquarters in Detroit. Healy for many years was connected with M-G-M and U. A. in special promotional work.

Form Para. Operating

Miami, April 18.—Paramount Theatre Operating Corp., with authorized capital of 50 shares, par value $100 each, has been chartered to operate theatres. Incorporators are W. R. Lynch, N. A. Rossman and A. F. Weiss.

Industry to Aid in National Music Week

Distributors and exhibitors have agreed to cooperate with the National Music Week committee in the observance of Music Week, May 2 to 8, under arrangements to be made by the individual exhibitor and the local committee.

Under the plans now being completed, many theatres will stage the local music contests being sponsored by the committees, thereby deriving the advantage of the additional publicity and having the musical programs as added attractions instead of competition.

Requests for the industry's cooperation came to the Hays office from the National Music Week committee in recognition of the increasing importance of films in bringing music to the public, it was said.

National's Product Deals Closed Early

National Theatres have closed film buys for the new season with Paramount, M-G-M, Warners, 20th Century-Fox and RKO in what is probably the earliest period in that circuit's history. Spyros Skouras moved up negotiations in order to sail for Greece with his family early next month.

San Francisco, April 18.—Mike Naify, partner with R. A. McNeil in Golden State Theatres, leaves for Greece in a few days.

They're Heading West

Hollywood, April 18. — Howard Dietz, director of publicity for M-G-M, will arrive here from New York late next week, to be followed a few days later by Si Seadler, advertising manager. They will round out the company's sales convention plans.

Robert M. Gillham, director of publicity for Paramount, is due from the east April 22.

Monogram to Operate 3

Monogram will operate its own exchanges in New York, Philadelphia and Washington, Edward Golden, general sales manager, stated Saturday. All other branches will be operated by franchise holders. Managers for the offices are expected to be named this week, following approval by the S. E. C. on Friday of Monogram's stock registration.

Planning Flynn Funeral

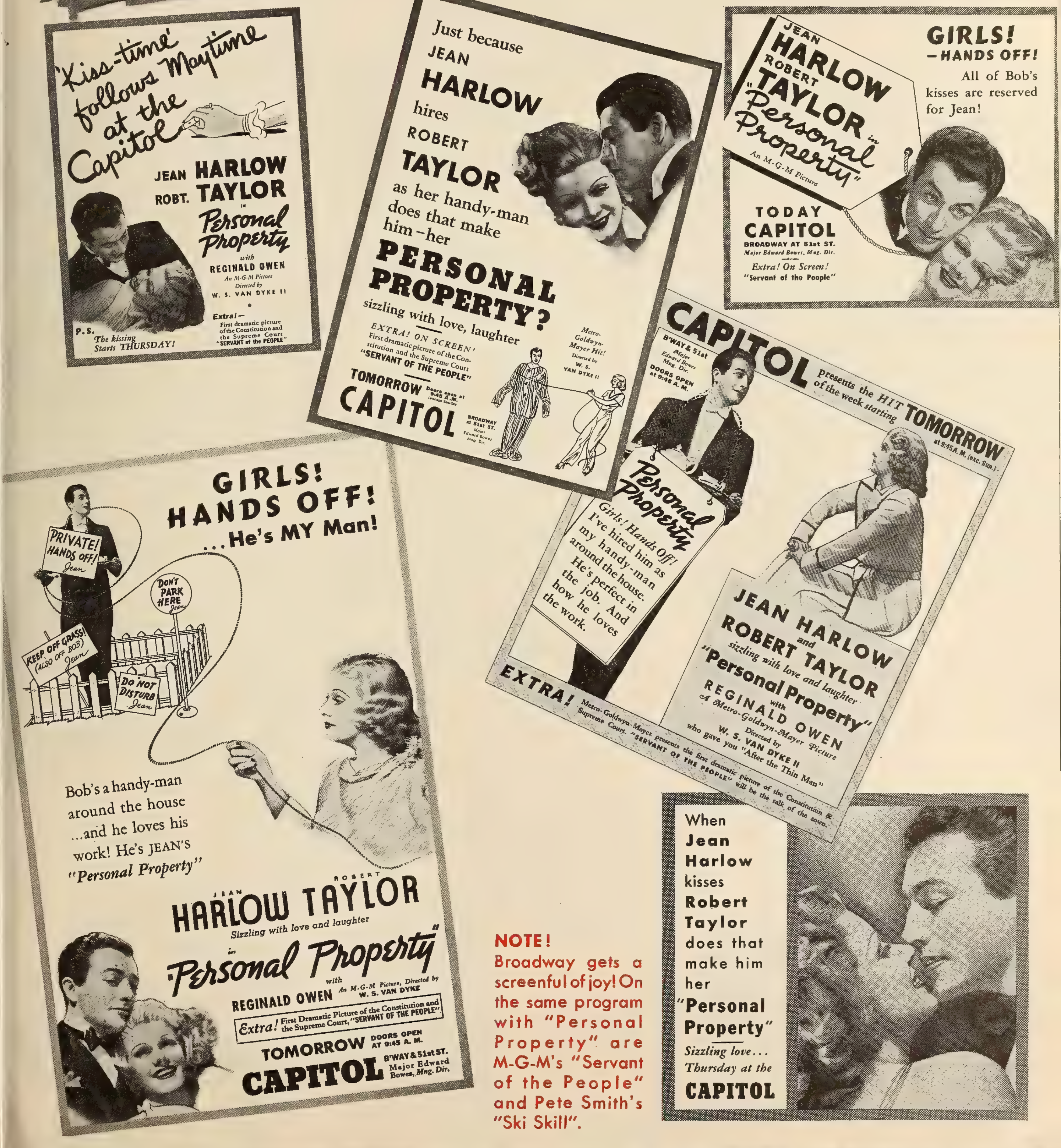
Hollywood, April 18.—Arrangements are being completed for the funeral of Ray Flynn, production manager of the 20th Century-Fox studio who died of pneumonia on Friday following an illness of one week. Flynn, who was 44, had been connected with the studio for the past 18 years. He is survived by a widow and two daughters.

F. W. Atkinson Dead

Watsonville, Cal., April 18.—Frederick W. Atkinson, 61, publisher of two local newspapers, died suddenly here this week. He recently established Station KHUB here, under the sponsorship of his two papers, the *Morning Register* and *Evening Pajaronian*.

CAPITOL GOES GAY!

Fun in the ads and fun at the Box-Office! Another M-G-M hit for happy showmen!



'Kiss-time' follows Maytime at the Capitol

JEAN HARLOW
ROBT. TAYLOR
IN
Personal Property
with
REGINALD OWEN
An M-G-M Picture
Directed by
W. S. VAN DYKE II

Extra! —
First dramatic picture of the Constitution and the Supreme Court "SERVANT of the PEOPLE"

P.S.
The kissing
Starts THURSDAY!

Just because
JEAN
HARLOW
hires
ROBERT
TAYLOR
as her handy-man
does that make
him – her
PERSONAL PROPERTY?
sizzling with love, laughter

EXTRA! ON SCREEN!
First dramatic picture of the Constitution and the Supreme Court
"SERVANT OF THE PEOPLE"

Metro-Goldwyn-Mayer Hit!
Directed by
W. S.
VAN DYKE II

TOMORROW Doors open at 9:45 A.M. (except Sunday)
CAPITOL BROADWAY at 51st ST. Major Edward Bowes Mng. Dir.

JEAN
HARLOW
ROBERT
"TAYLOR in
Personal Property"
An M-G-M Picture

GIRLS!
– HANDS OFF!
All of Bob's kisses are reserved for Jean!

TODAY
CAPITOL
BROADWAY AT 51st ST.
Major Edward Bowes, Mng. Dir.

Extra! On Screen!
"Servant of the People"

CAPITOL presents the HIT of the week starting TOMORROW at 9:45 A. M. (exc. Sun.)

B'WAY & 51st
Major
Edward Bowes
Mng. Dir.
DOORS OPEN
at 9:45 A. M.

Personal Property
Girls! Hands Off! I've hired him as my handy-man around the house. He's perfect in the job. And how he loves the work.

JEAN HARLOW
and
ROBERT TAYLOR
sizzling with love and laughter
"Personal Property"
with
REGINALD OWEN
A Metro-Goldwyn-Mayer Picture
Directed by
W. S. VAN DYKE II
who gave you "After the Thin Man"

EXTRA! Metro-Goldwyn-Mayer presents the first dramatic picture of the Constitution & Supreme Court. "SERVANT OF THE PEOPLE" will be the talk of the town.

GIRLS!
HANDS OFF!
... He's MY Man!

Bob's a handy-man around the house ...and he loves his work! He's JEAN'S "Personal Property"

JEAN
HARLOW
ROBERT
TAYLOR
Sizzling with love and laughter
in
"Personal Property"
with
REGINALD OWEN An M-G-M Picture, Directed by W. S. VAN DYKE

Extra! First Dramatic Picture of the Constitution and the Supreme Court, "SERVANT OF THE PEOPLE".

TOMORROW DOORS OPEN AT 9:45 A. M.
CAPITOL B'WAY & 51st ST. Major Edward Bowes, Mng. Dir.

When
Jean
Harlow
kisses
Robert
Taylor
does that
make him
her
"Personal
Property"
Sizzling love...
Thursday at the
CAPITOL

NOTE!
Broadway gets a screenful of joy! On the same program with "Personal Property" are M-G-M's "Servant of the People" and Pete Smith's "Ski Skill".

Purely Personal

AL LICHTMAN, HOWARD DIETZ and LOUIS K. SIDNEY will leave for Hollywood by train Thursday in advance of the M-G-M convention special which will leave the latter part of next week.

•

NORMAN H. MORAY, in charge of sales for Vitaphone, will return today from his annual tour of the country, preparatory to setting next season's short subject lineup.

•

HELEN HAYES will end her current engagement of "Victoria Regina" at the Broadhurst on May 29. After a summer vacation, she will tour the country with the play.

•

MITCHELL & DURANT have been booked into the State starting the week of April 29, N. T. GRANLUND, May 6; PAUL WHITEMAN and his band, May 13.

•

CLIFFORD E. ALMY, Warner manager in the Philippines, will arrive in New York today on the *Queen Mary* from London for a vacation.

•

A. C. BROMBERG has returned to Atlanta after a short business trip here in connection with Republic.

•

LAURENCE STALLINGS, ERROL FLYNN and KARL GRUNE arrive today on the *Queen Mary.*

•

EDWARD GOLDEN has returned from Philadelphia and Washington.

•

SAUL KRUGMAN of Grand National left yesterday for Boston.

•

EMANUEL GOLDSTEIN departed for Hollywood yesterday.

•

. . . New Haven

LEO BONOFF'S son and brother, both recently at St. Raphael's for operations, are now recuperating at home.

HARRY SHAW back at his desk after a vacation in Atlantic City.

MORRIS and MRS. NUNES are on a West Indies cruise.

HUGH MAGUIRE, Paramount booker, back after a six-weeks leave following an appendicitis operation.

•

. . . Seattle

GROVER PARSONS, division sales manager of Republic, here for a visit with J. T. SHEFFIELD and ED WALTON, branch manager.

EDDIE RIVERS, advertising director for Hamrick-Evergreen Theatres, at home with the mumps.

JEANETTE McELHINNY has resigned as cashier of AL OXTOBY'S Warner exchange, and has been succeeded by EVA HAYDEN.

HUGH BRUEN, former M. P. T. O. president and now an exhibitor in Whittier, Cal., visiting friends here.

J. E. SHIELDS, Ellensburg exhibitor visiting here, reporting rapid progress on his new eastern Washington theatre.

Forms New 16mm Firm

DETROIT, April 18.—Al Weiner, formerly of Embassy Pictures Service, has formed Embassy Talking Picture Prod. to produce 16 mm. commercial pictures and to make screen tests.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Oh! Doctor"

(Universal)

HOLLYWOOD, April 18.—For six reels this meanders along in typical Edward Everett Horton style. In the last reel it is climaxed with a finale reminiscent of Harold Lloyd's "Safety Last."

Horton, who imagines he has every disease in the world, is the easy victim of William Demarest, Thurston Hall, Eve Arden and Edward Brophy, a quartet of slick swindlers who give him $50,000 in exchange for his $500,000 inheritance, in order that he might live his last six months in luxury. Horton is dying gracefully until love for his nurse, Donrue Leighton, gives him a new interest in life. Horton becomes jealous of William Hall, a he-man athlete, who intrudes upon his secret romance. This leads him to indulge in some wreckless driving stunts that threaten quick death and disaster to the Demarest mobs' vision of easy money.

Miss Leighton learns of the trickery and goes to their office to force cancellation of the contract. Horton, deciding that he has something to live for, follows her. He goes thorugh many hair-raising antics on the facade of a building. The contract is cancelled. The mob gets their money back. Horton, with a new lease on life goes abroad with a motorbike and with Miss Leighton in the rumble seat.

Horton contributes his reliable performance. Hall, Brophy, and Catharine Doucet contribute laugh provoking support. The rest of the cast is of stock caliber. The story was adapted from Harry Leon Wilson's novel. Harry Clark and Brown Holmes did the screenplay. Ray McCarey directed.

Production Code Seal No. 3,206. Running time, 70 minutes. "G."

"Hills of Old Wyoming"

(Sherman-Paramount)

HOLLYWOOD, April 18.—This latest Hopalong Cassidy maintains the entertainment quality established by previous numbers in the series. A 100 per cent outdoor film, it makes possible the presentation of artistically photographed scenic backgrounds. Good showmanship is evidenced in the manner in which drama and comedy that has plenty of action and enough but not too much romantic love interest has been included. In the place of Jimmy Ellison, Producer Harry Sherman introduces Russel Hayden as third member of the William Boyd-George Hayes trio. In his first try at pictures, the newcomer shows definite promise.

The story concerns the efforts of an Indian reservation employe, Stephen Morris, to rustle cattle and shift the blame to the tribesmen. Boyd, with the assistance of Hayes and Hayden, blasts the plan. Action incident to the story is rather slow in building, but the finale presents an exciting riding chase in which the combined Indians and rancher forces come to grips with Morris' rustlers.

Based on Clarence E. Mulford's "The Roundup," Maurice Geraghty's screenplay nicely balances dialogue and action. Nate Watt's handling of story material and personalities is good craftsmanship. The idea of keeping the film entirely out of doors, with only a few interior shots, gives the film a tone quite unlike the formula western.

Boyd and Hayes, holding to the standards of earlier pictures, turn in good jobs. Stephen Morris is a more than satisfactory menace. The love interest features Gail Sheridan and Clara Kimball Young and John Powers helps out Hayes in the comedy.

Production Code Seal No. 3,204. Running time, 75 minutes. "G."

Expect 500 at Party To Honor Edgar Moss

PHILADELPHIA, April 18. — More than 500 local and New York theatre and exchange men will turn out tomorrow night for the banquet to be tendered Edgar Moss at the Warwick Hotel here by the U.M.P.T.O. The testimonial will be in honor of Moss' 20 years in the film industry.

Among the New Yorkers who will attend are William Sussman, William J. Kupper, W. C. Gehring, Jack Sichelman, Martin Moskowitz, Roger Ferri, Harvey Day, Clarence A. Hill, Harry A. Mersay, Harry H. Thomas, Harry H. Buxbaum, E. C. Grainger, Joe Lee, Moe Sanders, Jack Skirball and others.

Grainger About Set With New "U" Lineup

HOLLYWOOD, April 18.—James R. Grainger expects to line up Universal's 1937-38 schedule by the end of next week and thereafter will leave for New York.

Chicago Fire Film Set

HOLLYWOOD, April 18.—20th Century-Fox is definitely going ahead with plans for a film dealing with the Chicago fire which will be titled "Chicago" with Henry King to direct. Lamar Trotti and Sonja Levien are completing the screen play with production scheduled to get under way May 24.

Films Subject To Wagner Act In Myers' View

(Continued from page 1)

referring to the projected extension of organizing activities to small city and rural theatres, "exhibitors may be confronted by an emergency for which they are wholly unprepared."

He asserts that the theatre labor organizing movement "is bound to come up" at the Allied board meeting next month, and probably at the organization's convention in Milwaukee May 26 to 28. "Meantime," the bulletin advises exhibitors, "if the subject arises prematurely in your territory, we shall be glad to supply information and advice on the legal aspects."

Myers asserts that it "is clear" that the Wagner Act applies to the production end of the industry and "highly probable" that it also applies to the exchanges.

"It is not far-fetched," he says, "to speculate how far control over production can be exerted. If Congress can enforce collective bargaining in the studios, can it also regulate what goes into the pictures? Has the Supreme Court paved the way for 'unified regulation at the source'? And to what extent, if at all, would the states have to yield to the Federal Government in their regulations of public exhibitions which incidentally impinge upon interstate commerce? The problems of the film industry have been greatly increased by the recent decisions, and we are entering upon an era of experimentation and change," he observes.

Detroit Censor to Retire

DETROIT, April 18.—Lieut. Lester Potter, veteran police censor, is retiring from service after 31 years in the department, 26 of which were spent as censor. His successor has not yet been named.

Blank in Des Moines

DES MOINES, April 18.—Raymond Blank, who has spent the past six months in Arizona, California and Hawaii, has returned here.

Wall Street

Loew's Up; Paramount Off on Board

	High	Low	Close	Net Change
Loew's, Inc., pfd..	84⅜	82⅝	84⅜	+2⅜
Paramount	25	24⅞	25	+ ⅛
Paramount 1 pfd..	174⅜	174¼	174¼	—2½
Pathe Exchange...	8⅜	8⅜	8⅜	+ ¼
RKO	9⅞	9¾	9¾	.....
20th Century-Fox.	39¼	39½	39½	+ ¼
Warner Bros......	15	14⅞	15	.....

Little Curb Activity

	High	Low	Close	Net Change
Grand National...	2⅞	2⅞	2⅞	.....
Sonotone	1¾	1⅝	1¾	.....
Technicolor	22⅛	22⅛	22⅛	.....
Trans Lux.........	4⅝	4⅝	4⅝	— ⅛

Light Bond Movement

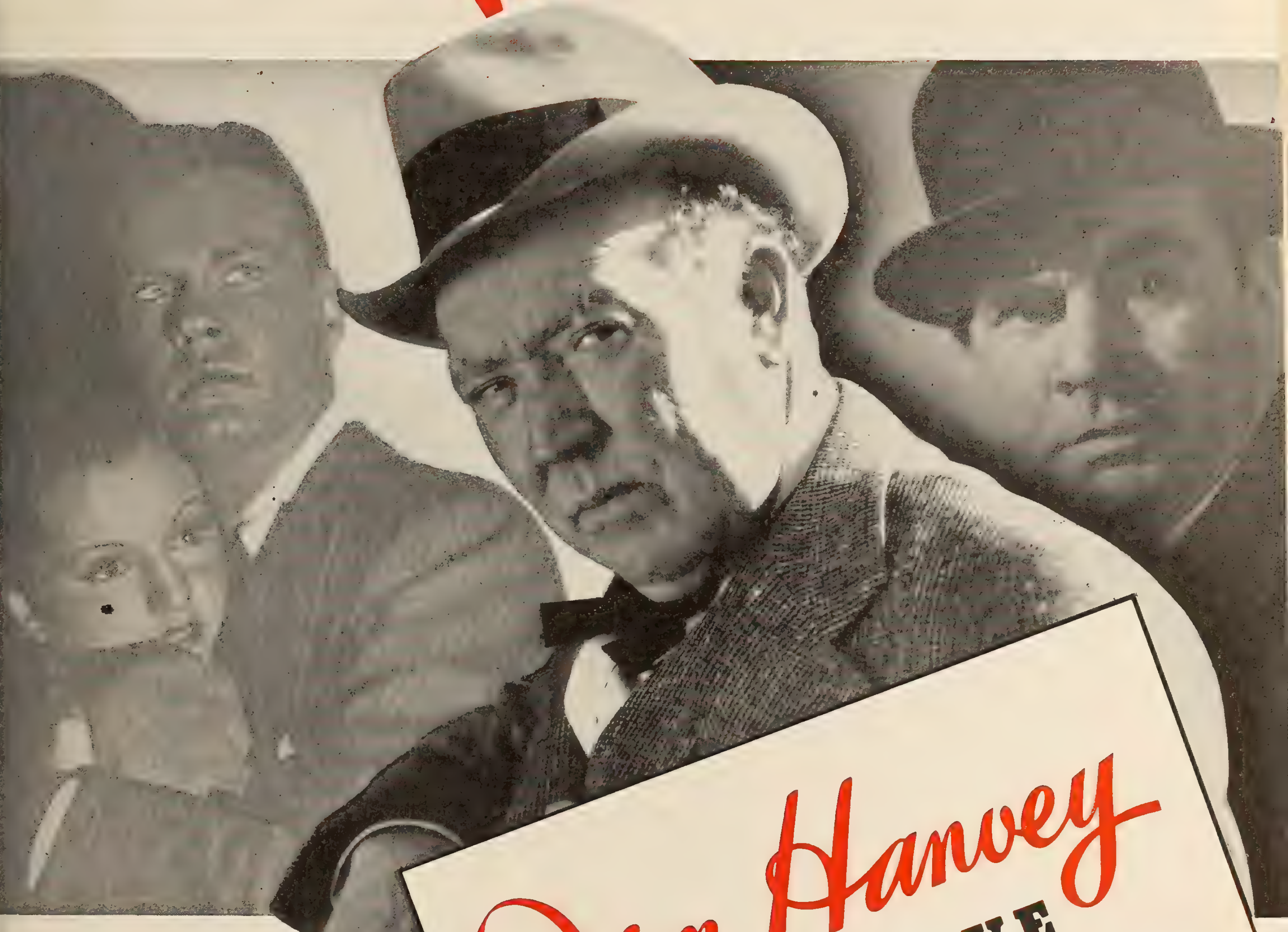
	High	Low	Close	Net Change
Paramount Pictures 6s '55......	100¼	100¼	100¼	+ ⅛
RKO 6s '41 pp....	121½	121½	121½	— ½
Warner Bros. 6s '39 wd..........	97½	97¼	97¼	— ⅝

(Quotations at close of April 17.)

WHAT A CAST!

WHAT A STORY!

WHAT A "GUY"!



Jim Harvey
DETECTIVE

Original Story by
OCTAVUS ROY COHEN

with **GUY KIBBEE** TOM BROWN
LUCIE KAYE • CATHERINE DOUCET • ED BROPHY
Directed by PHIL ROSEN • Executive Producer ALBERT E. LEVOY
A REPUBLIC PICTURE

REPUBLIC PICTURES

"Light and amusing . . . fun throughout". . . —*Daily Variety*

"Kibbee swell as new type sleuth . . . real entertainment". . . —*Hollywood Reporter*

"Guy Kibbee creates a unique, lovable character". . . —*M. P. Daily*

"Entire production has an air of general excellence which marks the picture as cinch boxoffice". . . —*Boxoffice*

◂ Radio Personals ▸

TITO GUIZAR'S Carnegie Hall concert takes place tomorrow . . . and all radio row will attend. . . . Blanche Yurka will stage a return appearance on the Hammerstein "Music Hall" Tuesday. Other guests who will be heard on the program are Joey Nash and Reinald Werrenrath. . . . Bing Crosby's Kraft "Music Hall" guests Thursday night will be Rose Bampton, Walter Connolly and Ernest Schelling. . . . Paul Whiteman's orchestra have been set for two days of recording at the Victor studios here May 26. . . .

✚

Ralph Kirberry is ill with laryngitis—his second attack this season. . . . Advertising Federation of America has issued a booklet on its aims and activities. . . . Art Crippen's band, currently in Hollywood, has signed a Consolidated Radio contract. . . . Ferde Grofe's latest symphonic work will be prseented on NBC during "National Music Week." . . . Niela Goodelle, according to report, has been signed as vocalist on the "Rippling Rhythm" show, effective April 25. . . .

✚

San Francisco Town Pump

SAN FRANCISCO, April 18.—Henry T. Ewald, Campbell-Ewald president, here briefly on his annual Pacific coast tour. . . . Leo Cleary and Ken Gillum back from New York and hard at work on a new program for the NBC-Blue network. . . . Betty Holman of Paul Whiteman's program here on a visit, and being interviewed by Janet Baird for KPO's "Woman's Magazine of the Air." . . . Alden Byers, new NBC press staff member, replacing Noel Corbett, recently transferred to the Hollywood studio. . . . KYA's Chief Technician Paul Schulz doing figures on that new transmitter which has been almost ready for so long—and which is really set to start working in May.

KYA Staff Has a Shakeup

SAN FRANCISCO, April 18.—With the Oakland studios operating smoothly in their first month, KYA, Hearst air outlet, is seeing numerous personnel changes and staff additions ordered by Bob Roberts, general manager.

Leon Churchon was recently named program director, after working some six months in the production department. He had previouslv been connected with KDKA and WCAE, Pittsburgh.

Bob Stanley, announcer, has been moved to the production department in Churchon's place, with Thomas B. Jones replacing him on the announcing staff.

Ivan Green, actor; Walter Thompson, vocalist, and Walter Rudolph, musical director, are recent KYA artist additions.

The new Oakland studios are under the direction of William Gleason with Harry Delasaux chief announcer.

Kosting Going to CBS

Ernest D. Kosting, assistant advertising manager of Abraham & Straus, Brooklyn department store, will resign effective April 26 to join the sales promotion staff of CBS.

WHN Will Start in Cincinnati Tonight

WHN will be welcomed officially to Cincinnati by WLW today from 9 to 9:30 P. M., E. S. T., when the Crosley station salutes the Loew station to mark the inauguration of the new WHN-WLW affiliation.

Powell Crosley, president of the Crosley Radio Corp., and William S. Hedges, vice-president, will be heard during the salute program. The half-hour dedication offering will be a musical program titled "The Flying Dutchman."

Under the new arrangement, WHN will carry programs originating in the WLW studios, and in like manner, the Crosley station will use WHN features. As a prelude to the inauguration of the service, designed to test the efficiency of the lines between the stations, both WLW and WHN exchanged programs at various times yesterday.

Among the programs which WHN carried from WLW yesterday were "Moon River" and "Once Upon a Time" and a broadcast by Little Jack Little's band. "Moon River" will be carried daily on WHN from 12 midnight until 12:30 A. M.

Dance bands which will be heard on WHN this week include those of Will Osborne, Orrin Tucker, Buster Locke and Phil Levant.

KSTP's New Booklet Boosts Minneapolis

ST. PAUL, April 18.—KSTP's new "Standard Market Data" for 1937, the station's second annual yearbook of facts on the Twin City area, is off the presses and in the mails.

The new book points out several facts about the region:

First, the advancement during the past year of the Twin City area from eighth to seventh retail market area of the nation.

Second, a more than 500,000 population increase in the station's primary coverage area because of its new $300,000 transmitter re-location and re-designing project; also an increase of nearly 2,500,000 in the station's total coverage since the new installation.

Third, a $78,179,000 increase over 1935 in the cash income of Minnesota farmers; and, fourth, an increase of nearly $800,000,000 in Twin Cities' buying power over 1935.

Commentator Goes on WEAF

The publishers of *Commentator*, a new magazine, will begin sponsorship of a WEAF program today, from 11:05 to 11:15 P. M., and Mondays thereafter at this time.

The program's title is "Free for All," and will consist of round-table discussions with John B. Kennedy as em cee. Weekly guests will be featured. Tonight's guests will be Lowell Thomas and a reader of the magazine.

Cecil, Warwick & Legler placed the account.

Clemons Takes Program

Clemons, Inc., through the Neff-Rogow agency, will begin sponsorship of Joe Bier's "Early Birds" program on WOR today. The series is heard Mondays through Saturdays, from 6:30 to 6:45 A. M., E. S. T. This will be one of the earliest hour programs ever sponsored in radio.

21 Programs

Beginning with Jimmy Fidler's extra period of Hollywood gossip starting May 21, Procter and Gamble will have 21 programs on NBC—a record.

The P & G programs range from 15-minute once-a-week to five-times-a-week shows, with a total of 79 broadcasts a week. These are divided into 20 series, with 12 program titles.

Winnipeg Stations Bullish on Hockey

WINNIPEG, April 18.—With the hockey finals in progress across the Dominion, both local stations, CJRC and CKY, are broadcasting all the ice games they can get, and tossing over other programs in order to do it. A local brewery chain is sponsoring the Allen cup series on CJRC, and the sponsors overcome public opposition to advertising by anouncing the games are broadcast by four local "sportsmen," naming the chiefs of the four breweries in the chain.

The other station here, CKY, is carrying the series from Calgary. The decision to carry the games was made at the last moment, causing CJRC to cancel its local scheduled program and CKY to throw over the Canadian Broadcasting Corp. features for which it has paid.

Guild-Executive Meet Today

The recently formed American Guild of Radio Announcers and Producers in the announcing-production department at CBS meets again this morning with network officials, and public word of what transpires at the session is expected to be made some time today.

The group met in practically an all-night session the past Friday, and conferred with Ed Klauber, CBS executive vice president, last Wednesday—but the discussions were not disclosed to outsiders.

Carpet Firm Makes Air Offer

Co-operative radio advertising with dealers has been anounced by the Bigelow-Sanford Carpet Co., sponsors of a transcribed series on home decorations.

Bigelow-Sanford dealers have been notified that the organization will share the cost of station time on local stations with local dealers buying the program.

Jean Dickson on "Album"

Jean Dickson has been signed to replace Winifred Cecil as the featured feminine vocalist on "American Album of Familiar Music," which is sponsored by Bayer Aspirin, and presented Sundays from 9:30 to 10 P. M., E. S. T., on the NBC-Red. Blackett-Sample-Hummert is the agency. Miss Dickson joins the cast May 2.

Takes Universal Service

SEATTLE, April 18. — KIRO has signed for Universal News Service, which will be used in addition to INS. KIRO's customary news broadcasts, which are given hourly on the half-hour, will be supplemented by several quarter-hour evening spots.

Tobacco Firms Are Greatest Users of Air

(*Continued from page 1*)

the above companies were as follows: American, $800,426; Liggett & Myers, $729,447; R. J. Reynolds, $772,236.

As will be noted, the American Tobacco Co. expended more than its two greatest competitors, yet trailed last in gross sales figures.

Lord and Thomas, agency handling the American Tobacco account explained this as being due to the fact that Lucky Strikes had not had a program on the air for almost the full previous year. Lucky Strikes sponsored the Metropolitan Opera broadcasts from December, 1933, through the spring of 1934. The company did not return to the air until April, 1935, at which time it began sponsorship of the "Hit Parade."

Program Rehearsals On Discs for Airing

HOLLYWOOD, April 18.—Homer Canfield's "Radio Parade" made up of transcriptions featuring well known radio programs in actual rehearsal, will make its debut as a coast-to-coast Mutual network feature on Tuesday. The transcriptions were made at actual program rehearsals.

Milton Berle's "Community Sing" will be the first show to inaugurate the program. Flash bulletins, front page news, radio oddities and portraits in silhouette will also contribute to the program.

The show will go on every Tuesday from 8:15 to 8:30 P. M., P. S. T.

F.C.C. Grants Licenses for Four Stations

By CLARENCE LINZ

WASHINGTON, April 18.—The F. C. C. yesterday granted operating licenses to four stations: WJBL, Decatur, Ill., 1,200 kilocycles, 100 watts; KROY, Sacramento, 1,210 kilocycles, 100 watts, daytime only; KGGM, Albuquerque, N. M., 1,230 kilocycles, 1,000 watts, and WIRE, Indianapolis, 1,400 kilocycles, 1,000 watts night, 5,000 watts day.

Construction permits were issued to CBS authorizing an increase of power in its television station to 7,500 watts and to move it to the top of the Chrysler Bldg.; WDBO, Orlando, Fla., to increase day power to 5,000 watts, and WAYX, Waycross, Ga., to increase day power to 250 watts.

At its weekly meeting, the broadcasting division ordered hearings on the applications of El Paso Broadcasting Co. for a new 940-kilocycle, 1,000-watt station; W. W. Luce, Lauderdale, Fla., for a 1,050-kilocycle, 1,000-watt daytime station; Fall River *Herald-News,* Fall River, Mass., for a 1,210-kilocycle station, 100 watts night, 250 watts day; Centennial Broadcasting Corp., Dallas, for a 1,500-kilocycle, 100-watt daytime station; Thomas J. Watson, Endicott, N. Y., for a 1,240-kilocycle, 1,000-watt station; Ocala Broadcasting Co., Ocala, Fla., for a 1,500-kilocycle station, 100 watts night, 250 watts day; Southern Minnesota Supply Co., Mankato, Minn., for a 1,500-kilocycle station, 100 watts night, 250 watts day; Hickory Broadcasting Co., Hickory, N. C., for a 1,370-kilocycle, 100-watt daytime station; Summit Radio Corp., Akron, for a 1,530-kilocycle, 1,000-watt station; and KFNF, Shenandoah, Ia., for increase of power to 1,000 watts night, 5,000 watts day, and WMAL, Washington, for increase of night power to 500 watts.

Three Pleas Dismissed

The commission denied or dismissed applications for new stations in Mobile, Ala.; Denver, Utica, N. Y., and Clarksburg, W. Va. Examiners' reports received during the past week recommended new stations at Dearborn, Mich., Petersburg, Alaska, and Johnson City, Tenn., and denial of new stations at Palo Alto, Cal., and Escanaba, Mich. Other reports recommended granting of applications of WCOP, Boston, for a change of frequency to 1,130 kilocycles, and WMBD, Peoria, Ill., for increase of power to 1,000 watts night, 5,000 watts day, and denial of the application of KINY, Juneau, Alaska, for change of frequency to 1,430 kilocycles and increase of power to 250 watts.

Applications for new stations have been received from Genesee Radio Corp., Flint, Mich., 1,200 kilocycles, 100 watts night, 250 watts day; WFNC, Fayetteville, N. C., 1,210 kilocycles, 250 watts, daytime; Brenau College, Gainesville, Ga., 1,420 kilocycles, 100 watts night, 250 watts day; Curtis Radiocasting Corp., Richmond, Ind., 1,420 kilocycles, 100 watts night, 250 watts day, and an application from KSLM, Salem, Ore., for change of frequency to 1,360 kilocycles and increase of power to 500 watts.

Sports Programs Lined up On 21 Scattered Stations

Having learned something about the benefits of sports broadcasts through its three-year sponsorship of the Kentucky Derby race descriptions, the Brown and Williamson Tobacco Co. Saturday announced plans to sponsor sports roundups on 21 stations throughout the nation.

The schedule follows:

KSTP, St. Paul—"Sports Oddities," daily except Sunday from 9:30 to 9:40 P. M., beginning tomorrow. Halsey Hall will handle the program, for Avalon cigarettes and Sir Walter Raleigh smoking tobacco.

WTMJ, Milwaukee—sports roundups, daily except Saturday, 10:05 to 10:15 P. M., starting today. Charley Nevardo is the sportcaster, for Avalon and Sir Walter Raleigh.

KOIL, Omaha, and KFOR, Lincoln—Bob Cunningham and Hal Johnson, daily except Saturday, from 9:30 to 9:45 P. M., for Avalon and Sir Walter Raleigh.

KMOX, St. Louis—Vic Rugh in reenactments of the away-from-home games of the St. Louis Cardinals and Browns, 10 to 10:15 P. M. daily except Saturday. For Avalon and Sir Walter Raleigh. The program started yesterday.

WJDX, Jackson, Miss. — Dalton Brady in sports roundups, Tuesdays, Thursdays and Saturdays, from 6:45 to 7 P. M. After April 25, the program will be heard beginning at 9:30 P. M.

For Viceroy cigarettes over eight Don Lee stations, starting tomorrow, 15-minute sports resumes each Tuesday, Thursday and Saturday, from 6:30 to 6:45 P. M. The stations are: KFRC, San Francisco; KHJ, Los Angeles; KDB, Santa Barbara; KGB, San Diego; KDON, Monterey; KXOL, El Centro; KVOE, Santa Anna; KGDM, Stockton.

WOR, New York—Stan Lomax, 7 to 7:15 P. M., Tuesdays, Thursdays and Saturdays. The series starts tomorrow, for Sir Walter Raleigh.

WFIL, Philadelphia—Hal Simonds in a daily (except Sunday) series for Avalon and Sir Walter Raleigh, from 6 to 6:15 P. M., beginning today.

WSJS, Winston-Salem—Ralph Burgin in a six-broadcast-a-week series for Avalon, starting today, from 6:45 to 7 P. M.

WSB, Atlanta—Station is owned by the Atlanta Journal, and five of the newspaper's sports writers are handling the radio assignment. This program started April 15, and is heard daily except Saturday from 10:30 to 10:45 P. M. The commentators are O. B. Keeler, Morgan Blake, Guy Butler, Ed Miles and Joe Camp. The products advertised are Avalon and Bugler, a tobacco.

WBNS, Columbus—Jim Durpee, Mondays, Wednesdays, Fridays and Saturdays from 6:45 to 7 P. M., starting today. Products are Avalon and Sir Walter Raleigh.

WFBM, Indianapolis — Len Riley, daily except Saturday, from 9:15 to 9:30 P. M., for Avalon and Sir Walter Raleigh. Series begins tomorrow.

WRVA, Richmond—Bob Burdette, daily except Saturday, 10 to 10:15 P. M., starting today. Products are Avalon and Sir Walter Raleigh.

Batton, Barton, Durstine and Osborn handled the deal.

WINS Game Program Set by General Mills

WINS will broadcast reconstructed play-by-play descriptions of the out-of-town games of the New York Yankees and New York Giants, starting tomorrow night from 7 to 7:30 P. M., and continuing nightly thereafter at that time. General Mills Corp., which this year will spend in excess of $1,000,000 for baseball broadcasts, will sponsor the WINS programs.

Pat Barnes will handle the microphone for the broadcasts, with the assistance of Don Dunphy.

NBC Signs Barbara Luddy

HOLLYWOOD, April 18.—Barbara Luddy, film player, has been signed to a three-year contract for the NBC weekly feature, "The First Nighter." The ticket will go into effect in June. She was given a 52-week guarantee with two-year options. The program originates in the local NBC Studios and is released every Friday at 7:00 P. M., P. S. T.

Twelve Denver Houses on Air

DENVER, April 18.—The 12 Fox theatres are presenting over KLZ three half-hour broadcasts each week, by remote control from the Paramount. The programs are on Sunday, Monday and Wednesday, and usually include talent from the Denver Theatre orchestra and the Tabor stage show. Besides the entertainment, the program tells what is running currently at the Fox theatres.

CBS to Air Loyalty Talks at Coronation

A few hours after the Coronation on May 12, CBS, in cooperation with the BBC, will broadcast the addresses of loyalty of all British Prime Ministers.

The program will be heard from 2:20 to 3 P. M., E. D. S. T. Ministers who will broadcast are Baldwin, the Viceroy of India, and the crown representatives of Canada, New Zealand, Australia and South Africa.

Don Gilman Coming East

HOLLYWOOD, April 18.—Don Gilman, vice-president in charge of coast operations for NBC, will go to New York within the next 10 days to discuss building plans with Lenox Lohr, network president, and other top executives.

A site for the new coast studios has not yet been selected.

Switch Program Time

"Pretty Kitty Kelly," sponsored by Continental Baking Co., and heard on CBS, switches to a new time beginning April 26, after which it will be heard from 1:15 to 1:30 P. M., E. D. S. T. It is now heard from 6:45 to 7:00 P. M., E. S. T.

Colgate Renews Series

Colgate - Palmolive - Peet, through Benton and Bowles, will renew its electrically transcribed dance music program on WOR, beginning May 3. The series is heard Mondays through Fridays.

Production Levels Hold; 40 Shooting

(*Continued from page 1*)

13; Columbia and Universal, five each; M-G-M, four; RKO and Warners, three each; 20th Century-Fox, two, and Goldwyn, Republic, Roach, Selznick and Wanger one each. Of the eight started, Paramount and Warners had three each; Columbia and M-G-M, one each. Of the six finished, Warners had four and M-G-M and 20th Century-Fox, one each.

In preparation Paramount had five, Columbia and Warners, four each; M-G-M, Republic and Radio, two each. In the cutting rooms Warners had 25, Columbia, eight; Paramount and 20th Century-Fox, seven each; M-G-M and Republic, five each; Radio, four; Universal, three, and Goldwyn and Selznick, one each.

In the shorts group Columbia, M-G-M and RKO finished one each; M-G-M started two, Columbia, one; shooting, M-G-M, two; in preparation, M-G-M, eight; Radio, two, and Columbia, Roach and Warners, one each; editing, Columbia, five; M-G-M and Warners, two each; RKO and Roach, one each.

Non-Theatre Buying Pennsylvania Worry

(*Continued from page 1*)

acting for a high state official within the last week approached sales executives of several major companies in an effort to secure groups of pictures. He is said to have offered one company a minimum of 200 school bookings with the possibility of increasing the number to 2,000.

The proposal is reported to concern shorts mainly with a few features tied in. The distributor has not made a decision, but is inclined to turn the deal down because it would conflict with exhibitor contracts now in effect.

Last week, the U.M.P.T.O., through *Contact,* its house organ, blasted Columbia for selling a non-theatrical account. The deal is one of the few the company has made this season.

Orpheum Circuit's Losses Cut in 1936

(*Continued from page 1*)

Consolidated Theatres, $270; St. Paul Theatres Co., $20,785; Orpheum Circuit Booking Co., $6,013; RKO Western Vaudeville Exchange, $944, and Excelsior Collection Agency, $14.

The following showed losses: Chicago Orpheum, $69,810; Kansas City Junior Orpheum, $76,384; Orpheum Theatre & Realty Co., $27,223; Hennepin Ave. Theatre & Realty Co., $44,330, and Orpheum Theatrical Co., $6,424.

To Restore DuArt Plant

TORONTO, April 18.—DuArt's studios here, which had been converted into a skating rink for the hockey matches, will be refurbished shortly when the company starts active production again.

Arthur Gottlieb, president of DuArt, will supervise the changes.

Kreier Succeeds Brinch

Robert Kreier has taken over the duties of P. M. Brinch, branch manager for 20th Century-Fox in Berlin.

Bill Would Restrict Minors' Employment

MADISON, Wis., April 18.—Stringent requirements governing the hiring of minors by theatres and broadcasting stations are contained in a bill introduced in the Assembly by the Committee on Labor.

Under the measure, no minor between 12 and 18 years of age would be permitted to be employed by places of entertainment unless the employer secures a permit from the industrial commission which he is obliged to return to the commission within 24 hours after the minor's employment has been terminated.

No permits would be issued for performers under 12 years of age and where the minor is under 16, his parent or guardian would be required to accompany him at all performances and rehearsals.

Inspection of all electric wiring and equipment in theatres seating more than 60 at least once a year would be required under the Schenk bill, introduced in the Assembly. The measure also amends the law relating to the licensing of electricians.

Daylight Time Defeated

DENVER, April 18.—Daylight saving time here, which local theatre men have bitterly opposed, and which the local radio stations have championed, was beaten here when Mayor Ben Stapleton vetoed the bill. It had passed the City Council by a vote of five to four, and the four members opposed have indicated that they will not change their votes when the bill is considered again tomorrow. A vote of six to three is required for passage over the mayor's veto.

Building Ordinance Vetoed

KEWAUNEE, Wis., April 18.—Mayor William Karsten has vetoed an ordinance adopted by the Common Council which would have restricted theatre cnstruction to one house for each 3,000 population. Under the killed ordinance, anyone desiring to erect a new theatre in Kewaunee would be obliged to spend not less than $50,000.

Believe Ohio Tax Dead

COLUMBUS, April 18.—It is generally believed that the bill to assess a seven per cent admission tax in addition to the existing three per cent impost will not get out of the House Taxation Committee.

Booth Bill Defeated

HARTFORD, April 18.—The Judiciary Committee has disapproved the two-men-in-a-booth bill, and the House has accepted the report. The measure has been defeated for the seventh consecutive time.

Meyer, January Wed

HOLLYWOOD, April 18.—Lois January, currently featured in Walter Wanger's "Vogues of 1938," was married to Abe Meyer, president of the Meyer Synchronizing Service, yesterday. The couple left for San Francisco on their wedding trip.

DeMille Wins Tax Appeal

SAN FRANCISCO, April 18.—The U. S. Circuit Court of Appeals has held that Cecil B. DeMille Prod., Inc., is not liable for deficiency income tax of $1,207,059 from the years 1924 to 1929, inclusive.

Key City Grosses Fall Off To $1,815,850 After Easter

Comparative grosses for the latest available periods:

	Week Ending April 9-10		*Week Ending April 2-3*	
	No. Theatres	***Gross***	***No. Theatres***	***Gross***
Boston	8	$113,300	8	$124,100
Buffalo	5	50,100	6	75,900
Chicago	9	148,600	9	170,200
Cincinnati	8	64,700	8	55,950
Cleveland	6	68,000	5	72,500
Denver	6	42,500	6	38,500
Detroit	7	89,500	7	99,400
Houston	4	25,200	4	35,000
Indianapolis	4	36,100	4	33,900
Kansas City	6	52,800	5	44,900
Lincoln	5	11,200	5	11,600
Los Angeles	9	106,500	9	98,168
Louisville	7	29,500	7	28,000
Milwaukee	5	28,600	6	32,200
Minneapolis	5	31,250	5	39,300
Montreal	5	39,500	5	52,500
New Haven	4	21,400	4	25,000
New York	10	299,300	10	391,300
Oklahoma City	3	20,500	3	11,000
Omaha	3	20,800	3	25,200
Philadelphia	10	106,000	10	115,300
Pittsburgh	6	48,750	6	48,275
Portland	6	37,200	6	37,400
Providence	5	42,200	5	47,200
San Francisco	9	96,400	8	89,600
St. Louis	5	60,500	5	67,600
St. Paul	4	13,500	4	17,000
Seattle	6	34,350	6	42,650
Washington	8	77,600	6	79,100
	178	$1,815,850	175	$2,008,743

Key city grosses from September to the week ending April 9-10:

	No. Theatres	***Gross***
Sept. 4- 5	163	$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2- 3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6- 7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4- 5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1- 2	178	2,037,040
Jan. 8- 9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5- 6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5- 6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2- 3	175	2,008,743
April 9-10	178	1,815,850

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Observe 21st Birthday

LONDON, April 9.—Francis L. Harley, managing director of Fox Film Co., Ltd., played host here at a staff party in the company's private theatre to celebrate the 21st anniversary of the establishment of the British organization in 1916. Ernest Reed then was managing director. The staff numbered 50 then and 377 now.

"Courageous" Is Opened

PHILADELPHIA, April 18.—Loew's first roadshow test engagement of "Captains Courageous" got under way here tonight when the picture opened to a special preview audience at the Chestnut St. Opera House. Al Lichtman, William F. Rodgers and Howard Dietz came on from New York to attend the opening.

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VOL. 41. NO. 92 NEW YORK, TUESDAY, APRIL 20, 1937 TEN CENTS

IATSE Pushes Organizing on Vertical Line

Entry into New Fields Similar to C.I.O.

With the I. A. T. S. E. active in organizing exchange employes, new classifications of theatre workers, laboratory employes and others, the leading theatrical union is being jockeyed by competitive organizing efforts within the industry into a policy which more nearly approaches the vertical unionism of the C. I. O. than that of the crafts unions of its parent organization, the A. F. of L.

Whether the policy can be extended throughout the industry along lines compatible with A. F. of L. principles during the next few months will probably be the deciding factor on the I. A. remaining within the A. F. of L. fold. The I. A. policy, at present, appears to restrict its expansion to hitherto unorganized employe classifications and, if adhered to, would

(*Continued on page* 10)

Guild Announcers Confer Upon Terms

The American Guild of Radio Announcers and Producers, a union of announcers and producers formed at the New York offices of the CBS recently, met with a committee representing the company yesterday to further discuss the Guild's demands. While no statements as to the result were issued either by CBS or the Guild, it is known that several of the Guild's points were conceded by the committee representing the network. A further discussion will take place

(*Continued on page* 8)

Coast Stations Calm Over C. I. O. Reports

Los Angeles, April 19.—Broadcasting studios in this area are little disturbed by the recurring reports of C.I.O. organization and by the confirmed report that the American and Radio Telegraphists' Ass'n and the United Radio and Electrical Workers have opened offices, with C. H. Jordan, in charge.

One of the major broadcasting executives says organization of radio crafts, for the present, at least, will be confined to marine communications systems.

More Radio—Page 8

TradeProgram Fight Pledged By Kuykendall

Also Scores Bank Night At MPTO Meeting

Memphis, April 19.—Ed Kuykendall, president of the M.P.T.O.A., pledged continuation of the fight for the 10-point trade practice program, attacked Bank Night and pleaded for cooperation with labor in an address before the M.P.T.O. of Arkansas, Mississippi and Tennessee here today.

The exhibitor organization chief promised that there would no be evasion in the M.P.T.O.A. campaign to bring about reforms in trade practices as embodied in the 10-point plan presented to distributing companies. He described Bank Night as "getting out of the show business and into rackets. I think we ought to make

(*Continued on page* 9)

Paris Film Strike Halted by Police

By PIERRE AUTRE

Paris, April 19.—A general strike of theatre employes here was short-lived this morning, as police forced workers to withdraw from all film houses and music halls. The strikers offered no resistance. Earlier the Government had refused to receive a delegation representing the workers.

A number of theatres were closed yesterday, including the 6,000-seat

(*Continued on page* 9)

New Dual Idea

Seattle, April 19.—An unusual twist in the double feature idea is being tried out here by Hamrick-Evergreen. It consists of changing the second feature of a dual program after one week's run, and continuing the top attraction.

The plan is designed to allow repeat patrons to see the principal picture a second time and also see a new second film. In addition, it permits the use of more "B" attractions during a season.

Para. to Take Dakota Law to Federal Court

Paramount attorneys will apply for an injunction to restrain the State of North Dakota from enforcing its recently enacted theatre divorce law, it was learned yesterday. The application may be filed at Bismarck within the next few weeks with a possibility of a hearing before summer.

Following this procedure, Paramount would obtain a test of the constitutionality of the Allied-sponsored theatre divorce bill months earlier than if it were to wait for the state to proceed against it when the law becomes effective one year from now. By the injunction procedure Paramount also would initiate its test of the law in a Federal, rather than a

(*Continued on page* 9)

It Appears Like Anybody's Race with Coronation Reel

As April draws toward the home stretch and the Coronation of King George VI on May 12 gets within hailing distance it appears that the story of how the several American newsreels will bring the pictorial record of that historic event to the waiting screens of this country will emerge as a far livelier yarn than that of the Coronation ceremony itself.

An aura of deep, almost impenetrable mystery surrounds the carefully arranged plans of the reels to hit the American theatre screens with the pictures in first place. It should be a stirring race, and, as plans now shape up, a good deal is going to depend on flying conditions next May 12 and 13. Head winds and storms may tell the story, and wreck a considerable number of highly expensive plans, at the same time making some excellent newspaper copy incidental to the main news event of many a year.

One thing appears certain now. The *Hindenburg* is out. The big airship's schedule of flights has been released, and there are no deviations intended, Coronation or no. The North German Lloyd line yesterday declared flatly that the *Hindenburg* will leave Frankfort-on-Main May 11, the day before the Coronation, will be hundreds of miles at sea when King George VI is crowned in Westminster Abbey, and definitely will carry neither films nor any other kind of

(*Continued on page* 9)

Federal Trust Probe Looms On the Coast

Justice Dep't. Inquiry Reaching Climax

By RED KANN

Los Angeles, April 19.—Complaints of anti-trust law violations reputedly filed with members of Congress as well as the Justice Dep't in the local area may be given to a Federal Grand Jury for sifting and possible criminal indictments, according to Joseph B. Keenan, assistant to Attorney General Homer S. Cummings, who is here from Washington.

"The time is past when civil injunctive processes of the court can be invoked. If the anti-trust laws have been flagrantly violated, as we have been informed they have been, it is a matter for criminal prosecution," he stated today.

Since the evidence prepared for possible consideration by the Grand Jury naturally is secret, the specific charges and by whom they have been filed have been withheld. However, it has been common knowledge that the Justice Dep't has been interested in complaints registered locally and in Washington relative to the local situation.

Local Federal attorney Hall has been conferring with his Washington superiors and in the last few weeks Special Assistant Attorney General

(*Continued on page* 9)

Warner Roxy Bid Terms Disclosed

Disclosure of the terms of Warners' bid for the Roxy, which was made late in 1936, featured yesterday's hearing before Special Master Addison S. Pratt on the reorganization plan for the theatre. Further hearings on the plan were adjourned to April 26 to allow participants to continue negotiations with W. C. Michel, vice-president of 20th Century-Fox, to get

(*Continued on page* 5)

Goldwyn Sets Budget At 10 Million for 8

Hollywood, April 19.—Samuel Goldwyn has set up production budgets totaling $10,000,000 for eight pictures he plans for next season's U. A. release. Three of the group will cost $1,500,000 each.

Titles to the eight films are: "Hurricane," "Stella Dallas," "Dead End,"

(*Continued on page* 9)

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Vol. 41 April 20, 1937 No. 92

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

"Earth" at $13,100 In 11th Astor Week

"The Good Earth" tallied $13,100 in the 11th week at the Astor. The picture will continue for about another month and will be replaced by "Captains Courageous," which today starts a third day in a test roadshow engagement at the Locust, Philadelphia.

Approximately $15,000 was taken in for the third week of "History Is Made at Night" at the Rivoli. "Elephant Boy," after garnering $12,000 the first week, ended the second and final stanza at the Rialto with $9,500.

"Earth" Shows Gain

"The Good Earth" roadshows are slowly creeping up on "Romeo and Juliet." The latter picture was shown two-a-day in 523 theatres. The present score for "The Good Earth" is 135.

William F. Rodgers, general sales manager for M-G-M, returned from Baltimore yesterday.

Edgar B. Moss Honored

PHILADELPHIA April 19.—More than 500 theatre and exchange men and friends of Edgar B. Moss, 20th Century-Fox district manager, turned out tonight at the Warwick to honor Moss on his 20th anniversary in the film business.

Insiders' Outlook

By RED KANN

Hollywood, April 19.

GYPSY ROSE LEE has arrived to prepare for "You Can't Have Everything," a musical with a title which might be viewed as not completely complimentary in the light of her available exposures. In it will be Alice Faye, Don Ameche and Rubinoff. Not without significance is the fact that already the Twentieth Century-Fox publicity department lists Miss Lee in the featured cast. Ada Leonard, striptease compatriot, is part of the RKO family for a Helen Broderick-Victor Moore musical. Paramount is understood to be testing Alma Bray and to Metro is attributed considerable interest in June St. Clair, both members of the same illustrious school. In a word, the studios are playing "follow the leader" again and as of yore. . . .

▼

Fan magazines, now on the newsstands, have gone to it on Miss Lee, using art which gives 20th-Fox a convenient and technical out in that the photographs are the enterprise of burlesque press agentry. "Feature Forum," a weekly department of the *St. Louis Globe-Democrat*, two weeks ago asked "Is Sex Coming Back to Hollywood?", took a six-column head, most of its sectional front page and eight photographs featuring feminine abutments to discuss it. Several pictures were old and in the horizontal plane the Hays office ruled out several years ago, but could not rule out of newspaper morgues. . . .

▼

In Chicago, by way of demonstrating that Hollywood has company this time, the Oriental, State-Lake and Stratford lead the pack with stage shows featuring exponents of the striptease. There was Ann Pennington, at one time prominent with Florenz Ziegfeld and George White, explaining her latest endeavor with: "Instead of taking most of my apparel off in the dressing room, I do it on the stage. This is not an uncommon thing in show business today and it pays better than the old style of dancing." Sally Rand, who made the bubble famous, has been doing all right in producer-owned or affiliated theatres throughout the Middle West for some time, which makes ripe for conjecture how far this sort of thing actually will go before something happens to jog the current indiscretions of short memories. . . .

▼

It was Lyle Brooks in the *St. Louis Globe-Democrat* who was bylined on Hollywood and sex and Miss Lee, according to Brooks, who has started filmland's observers wondering. A slight inaccuracy there. He should have said the studio that hired her in the light of her own recent statement, made in Chicago, that she appreciated the fact she did not belong in pictures. He makes an obvious error, too, when he draws the conclusion that Darryl F. Zanuck will order Miss Lee undressed, but note the approach and remember this is newspaper copy reaching thousands of readers: "A stripper under wraps, as you might say, is the height of something or other. If dear Darryl and his competitors are simply looking for girls to read lines instead of showing them, why seek out maids who have matriculated in M. Minsky's college?" Zanuck can furnish his own reply, if he cares to. . . .

▼

Brooks, himself and on second thought, expresses a doubt. He thinks the Hays office and the Legion of Decency will have something to say about all of this and, if it is not too impertinent, we ask at this juncture where the Hays office has been while the public prints first reported the negotiations with Miss Lee and finally the closing of the contract. It is completely obvious that behind the Lee arrangement is publicity ballyhoo, but the grave question is how far reputable elements in this industry ought to permit themselves to go even on that count. Sam Goldwyn and Sam Briskin were engaged in a competitive race for Miss Lee; Goldwyn and Zanuck had words over her. Briskin, for Radio, lost out and settled for Ada Leonard. Other studios, sensing a phantom competition, now follow up and the consequences bid fair to be a striptease on every major lot in Hollywood. . . .

▼

It is a very hot potato the industry is playing with. King Vidor made the *Los Angeles Times* the other day with a rather extended beef about censorship restrictions. Supervisors, here and there, are yelling because the lines are drawing tighter. They may not be responsible, but certainly their principals are for drawing the noose closer. In a vague and general way, Hollywood wonders why it cannot do this or that. It rends the atmosphere with trivia and overlooks the overtones which, sooner or later and somewhere along the line, will sound off ominously on major errors such as the wholesale plunge into trouble, this time labeled striptease. . . .

▼

Producers, by their own voluntary action and if they can recall, put teeth in the production code three years ago. Compelled to turn away from old fetishes, they conceived new ones which evidenced themselves in product on a plane never before attained. There is no actual violation, it is true, in employing striptease performers. As a matter of fact, probably they will be overdressed in a clumsy gesture to dodge criticism. Yet, those who know the background, at the same time, will know what to look for and imagine it if they cannot find it. The newspapers of the nation know the circumstances and may be expected to report them.

It will be a scurvy trick and a disappointment to the offending producers if anything else takes place, which will not. For all of this, the industry may even be lucky and get away with this latest folly, but its impending walkout on good taste self-imposed is something it cannot. . . .

Para. Purchase by Griffis Reported

By CLARENCE LINZ

WASHINGTON, April 19.—Acquisition in February of 208,000 six per cent sinking fund Paramount debentures through Hemphill, Noyes & Co., has been reported by Stanton Griffis, director of Paramount, it was disclosed tonight by the S. E. C. in its semi-monthly report of transactions of officers and directors in the stocks of their corporations.

Griffis also reported the acquisition, through Hemphill, Noyes, of 6,300 shares of Paramount common to protect a short position previously reported, and the disposition through exchange of 900 six per cent convertible first preferred stock.

A December report by Albert D. Farwell, Chicago, director, showed the sale of 500 shares of Consolidated Film Industries common, wiping out his holdings. Reports from R. W. Altschuler, New York, and J. P. Case, New York, new directors of the company, show that at the time of their assuming office they held no equity stocks.

A corrected December report from H. P. Farrington, New York, director, showed the disposition of 1,200 shares of Trans-Lux Daylight Picture Screen common, and holdings at the end of the month of 8,000 shares. A corrected January report from Morris Wolf, Philadelphia, director, showed the acquisition of 500 shares of Warner common, bringing his holdings to 750 shares.

Reports from Edward J. Peskay, New York, who became an officer in Grand National Films late last year showed ownership at the time of 300 shares of common, while Paul G. Brown, Philadelphia; J. Cheever Cowdin, New York; William Freiday, New York; Budd Rogers, New York, and Charles R. Rogers, Universal City, Cal. reported no holdings of Universal securities when they became directors last year.

Shall We Dance

om the Fred Astaire-Ginger Rogers RKO Radio Picture, "Shall We Dance"

© Chappell & Co., Inc.

THE SHOW EVENT THE WORLD AWAITS!... a new Astaire-Rogers show! . . . Rhythm's grandest gift to the screen! . . . Fred and Ginger on roller skates . . . in an exciting new world of gay delights . . . ten times more thrilling than ever . . . in the show that tops their own highest peaks!

THE GERSHWINS WROTE THEM . . . THE WORLD IS SINGING THEM:

"Slap That Bass"—"I've Got Beginner's Luck"—"They All Laughed"—"Let's Call The Whole Thing off"—"They Can't Take That Away"—"Shall We Dance."

FRED ASTAIRE
GINGER ROGERS

in

SHALL WE DANCE

with

EDWARD EVERETT HORTON ★ ERIC BLORE
JEROME COWAN ★ KETTI GALLIAN
WILLIAM BRISBANE and HARRIET HOCTOR

Music by GEORGE GERSHWIN ★ Lyrics by IRA GERSHWIN
Directed by Mark Sandrich ★ Pandro S. Berman Production

RKO RADIO PICTURES

LITHO U.S.A.

◂ Purely Personal ▸

NICHOLAS M. SCHENCK will not attend the M-G-M convention on the coast. However, he will be in Hollywood in June to attend the JEANETTE MACDONALD-GENE RAYMOND nuptials.

•

HARRY GOLDBERG, Warner theatre advertising chief, is visiting Chicago, Milwaukee, Cleveland and Pittsburgh this week in connection with "The Prince and the Pauper."

•

DWIGHT DEERE WIMAN, producer of "Babes in Arms," flew to Hollywood via American Airlines over the weekend.

•

HARRY EDINGTON, agent for GRETA GARBO and MARLENE DIETRICH, was associate producer of "Love from a Stranger," current at the Rivoli.

•

EDWARD G. ROBINSON, star of "Thunder in the City," will appear in person at the Criterion Thursday night when the picture opens there.

•

DAVE MILLER of the M-G-M short subject production will sail Wednesday for England on the *Manhattan.*

•

CHARLES SKOURAS, his daughter, MARGARET, and MIKE ROSENBERG will arrive from the coast today.

•

C. C. MOSKOWITZ returned yesterday from Hollywood, Fla., as brown as a walnut.

•

ERROL FLYNN, who arrived yesterday on the *Queen Mary,* leaves for the coast today.

•

JOHN HAY WHITNEY flew to the coast yesterday.

•

A. P. WAXMAN will leave the coast tomorrow by plane for New York.

•

SOL A. ROSENBLATT is due from the coast in a few days.

•

BEN WALDMAN of U. A. leaves for Hollywood today by plane.

Parks Joins MPPDA

Thomas Parks has been named to succeed Andrew Pentland, who resigned last week as assistant to Frederick L. Herron, head of the M.P.P.D.A. foreign department. Parks is new to the industry, but has served as foreign representative for various American interests.

The Tavern
MEETING PLACE
of the INDUSTRY
•
MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB
158 W. 48th St. Toots Shor

Warner Roxy Bid Terms Disclosed

(*Continued from page* 1)

that company to improve its present offer.

The Warner bid was disclosed in correspondence between White & Case, attorneys for the Pounds bondholders' committee, and Alfred M. Wolf of Hirsch, Lilienthal & Co. It consisted of an offer of $900,000 in cash for the Tipton bondholders' committee, $350,000 of which was to be reserved for rehabilitation and working capital. An issue of $1,800,000 worth of 10-year five per cent first mortgage bonds was to be divided equally between Warners and the present Roxy bondholders. An additional $2,700,000 of 20-year four and one-half per cent bonds were to be issued for the remainder of the bondholders' equity. Gold noteholders were to receive stock and stockholders were to receive stock purchase warrants. Warners were to guarantee the rent, taxes, insurance and interest on the first mortgage if the gross totaled $32,000 weekly. Of any gross over that amount, 15 per cent was to go to the new company for amortization and interest on the four and one-half per cent bonds. A first run Warner- F. N. franchise was included in the offer. The correspondence indicated that the negotiations were still active on Dec. 23, 1936.

Reports that Warners and Paramount are again interested in bidding for the Roxy were current yesterday but could not be verified.

Saul E. Rogers, attorney, also made an offer for the Roxy last year on behalf of unidentified interests, it was disclosed, with a feature of the bid being an offer to purchase the present first mortgage bonds at the rate of $550 for each $1,000. Rogers was formerly attorney for the Fox Film corp.

Renowned Seeking Republic Studios

HOLLYWOOD, April 19.—Renowned Artists' Corp., recently organized as a United Artists producing company with Tay Garnett, John Ford and Ronald Colman as the principals, is negotiating for the Republic Studios.

The acquisition is believed contingent upon a decision in the action of the Guaranty Corp. against Republic charging fraud and coercion in the leasing contract signed when Nat Levine was president of Republic Prod. The suit is now scheduled for an early court hearing with Levine understood to be the principal defendant.

Herbert J. Yates arrived here today and is expected to confer with Guaranty officials on the leasing arrangement in addition to rearranging the Republic executive personnel.

Renowned to Release Three

HOLLYWOOD, April 19.—Releasing arrangements have been completed whereby Renowned Artists Corp. will release a minimum of three and a maximum of four pictures next season through U. A. John Ford will produce one, Ronald Colman will appear in one and Tay Garnett may make two.

"Trade Winds" has been set as the first Colman production under the new setup. No officers have been selected.

Fox Bankruptcy Case Is Postponed Again

ATLANTIC CITY, April 19.—Further testimony in the William Fox bankruptcy case scheduled to resume here tomorrow before Federal Referee Steedle has been postponed again with the tentative date in about two weeks.

Referee Steedle said: "We have no one to go on with. The contempt citation against Herbert Leitsteen, the family bookkeeper, has not been decided. Federal Judge John Boyd Avis has upheld the contempt citation against Mrs. Eva Fox, but it has not yet been announced whether she will submit to questioning or appeal. And the U. S. Circuit Court of Appeals has not yet decided the appeal against the order to turn over the All-Continent Corp. books."

Loew Decision Pending

BOSTON, April 19.—Decision is pending in the U. S. District Court here in the action brought against E. M. Loew by the Copyright Protection Bureau, charging the bicycling of eight shorts.

The subjects are all of the Warner "Broadway Brevities" series. On the basis of $250 fine for each film, Loew faces a fine of $2,000 if he is convicted. It is charged that he contracted for the subjects for two days each at the Casco in Portland, Me., and then used the films also in the New Portland.

Two Players Sue Columbia

LOS ANGELES, April 19. — Harold Goodwin and Leon Beaumon have filed suits in Superior Court here for $125,000 and $305,000 damages, respectively, against Columbia, charging damage to their reputations. Goodwin alleges Columbia represented him as a member of the cast of a film in which he did not appear, and Beaumon claims Goodwin, instead of himself, received credit for the role. Roscoe Hess is attorney for both.

Joins Protest on Theatre

An action to prevent the construction of a film theatre at 1109 Lexington Ave. was revealed yesterday when the Lenox Hill Hospital and operators of the St. Ann's Academy, a Catholic institution, filed papers asking permission to intervene as plaintiffs with the Ardsley Garage Co., Inc., in opposing the proposed theatre. The hospital and academy assert the theatre would be within 600 feet of their properties and prove an annoyance to those whom they serve. Argument on the question is scheduled to be heard today.

Sues Randolph Scott

LOS ANGELES, April 19. — J. G. Bachman, Inc., has sued Randolph Scott for alleged default of the percentage of his weekly salary of $2,000 claimed to be due to the plaintiff.

Dismisses Erpi Action

Federal Judge Vincent L. Leibell signed an order yesterday dismissing the infringement suit brought by Thomas Bullitt Dixon against the A. T. & T., Western Electric and Erpi. The order follows an affirmance of the Circuit Court of Appeals of the dismissal of the suit after trial. The action was commenced in February, 1932, alleging infringement on a patent covering amplifying apparatus used in radio and television receiving and producing and sound recording and reproduction for films and television.

Postpone RKO Hearing

A scheduled hearing on the RKO reorganization plan before Federal Judge William Bondy was postponed yesterday pending the start of creditors' hearings on the plan Thursday before Special Master George W. Alger. The hearings will be held at the Bar Ass'n Bldg. and are expected to continue almost daily until all creditor groups have been heard on the plan.

Adjournment of the hearings before Judge Bondy was taken to May 24.

Reserve Griffith Decision

Federal Judge Vincent L. Leibell yesterday reserved decision on the bid made for D. W. Griffith, Inc., assets by Woodson R. Oglesey, attorney for D. W. Griffith. Oglesey offered $500 and $1,459 storage charges for 21 silent films owned by the corporation. A bid of $5,000 was made for realty at Mamaroneck which is subject to a tax lien of $120,000. No other bids were received.

Starts Morgan Action

Edith Ellis of 201 Central Park South has petitioned the N. Y. Supreme Court for a writ of attachment on such films as the Morgan Prod., Ltd., of London may have in this city. The petitioner states that she contemplates filing a suit against Morgan for $2,450 which allegedly represents an amount due her for rewriting a scenario for them entitled "Prince Otto."

Phyllis Brooks Sued

LOS ANGELES, April 19.—Stephens Kempner, Inc., has sued Phyllis Brooks for $38,800 for alleged repudiation of a contract signed Nov. 12, last.

Ship it
GENERAL
AIR EXPRESS
1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.
—and it's there
Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or
GENERAL
AIR EXPRESS
Division of TWA
GENERAL AIR EXPRESS

MOUNTAIN BRIDE
FOR FATHER'S MU

Defended Yo
Against Bab

JOSEPHINE HUTCH

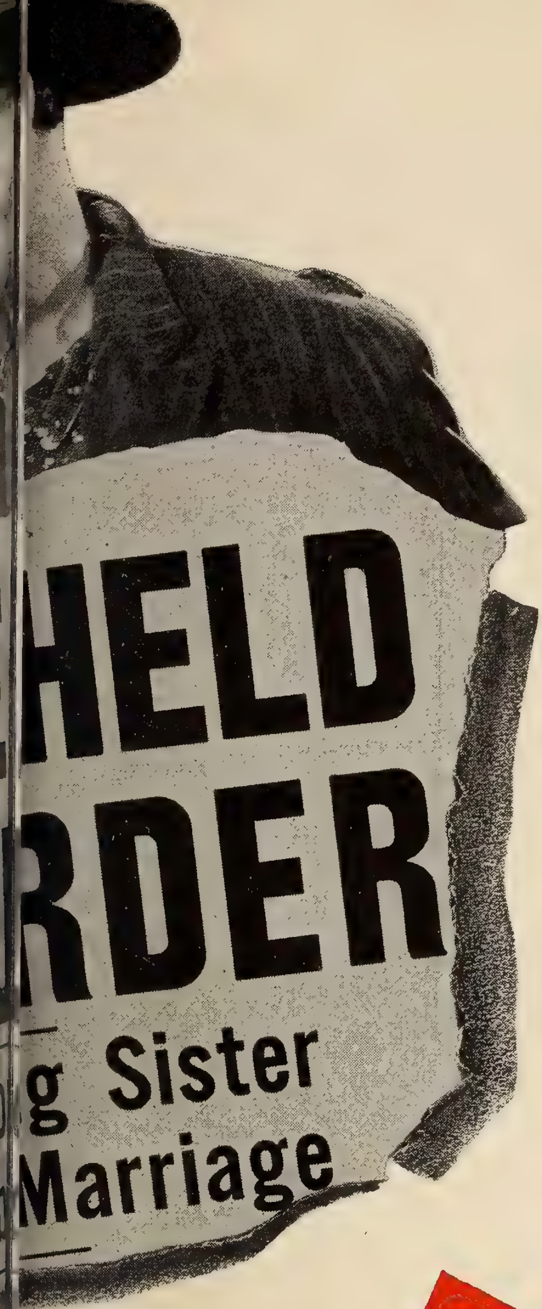
MOUNTAI

With Guy Kibbee • Mona Barrie • Robert Barrat • Directed by MICHAEL CURTIZ • A First National Picture

"THE KING and the CHORUS GIRL" (Fernand Gravet, Joan Blondell, Edw. Ev. Horton)

"MARKED WOMAN" (Bette Davis, Humphrey Bogart, Eduardo Ciannelli)

"CALL IT A DAY" (Olivia de Havilland Ian Hunter, Anita Louise Roland Young, 4 others)



There's more big drama behind this headline than any newspaper in the land had courage to print—more of the heartbeat of humanity than even the cameras of Warner Bros. ever have captured before! A screening will astound you—a booking will convince you again that

WARNER BROS.

Have a Hit for Every Week of the Spring

And Coming Right Up Is

NSON AND GEORGE BRENT

JUSTICE

The Primitive Love Code of the Hills Revealed!

"THE PRINCE and the PAUPER"
(Errol Flynn, The Mauch Twins, Claude Rains)

"THE GO-GETTER"
(George Brent, Anita Louise, Charles Winninger)

"KID GALAHAD"
(Edw. G. Robinson, Bette Davis, Humphrey Bogart)

New Shows on the Air

Bert Lahr

After several unsuccesful network assaults, Bert Lahr assayed the task again Sunday night as the comedy star of "Manhattan Merry-Go-Round," and this time the ace musical comedy comedian made the grade with a vengeance. The Sunday night network schedule is chock full of topflight comedians, but no one need feel any hesitancy in dialing in on Lahr. He'll not disappoint.

"Manhattan Merry-Go-Round" long has been one of radio's brighter musical features. With the addition of Lahr it retains its musical sparkle, and adds a much needed lighter touch. Rachel Carley, vocalist, and Don Donnie's band are holdovers.

The series is sponsored by Sterling Products for Dr. Lyons Tooth Powder, and is heard Sundays at 9 P. M., E.S.T. on the NBC-Red.

"Fun in Swingtime"

"Fun in Swingtime," featuring the comedy routines of Tim and Irene and the swing music of Bunny Berrigan's orchestra, promises to be one of the more diverting summer programs, judging by Sunday night's premiere effort.

However, a slight reservation for Tim and Irene must be entered here, before wholeheartedly bracketing the program in the click frame. This pair has been funnier in the past, and they'll have to measure up to previous standards, else they'll find themselves acting, figuratively, as spear carriers to Berrigan's swing troupe. The Berrigan swing music is better than good —it's sensational.

We've heard all the alleged kings of swing—Benny Goodman, Casa Loma, Bob Crosby, Jimmy Dorsey, Louis Armstrong—but for that zombie rhythm at its best, we'll take Berrigan. His musical numbers included "Am I Blue?," "He Ain't Got Rhythm," and a trumpet solo, swing style, of "Trees."

Sunday's guest of honor was Lennie Hayton, who solo'd "Sweet Sue" on the piano.

"Fun in Swingtime" is Mutual's newest coast-to-coast offering, sponsored by Admiracion Laboratories in behalf of that company's shampoo product. The sessions are heard Sundays from 6:30 to 7 P.M., E.S.T.

BANNER

Crawford to Sponsor Games

Today's broadcast of the game between the New York Giants and the Brooklyn Dodgers over WOR, will be sponsored by Crawford Clothes. The deal was consummated at a late hour yesterday by the Al Paul Lefton agency, and marks the first time that a major league baseball game has been broadcast under sponsorship, aside from the World Series games.

LEO SAYS:
WHN's Jimmy Jemail is radio's *original* inquiring reporter—with a N. Y. Daily News following since 1921!
WHN DIAL 1010
AFFILIATED with M-G-M • LOEW'S

Radio Personals

THE "Royal Varieties" broadcast of April 29 will be presided over by Edgar Bergen as em cee, while Rudy Vallee is en route to England . . . Incidentally, this will mark Bergen's last "Variety" appearance. He will be off the air until May 9 when he will join the new Chase and Sanborn show . . . Henry Youngman has been set for the Schaefer Beer show on WOR next Sunday . . . Dan Shaw, director of radio at McCann-Erickson, back from the coast . . . Gus Arnheim's band has been signed for the New Yorker, beginning May 4 . . . Edward G. Robinson will re-enact scenes from his latest picture, "Thunder Over the City" on Kate Smith's "Bandwagon" program April 29 . . .

✚

Jack Salter, signed under CBS concert bureau management, left for the coast yesterday via American Airlines . . . Sheriff Sylvester of Plattsmouth, Neb., who captured the bandits who killed a G-Man recently, will appear on Phil Lord's "Gang Busters" program April 21 . . . Travis Jackson and Ray Blades, baseball managers, will be guests of Joe Bolton on the latter's sports program on WHN tomorrow . . . And Horace Heidt will be the featured guest on Jay C. Flippen's "Amateur Hour" program on WHN this evening.

✚

Marian Jordan, otherwise known as Molly, of "Fibber McGee and Molly," celebrated a birthday the past weekend. . . . Sir Cedric and Lady Hardwicke set for the headline roles on Vallee's program Thursday. . . . Hazel Glenn has been signed to sing on the Dr. Dafoe programs, sponsored by Lehn and Fink. . . . Ruth Howard, daughter of the network comedian, and Roy Campbell's "Huzzars" will be heard on the WMCA "Merchants in Melody" tonight. . . . The Seven Loria Brothers arrived in Hollywood yesterday to start work in the picture, "New Faces." . . . Ina Ray Hutton's band booked for the Paramount in New York, week of May 19.

✚

Tito Guizar has signed a new management contract with CBS artists bureau. . . . The Jack Bennys will travel in Europe upon completion of their Jello series, and will take with them two script writers, Ed Beloin and Bill Morrow. . . . In all probability the "Saturday Night Party" series will move to Hollywood within the next four weeks. . . . Virginia Sims, will return from her California vacation next week to rejoin Kay Kyser's band as vocalist. . . .

General Mills Adds Three-Hour Program

General Mills, Inc., a million dollar spender in radio this season, will begin sponsorship of a three-hour, seven-afternoon-a-week variety program on WMCA tomorrow. The broadcasts will be heard from 2:30 to 5:30 P.M.

The program will feature an orchestra, with soloists and other artists spotted in the series at unstated intervals. In the main, however, the program will offer comments on sports, and news from Hollywood.

Garnett Marks and King Lear will broadcast running comments on baseball scores of games throughout the nation, tabulations being reported at half-inning intervals. Bob Carter, WMCA's racing expert, will flash racing results during the course of the three-hour broadcast, and Buddy Cantor, the station's film commentator, will offer news flashes and gossip from Hollywood. The program will also offer results of all other major sporting events occuring during the afternoon.

Hal Janis, WMCA sports editor, will have charge of the program.

Bert Lebhar, WMCA director of sales, negotiated the deal.

"Paramount Parade" To Stop Until Fall

HOLLYWOOD, April 19.—"Paramount Parade," musical offering directed by Boris Morros, will close its season on Sunday. The move has been made necessary by the fact that the presence of Paramount players, with the advent of Daylight Saving Time, will be required in the studio before 7 P.M.

"Paramount Parade" will resume in the fall.

Don E. Gilman Heads East

SAN FRANCISCO, April 19.—Don E. Gilman, vice-president in charge of NBC operations on the Pacific Coast, leaves tomorrow for New York.

Radio Artists Show Draws Talent Galaxy

LOS ANGELES, April 19.—Hollywood representation was abundant in the Second Annual Radio Artists' Show, held in the Shrine Auditorium. Ed Lowry of "Sungtime" renown emceed the afternoon show, and Don Wilson, mastered the evening show. At both Maureen O'Connor, 13-year-old artist, was presented as the Baby Star of Radio for 1937.

Performers included Jack Benny and Mary Livingstone, George Burns and Gracie Allen, Al Jolson, Martha Raye, Eddie Cantor, Francia White, Jack Oakie, Rubinoff, Jolly Gillette, Billy Jones and Ernie Hare, Wendell Hall, Parkyakarkus, Virginia Verrill, Walter Winchell, Bing Crosby, Don Ameche, Tommy Bond, Paul Taylor, Joe Penner, and others.

Nelson Eddy Going To Chase & Sanborn

Chase and Sanborn has signed Nelson Eddy for the company's forthcoming new program which, on May 9, succeeds "Do You Want to Be an Actor?" heard Sundays from 8 to 9 P. M., E.S.T., on the NBC-Red. Eddy, however, will not join the cast until August 8.

Other performers already signed for this new series are Don Ameche, em cee, and the orchestra of Werner Janssen. With a cast such as is found above, and additions to come, Chase and Sanborn is living up to its promise to make the new program one of the most elaborate ever heard on the networks during the summer months.

Clements to Go on Split Net

Jack and Loretta Clements, currently broadcasting for Kirkman's Soap over WABC locally, Mondays through Fridays from 9 to 9:15 A. M., E.S.T., will be heard soon on a split CBS network, it was indicated yesterday by N. W. Ayer & Son.

Guild Announcers Confer Upon Terms

(*Continued from page* 1)

Wednesday, at which time settlement of the negotiations is expected.

Representing the Guild at yesterday's meeting were Roy S. Langham, production man who organized the Guild; Karl Schullinger, a production man, and Bill Perry, an announcer. The network was represented by M. R. Runyon and L. W. Lowman, vice-presidents, and Doug Coulter, assistant director of broadcasts.

The four basic demands of the Guild are: recognition of the organization, recognition of the Guild as the bargaining agents for the CBS announcers and production men, maximum hours of work and minimum salaries.

At the close of yesterday's conference a Guild committeeman informed MOTION PICTURE DAILY that the committee representing the network had definitely conceded several of the Guild's demands but because nothing has been set in writing as yet, he asked that these concessions not be made public for the time being.

It has been learned also that the CBS Guild members have been receiving queries from announcers and production men employed at NBC. Whether or not a similar union will be formed at NBC, however, is not known at the moment.

Guild committeeman Bill Perry, having been assigned to cover the total eclipse of sun from Peru, has resigned from the committee to prepare for that event. Kenneth Roberts, an announcer, replaces him.

WHN Will Feed New Program to Boston

A unique contract for a program to originate in the studios of WHN here, and to be heard only over WNAC, Boston, was signed yesterday for the Lipton Tea Co. by the Frank Presbrey agency.

The series starts today, and will be presented twice weekly, Tuesdays and Thursdays from 6:45 to 7 P. M., E.S.T. Featured will be Don Albert's orchestra and vocalist John Griffin.

WNAC is a member of the Yankee network. The program will be piped to Boston over a direct line to the WNAC transmitter.

A spokesman at the Presbrey agency stated the unique setup did not portend a deal involving WHN and WNAC, such as was recently completed between WLW and WHN. He stated that the agency was merely leasing studio facilities for the program from WHN.

CBS to Carry Daily Music Club Programs

Daily broadcasts of musical features at the biennial convention in Indiana of the National Federation of Music Clubs will be carried on the CBS network from April 23 to 29, with the winners of the operatic contest sponsored by the clubs to be heard April 26, from 3:30 to 3:45 P. M., E.S.T.

The broadcasts will be offered April 24, from 1:15 to 1:30 P. M.; April 25, from 11:15 to 11:30 A. M.; April 26 at the time mentioned above; April 27, from 4:30 to 4:45 P. M.; April 28, time to be announced later, and April 29, from 5:15 to 5:30 P. M.

Para. to Take Dakota Law to Federal Court

(Continued from page 1)

state court, thereby possibly eliminating one appeal step in the event of an initial decision adverse to the company. The case would be entitled to a hearing before a special statutory court of three Federal judges, comprised of one Circuit Court of Appeals judge and two Federal district judges.

North Dakota is the only state in which the theatre divorce law has been enacted thus far.

Delaware Tax Bill Signed by Governor

Dover, Del., April 19.—Gov. Richard C. McMullen today signed the bill exempting from taxation for a period of 15 years the properties of any film producing company locating in Delaware on or after July 1. All lands, buildings and equipment utilized in the production of pictures are included, but the provisions of the bill do not embrace property held by film companies for other purposes.

The bill is an inducement to film companies to locate in Delaware and was introduced by Representative W. R. Ringler of Millville.

Juvenile Bill in Illinois

Chicago, April 19.—A bill to prevent children from attending films after certain hours has been introduced into the Illinois legislature by Representative Halick. The measure has been referred to the Committee on Public Welfare.

The bill would make it unlawful for theatres to permit children under 14 years of age to enter a theatre after 9 P.M. or to permit any child who has entered a theatre prior to 9 P.M. to remain in after 10 P.M.

Tennessee to Talk Sunday Shows

Nashville, April 19.—Legalization of Sunday exhibition is expected to be discussed in the State Assembly which convenes here May 5. Senator Wayne Parker is said to be the sponsor of a bill which seeks to remove the present ban on Sunday shows. Legislators are sharply divided on the subject. Theatre men are taking no part in the controversy.

M-G-M Executives on Coast Next Saturday

Hollywood, April 19.—Al Lichtman, Howard Dietz, Louis K. Sidney, J. S. MacLeod and William R. Ferguson will arrive here from New York by train Saturday, preparatory to the M-G-M convention which will get under way at the Ambassador, Los Angeles, May 2.

Howard Dietz and Howard Strickling will be in charge of the entertainment. Si Seadler will leave New York Saturday, en route here.

"Pauper" Opening May 8

"The Prince and the Pauper" will open simultaneously in 275 situations through the country the week of May 8.

It Appears Like Anybody's Race with Coronation Reel

(Continued from page 1)

pictures of the Coronation. It is due to tie up at Lakehurst on May 14.

In the newsreel offices in New York, information is conspicuous by its absence, but certain facts stand by themselves. Paramount is the only reel which is forthright about the situation. They claim they have no plans to fly the reels to New York, and are making no unusual preparations to get the pictures here. That's their story.

Charles E. Ford, Universal News editor, had a chuckle in his voice when he said, "We have nothing to say for publication."

Jack Connolly responded without a chuckle, "Pathe News will have the pictures in New York as soon as anybody else."

James Mollison, noted English flyer, was signed recently to fly the Coronation films to New York, starting early in the evening of May 12, contracting to make the trip in 30 hours, on the condition that head winds shall be less than 35 miles an hour.

The general understanding is that the Mollison contract is with Movietonews, and Truman Talley, its chief, is in Europe to handle details of the reel's coverage. Movietone has exclusive Technicolor rights.

The most interesting and most recent development is that Dick Merrill, Eastern Air Lines pilot, has been granted a leave of absence by Capt. Eddie Rickenbacker, general manager of the air line to occupy as much time as is necessary for Merrill to fly pictures of the Coronation from England to New York. Furthermore, Merrill has already lined up a speedy twin-engined Lockheed plane, and the line has assigned its senior co-pilot, Jack Lambie, to fly the job as Merrill's co-pilot, and Lambie is busily engaged studying ocean flight navigation with Commander Weems, described as a leading authority on that particular phase of over-water flying.

Again, there is nothing definite, but reports are more than warm that the Merrill flight will be for Hearst and the M-G-M reel, News of the Day. Mike Clofine, editor, is non-committal.

There is also talk, here and in London, of Dufaycolor planning to take all the color shots of the Coronation it can get, and arrangements are afoot to fly the film here, where, it is said, it will be developed at the Fox laboratory, and be shown on all the screens east of Chicago as soon as possible. Negotiations are supposed to be under way for a pilot.

It looks from this point like anybody's race, and if weather is favorable and the Gods of Chance are smiling, a couple of New York's neighboring landing fields should be scenes of wild excitement along about evening of May 13, which misses by one day being Friday the 13th.

Kuykendall Pledges Fight for Program

(Continued from page 1)

our living out of this business legitimately," he said.

"One major company refused a deal with the M.P.T.O.A. on any basis, putting itself into a position that it will regret," apparently having reference to the trade practice program.

Referring to labor, Kuykendall declared, "The future of the film business depends on the patronage of the laboring classes, and we should cooperate with labor and aid it in all reasonable demands. But some sense and reason must be exercised by labor. It must not go too far and demand too much," he continued. "It seems some labor leaders have gone wild and the movement as a whole will suffer unless labor takes stock and uses some discretion."

A plea for internal regulation of industry problems was seen in Kukendall's statement that, "We are determined to use every recourse to stay away from regulation and legislation, but if laws must be written in Washington, they should be written by responsible exhibitors and not chiselers."

He praised the moral tone of films and urged moderation in the use of film stars and scripts on the radio.

President R. X. Williams of Oxford, Miss., remarked at the close of the morning session, "We cannot sell some of the pictures made by some of the companies without Bank Night."

He named M. A. Lightman, Y. D Moore and W. D. Ruffin as a committee on Tennessee legislative matters.

The business session of the organization closed this afternoon and the annual party at the Chisca Hotel concluded the meeting tonight.

MPTOA Radio Talks Off at Least a Week

The first meeting of the M. P. T. O. A. radio committee for the purpose of studying the effects of Hollywood broadcasts on theatre business has been deferred for at least one week due to the absence from the city of Walter Vincent, chairman.

The meeting had been scheduled for today, but Vincent was called to Richmond on business over the week-end and is not expected back until tomorrow. He will leave for Allentown, Pa., on Thursday, hence indications are that a new date for the meeting will not be set until some time next week.

Other members of the committee are Lewen Pizor, Philadelphia; Arthur Lockwood, Middletown, Conn., and Samuel Pinanski, Boston.

Paris Film Strike Halted by Police

(Continued from page 1)

Gaumont Palace. The unions, operating under the General Confederation of Labor, refused to accept arbitration between the Employers' Federation and the Confederation on the application of the recently instituted 40-hour week and adjusted salary scales. The 40-hour week was causing considerable loss to workers, it was contended by the strikers.

All houses of the Pathe and Gaumont circuits were closed. It was estimated that more than 200 film, vaudeville and legitimate theatres were affected yesterday, as the strike call sent workers into the theatres for sit-in activity.

Federal Trust Probe Looms On the Coast

(Continued from page 1)

Law, resident here, likewise has been checking. The evidence has been gathered quietly from independent producers and exhibitors, and is reported being compared with evidence independently compiled by the investigating units of the Government. If the basis for a Federal suit is found, a Grand Jury will be impaneled and criminal indictments sought.

Those familiar with the traditional policy of the Justice Dep't of maintaining silence on impending actions today failed to understand why Keenan so readily granted newspaper interviews, and speculated accordingly.

Goldwyn Sets Budget At 10 Million for 8

(Continued from page 1)

"Adventures of Marco Polo," "Spring in My Heart," "The Real Glory," "The Goldwyn Follies" and "Folly and Farewell." "Hurricane," "Adventures of Marco Polo" and "The Goldwyn Follies" have been designated as $1,500,000 pictures.

Merle Oberon and Gary Cooper will be teamed in "Adventures of Marco Polo" and "Spring in My Heart." Miss Oberon also will appear in "Folly and Farewell."

"Woman Chooses Man," one of the current season's releases just completed, will open day and date at the Warners Hollywood and Downtown starting April 28.

Conn Planes to Coast

Maurice Conn, head of Ambassador and Melody Pictures, who has been in New York for the past two weeks on story buys for new season production, will return to Hollywood by plane tomorrow. He plans to return to New York in a few weeks to complete plans for a 1937-'38 schedule.

Wall Street

20th-Fox Reaches 50 on Board

	High	Low	Close	Net Change
Columbia	35	35	35	+ 1/8
Consolidated	4 1/8	4 1/8	4 1/8	— 1/8
Consolidated, pfd.	15 1/2	15 1/4	15 1/4	— 1/4
Eastman	159	158 1/2	159	—2
Eastman, pfd.	154 1/2	154 1/2	154 1/2	— 1/2
Gen. T. Equip.	29	28 1/2	29	.....
Loew's, Inc.	84 1/2	83 3/4	84 3/8	.....
Paramount	26 3/8	25 1/4	26 1/8	+1 1/8
Paramount 1 pfd.	183 1/2	175 7/8	183 1/2	+9 1/4
Paramount 2 pfd.	22 5/8	22 1/2	23 5/8	+1 1/8
Pathe Film	8 3/8	8 1/4	8 3/8	.....
RKO	10 1/8	9 7/8	10	+ 1/4
20th Century-Fox.	40 3/8	39 1/2	40	+ 1/2
20th Century, pfd.	50	49 5/8	49 3/4	+ 3/4
Warner Bros.	15 1/2	15	15 1/2	+ 1/2

Light Curb Rise

	High	Low	Close	Net Change
Technicolor	22 3/4	22 1/4	22 1/2	+ 3/8
Trans-Lux	4 5/8	4 1/2	4 1/2	.....
Universal Crp.	8 1/4	8	8 1/4	+ 1/4

RKO Bonds Up 2 Points

	High	Low	Close	Net Change
Loew's 3 1/2s '46	98 1/2	98 1/8	98 1/2	+ 1/2
Paramount Pict. 6s '55	100 1/4	100 1/4	100 1/4	.....
RKO 6s '41 pp.	123	122	123	+2
Warner Bros. 6s '39 wd	97 7/8	97 1/2	97 7/8	.....

(Quotations at close of April 19)

Says Bank Night Is In 5,700 Theatres

Bank Night is being shown in approximately 5,700 theatres throughout the country. Where some circuits have dropped the game new accounts have taken up the slack, Claude Ezell, general sales manager, stated yesterday before leaving for Philadelphia.

Ezell says the game is relieving tax difficulties in Arkansas and Texas.

Both states do not have a ticket tax, but instead exhibitors in Arkansas have agreed to give the state 15 per cent of the awards, when made, and Texas, 20 per cent.

Ezell spent about five days in Boston. After a short visit in Philadelphia, he will go to Washington and continue on to Galveston, where the Hoblitizelle circuit will hold a convention of its managers, April 25-28. His company in Dallas has secured the rights for AdCaster.

Warner Considering Premiums in Phila.

Philadelphia, April 19.—Stanley Warners is studying the premium situation in this territory, as part of the sharp competitive battle with independent theatres in the area which was launched last week with the planned installation of games in 10 houses, all in competition with independents employing giveaways.

It is reported unofficially that the circuit plans the use of games, premiums and similar methods in every location where independents use such devices.

Vancouver Bans Bingo

Vancouver, April 19.—There will be no more Bingo played in Vancouver, according to the city police, who have issued warnings that the game is outlawed as a "game of chance."

The edict does not effect theatres here, as managers have carefully steered away from Bingo. The game was played largely in bridge and dancing clubs, and if it had any effect on the industry at all, it was to keep potential patrons out of theatres. No Vancouver theatre uses giveaways of any type.

Boston Bureau Hits Game

Boston, April 19.—A drive against Bank Night has been started by the Boston Better Business Bureau, which recently attacked the game in a bulletin. It is understood that the bureau is considering attempting to spur the district attorney's office to inaugurate fresh prosecutions against theatres using Bank Night. A form letter has been sent to theatre owners and operators, to determine their attitude toward the giveaway.

M. A. Chase Forms Firm

Maurice A. Chase, who has acquired franchises from Imperial, Ace and Crescent, has formed Chase Pictures Corp., for the distribution of film in southern Ohio and Kentucky. He has established temporary offices in the Strand Bldg.

20th-Fox Holds Johnson

Hollywood, April 19.—Julian Johnson, head of the scenario department at 20th Century-Fox for the past five years, has been re-signed by the company to a new long term contract.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"As Good as Married"

(*Universal*)

Hollywood, April 19.—The ingredients of Norman Krasna's stories—bright dialogue and good situations—are not missing here. The yarn is a comedy-romance told in farcical, unsophisticated style. It is the kind of show whose smartness may be unrecognized at first. It should provoke word-of-mouth advertising.

The story is a study in modern marriage. Income tax and woman trouble cause John Boles to decide to make a marriage of convenience. He selects Doris Nolan, his secretary. Boles, through many well developed comedy scenes, takes marriage as a business affair. But when he backslides with Tala Birell, Miss Nolan rises in womanly indignation. He is given liberal doses of his own philandering medicine and soon rushes headlong into a reconciliation trap Miss Nolan has set for him for the proper ending.

The performances of the leads are first rate and the gay theme of the story is pepped up by the work of Walter Pidgeon, Alan Mowbray, Miss Birell, Mary Phillips, Ernest Cossart and Dorothea Kent. Krasna's original was smartly adapted by F. Hugh Herbert and Lynn Starling. Eddie Buzzell's direction keeps things moving speedily.

Production Code Seal No. 3,138. Running time, 80 minutes. "G."

IATSE Pushes Its Verticle Organizing

(*Continued from page 1*)

probably result in avoiding jurisdictional disputes with other A. F. of L. unions already established within the industry. Indications are that such will be the case while George Browne, I. A. president, remains a vice-president of A. F. of L.

Complete jurisdiction in the theatre field was granted the I. A. two years ago by the A. F. of L. Whether this has been extended since to include unorganized fields in production, distribution and allied industries has not been disclosed yet. Recent excursions by C. I. O. organizers into the exchanges, laboratories and studios have spurred the I. A. to new defensive activities in all three fields. Industry officials regard the complete unionization of theatre and exchange forces, at least in the larger centers, as inevitable with only a few exceptions. At the studios, jurisdictional claims over newly organized employe groups have already arisen, with the I. A. laying claim.

Negotiating with Consolidated

It recently closed a new contract with DuArt Laboratories and is now negotiating one with Consolidated Film. Industries. Its organizing activities among exchange employes are being extended as rapidly as possible. Organizing of New York exchanges, undertaken a week ago, has been held back due to the illness of Joseph Basson, Local 306 president, but is scheduled to go ahead again within the next few days. Preparations for organizing Chicago exchanges are being made and locals are fairly well. established in such representative exchange centers as Boston, Philadelphia, Cleveland, New Haven, Detroit, Denver and Los Angeles.

That the move will be extended to theatre employes, in addition to projectionists, is regarded as inevitable. I. A. campaigns already are under way in the south, particularly in the New Orleans territory, where unionizing has made but little progress in the past. At the outset, it is expected that organizing there will be confined to non-union projection booths.

"Courageous" Gets Philadelphia Start

Philadelphia, April 19.—"Captains Courageous" got off to an auspicious opening at the Locust St., where "The Good Earth" has just completed an eight-week, two-a-day run. Freddie Bartholomew, who was expected for the world premiere, did not show up. However, Gertrude Lawrence and Bert Lytell attended in addition to a number of Loew executives from New York including Al Lichtman, William F. Rodgers, Howard Dietz, Joseph R. Vogel, William R. Ferguson and Phil DeAngelis.

Harry Weiss of the Kings, Brooklyn, is in charge of the engagement.

Ray Bell Lunch Guest

Ray Bell, manager of Loew's State, Washington, and winner of the U. A. midwest exploitation campaign on "The Garden of Allah," will sail today on the *Roma* for a month's vacation tour through Italy. Yesterday, he was tendered a luncheon by U. A. at Tony's restaurant. Attending were Joseph R. Vogel, C. C. Moskowitz, A. W. Smith, Jr., Lowell Calvert, Harry Gold, Oscar Doob, Ernest Emerling, Art Schmidt, Monroe Greenthal, Emanuel Silverstone, and trade paper representatives.

Munro Confers on Coast

Hollywood, April 19. — Charles Munro, president of the White circuit of theatres in Australia, conferred here today with Darryl F. Zanuck and William Goetz. Munro will visit New York and return here for the Twentieth Century-Fox convention.

Frisco Honors Mae West

Hollywood, April 19.—Mae West, as official guest of San Francisco, will be the first woman to cross the new Golden Gate Bridge.

Re-Sign Shirley Temple

Hollywood, April 19. — Twentieth Century-Fox has exercised its option on Shirley Temple.

Variety Club

Cleveland

Cleveland, April 19.—The Cleveland Variety Club has gone social after an inactive period. On April 23 the club will hold "open house" in the Statler ballroom when the drawing will be held for the Variety Charity Drive automobile to provide portable projectors for semi weekly shows in local institutions. Ted Lewis, headline stage attraction at Loew's State, will handle the drawing. Later there will be Keeno, dancing and entertainment.

M. B. Horwitz, president of the local club, leaves immediately after the drawing for Florida to join his wife and son.

Another sign of spring is the appointment of Henry Greenberger as chairman of the golf tournament committee, with the first tournament to be announced as soon as the weather permits.

Milwaukee

Milwauee, April 19. — L. Roy Pierce, Fox-Wisconsin Theatres; Oscar J. Ruby, Columbia manager; Charles Trampe, Midwest Film Co.; H. C. Herzog, *Milwaukee Sentinel* critic, and B. J. Miller, secretary, Film Board of Trade, are the local Variety members attending the national confab at Omaha.

Variety's Auxiliary raised several hundred dollars for charity at a benefit card party at the Wisconsin Hotel. Mrs. B. J. Miller was chairman.

Oscar J. Ruby and B. J. Miller will be Kings for a Night at Variety's May party to be held at the Schroeder Hotel.

Variety Men Reelect Harris Chief Barker

Omaha, April 19.—John H. Harris of Pittsburgh was reelected chief barker at the annual two-day convention of Variety club held here. Other officers for the coming year are: M. R. Clark, Columbus, first assistant; John Maloney of Pittsburgh, second assistant; Frank Drew of Pittsburgh, dough guy; James Balmer of Pittsburgh, property master, and Earle Sweigert of Philadelphia, E. J. Weisfeldt of Milwaukee, Allen S. Moritz of Cincinnati, Marc Wolf of Indianapolis, Ed Kirchendahl of Detroit and Harry Shumow of Omaha, chairmen.

The attendance at the convention totaled 250, exceeding that of the two previous annual meetings. Cincinnati was selected for next year's convention.

The charitable activities of the various tents were explained by the delegates, who also adopted resolutions expressing appreciation for the cooperation offered by Motion Picture Daily and *Motion Picture Herald*.

Maurice Caplan Dead

Detroit, April 19.—Maurice J. Caplan, 47, president of the Metropolitan Motion Picture Co., and last year president of the local Variety Club, died last night in Henry Ford Hospital of a heart ailment.

Stricken last October, he went to Florida apparently much improved. After a relapse there early this year he was rushed to Johns Hopkins Hospital and later brought here. Three operations failed to save his life.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 93 NEW YORK, WEDNESDAY, APRIL 21, 1937 TEN CENTS

20th-Fox Net For Quarter $2,067,598

Compares to $1,239,760 In 1936 Period

Consolidated net operating profit of $2,067,598.75, after normal Federal income tax, for the 13 weeks ended March, 1937, was reported at the annual stockholders' meeting of 20th Century-Fox Film Corp. yesterday.

The profit compares with a profit of $1,239,760 for the first quarter of 1936 and a profit of $2,338,275 (exclusive of National Theatres Corp. dividends of $1,134,000) in the fourth quarter of 1936. No dividends were received from National Theatres during the first quarter of either year, it was explained. The profit figures do not include provision for surtax on undistributed profits.

The net for the 1937 quarter is equal to $1 per share on the 1,684,075 common shares outstanding, after allowing for the first quarter preferred dividend.

During the 13 weeks, gross income from sales and rentals amounted to

(*Continued on page* 4)

G.B. May Have 18 Here Next Season

G. B. may have 18 features for release in this market next season, it is understood. Company executives are discussing plans for a schedule providing this number, but nothing will be set until Arthur Lee returns from a visit with Ostrers in London.

Lee is scheduled to sail on the *Normandie*, April 28, presumably to attend the Coronation. However, he is expected to spend several weeks conferring with the Ostrers on next season's plans. Eight of the films will

(*Continued on page* 8)

Advertisers Convene Soon at Hot Springs

The Ass'n. of National Advertisers, Inc., will meet at Hot Springs, Va., in a four-day session, April 25 to 28.

Six sessions will be held during the four-day conclave—legal and legislative, newspaper, industrial advertising, magazine, public and employe relations and radio.

The radio question will be reported on by L. D. H. Weld.

More Radio—Pp. 6-7

End Paris Strike

Paris, April 20.—The strike of employes in more than 200 film, legitimate and vaudeville houses here was settled today after a conference lasting all night in the office of Premier Leon Blum. The employes accepted a proposal for readjustment of salaries.

Jersey Allied Leader Denies Backing Bill

Allied of New Jersey is in no way identified with the theatre divorcement bill introduced in the New Jersey legislature last week, Sidney E. Samuelson, a member of the national organization's special defense committee, stated yesterday.

"In order that there may be no misunderstanding, we deem it fair to state that Assembly Bill 507, introduced April 12, is not the divorcement bill drafted by Allied experts," he said.

Samuelson also adds that the bill was not submitted to or approved by Allied's special defense committee, of which W. A. Steffes of Minneapolis is chairman, and was not introduced at the request of anyone acting for the New Jersey exhibitor unit.

"While the committee appreciates the sympathetic interest which many exhibitors and others have taken in the movement to divorce production and distribution from exhibition, it cannot accept the responsibility for

(*Continued on page* 8)

Scale Boosts In 125 Coast Spots Decided

Scheduled Tomorrow in Northern California

Starting tomorrow, 125 major and independent theatres in northern California, particularly San Francisco and Oakland, will increase admission prices from five to 15 cents, an executive of Fox West Coast told MOTION PICTURE DAILY yesterday. The plan is similar to that adopted in southern California some time ago, he said.

Business is better, pictures are improved and there are no strikes in California, the F.W.C. executive said in explaining the reason for the move, decided upon last week.

Included in the 125 houses are 24 F.W.C. units, it was stated. Theatres now charging 40 cents will boost to 55 cents and the smaller houses charging 25 cents will add five cents. Admissions now scaled at 30 cents will be hiked to 40 cents.

After a seven-week test of single

(*Continued on page* 4)

Singles Go Back in Westchester Houses

Skouras Theatres have reinstated single features at the Bronxville, Bronxville, and Scarsdale, Scarsdale, N. Y., after trying a double feature policy for several weeks.

Women's clubs in both towns have

(*Continued on page* 8)

Majors Assure Missourians Sex Film Fears Groundless

ST. LOUIS, April 20.—Sex in pictures need not worry members of the M.P.T.O. unit in this territory, according to Fred Wehrenberg, president. He has the word of Will H. Hays and executives of most of the major companies to this effect.

In fact, the correspondence on the subject, in addition to Hays, is from the following: Al Lichtman, Ned E. Depinet, S. R. Kent, George J. Schaefer, R. H. Cochrane, Neil F. Agnew and W. Ray Johnston.

The excitement dates back to an article titled "Is Sex Coming Back to Hollywood?" in the St. Louis *Globe-Democrat* March 28. It happened that the M.P.T.O. unit met shortly afterwards. One of the members indicated his belief that if sex had left Hollywood it shouldn't be allowed to return and that by all means it should be kept from Missouri and southern Illinois.

There were several speeches on the topic and President Wehrenberg was instructed to write all the major companies. He did.

Hays wrote: "You may be very sure, of course, that no producer will lessen the great care and efforts always for the finer pictures and the best in advertising."

All the others promised high class, clean, wholesome pictures.

Immediate Tax Study Sought By President

Ends Hope of Changes in Ticket Levy Rates

By BERTRAM F. LINZ

WASHINGTON, April 20.—An immediate exhaustive study of the existing tax structure, with a view to developing new and additional taxes to be enacted early next year, has been asked of the Treasury Dep't, President Roosevelt revealed today in a message to Congress asking an appropriation of $1,500,000,000 for relief.

The message was seen here as dissipating for several years to come any chance of an increase in the present 40-cent admission tax exemption.

Tax revenues for the current fiscal year, ending June 30, next, will be some $604,000,000 under the estimates made last January, the President disclosed. Of this, $267,200,000 will represent the amount by which the new tax on undistributed corporation income failed to come up to anticipations and $337,000,000 will be the deficiency in other revenues.

This situation will carry over into the coming fiscal year, when income tax collections are expected to be some $410,000,000 short of original estimates, although an anticipated increase in other receipts will reduce the net loss to $387,600,000.

The lowest deficit which now can be

(*Continued on page* 8)

"U" Picks May 17 For Meet on Coast

Universal will hold its annual sales convention at the Ambassador Hotel, Los Angeles, starting May 17, R. H. Cochrane, president, stated yesterday. The meeting will run for three days.

Universal's new season program, which is expected to approximate the schedule of 36 features and six westerns listed this year, will be detailed

(*Continued on page* 8)

Italy-Reich Deal to Avoid Attack on U. S.

By VITTORIO MALPASSUTI

ROME, April 20.—The deal recently completed for reciprocal film relations between Italy and Germany excludes, at least tentatively, any action designed to strike at American production interests, it was indicated here today.

It is described as being intended

(*Continued on page* 8)

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 April 21, 1937 No. 93

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

"Swing," Armstrong $56,000, Paramount

"Swing High, Swing Low" and Louis Armstrong and his band finished a first week at the Paramount last night with approximately $56,000. The take tops the combination of "Maid of Salem" and Benny Goodman and his orchestra by $2,000.

Hit Publicity in Film

BOSTON, April 20.—Independent Exhibitors, Inc., at its business meeting today passed a resolution condemning what it termed "blatant and obvious advertising of General Motors products" in 20th Century-Fox's "Wake Up and Live." Copies were sent to the producer and to Allied States Ass'n in Washington, D. C.

McCarthy Back on Job

HOLLYWOOD, April 20.—Leo J. McCarthy has settled his differences with Republic studio executives and is now back in the editorial department as special adviser. He formerly was film buyer for Fox Midwest circuit.

Wanted to Buy
Old film, what have you hanging around? State price and amount. Box 970, Motion Picture Daily.

Insiders' Outlook

By RED KANN

Hollywood, April 20.

SOUND and fury along the boulevards:

Walter Winchell, synonymous with Broadway, likes the life as Hollywood lives it. Due here in June for his annual two-month holiday, he already is back to report blessed events and addenda, world-shaking in their import, from a point as distantly removed from Times Square as this. With "Wake Up and Live" behind him and $75,000 in the bank for six weeks' diligence, of which four and one-half were utilized, Winchell is under option to Darryl F. Zanuck for another picture, probably to be made in 1938. Once a hoofer, the columnist is as nervous as your ordinary Hollywood performer over the public's reception to the film in which he appears with a surprisingly engaging Jack Haley, a pleasant and competent Alice Faye and an ingratiating Ben Bernie. . . .

▼

Winchell plays himself which, no doubt, means audiences all over the country familiar with his syndicated column and his Jergen's aircasts will be curious enough to take a peek. The Bernie feud plays a part in the telling, but, aside from the obvious commercial value in that, "Wake Up and Live" is an enormously entertaining piece of entertainment. Ranking up well with the best of the Zanuck musical cycle encompassing "Sing, Baby, Sing," "Pigskin Parade," "One in a Million" and "On the Avenue." We are content to rest the issue on MOTION PICTURE DAILY's review of the other day that "this is rousing, fast-stepping entertainment which should have a wide appeal from Broadway to Pumpkins Corners." It will, definitely, as it also will make a star of Haley, his voice and his Chaplinesque appeal. . . .

▼ ▼

Tall and angular, Dudley Murphy is a familiar decorative adjunct to the Hollywood scene at the minute. He is working on plans for Associated Artists, the company he formed some months ago in England with Leslie Howard. Three A's are planned the first year, or one from each of three units, and several B's. Murphy informs that, after protracted negotiation, Howard's remaining six pictures for Warners have been split up on a basis which will permit him to make two for that studio, then two for Associated on an alternating basis. . . .

▼ ▼

Sections of the British press, influential enough in the aggregate, at least, to capture attention at Twentieth Century-Fox, have that studio deliberating on a change in plans for Gracie Fields' first picture. Planned here with a July starting date, printed protest from London, charging Hollywood with further penetration of the British industry through the acquisition of its Number One star, may return the film to London. No major company today can wilfully slight its English market. . . .

▼ ▼

One of Hollywood's favorite whispers, as quiet as a roar, insists Walter Wanger had $180,000 invested in "The River Is Blue" by the time Left Wing propensities in the Clifford Odets' story turned the Hays office into frowns and the reputed investment into a complete loss. Wanger insists (1) the figure is not correct and (2) if it were, it makes no difference since he plans to produce it now that the script has been tagged with official approval. . . .

▼ ▼

Inside reason, or one of them, for Ralph Poucher's recent trip here was to interest Eddie Alperson in acquiring Grand National's printing for Consolidated. G. N.'s contract with Pathe runs out in a couple of weeks. Financing may or may not be part of any deal, the outcome of which is not determined. Alperson maintains it is not. . . .

▼ ▼

Sidney Skolsky, hiding behind dark glasses, to Winchell:

"You want a news item? There goes —— walking under his own power."

—— is a well known figure here, on most familiar terms with Messrs. Ballantine, Walker, Dewar, Haig, et al. . . .

Issue Book on "Prince"

Warners has prepared an elaborate press book on "The Prince and the Pauper," with an assortment of selling angles for the exhibitor. The book contains 36 pages in addition to a six-page advertising section. Various exploitation tieups with stores on the film and the Mark Twain book from which it was adapted are included in the press book.

To Vote on Sunday Films

BEATRICE, Neb., April 20.—The American Legion here has obtained sufficient names on the petitions it has been circulating to require city officials to call a special election on Sunday films. The Legion is handling the entire campaign. It requires 25 per cent of the voters at the last election to bring about such a special vote.

Fox Brooklyn Plan Approval Now Sure

The reorganization plan for the Fox Brooklyn proposed by the bondholders' committee will be approved "forthwith" by the court as a result of the withdrawal yesterday of a better bid which had been entered secretly the day before, Federal Judge William Bondy advised creditors of the theatre and office building yesterday.

The bondholders' plan which will be approved provides for a 20-year lease on the theatre to Fabian Brooklyn Theatres, Inc., at a minimum rental of $150,000 annually, plus a graduated percentage of the grosses up to and above $1,500,000.

The competitive bid, which was described by Judge Bondy as "a better offer than the one before the court," was presented in chambers on Monday by Joseph Nemerov, attorney, who said he represented "one of the biggest men in the film industry," but declined to identify him. Nemerov yesterday also refused any information concerning the bid or the reasons for its withdrawal.

Artcinema Company Started by Jensen

Emil C. Jensen has formed a new company known as the Artcinema Associates, Inc., with Jensen as president. The company has purchased the assets of the Art Cinema Corp., including about 30 pictures previously released through United Artists, a number of unproduced book rights, original stories and stage plays.

Plans are under way for reissues of some of the pictures, including "Abraham Lincoln," and for the sale to other producers of certain of the properties which will not be used for production by the Jensen company. Jensen will continue to represent the Pickford Corp.

Operating from his offices will be the American branch of Capitol Film Corp., Ltd., and Trafalger Prod., Ltd., London, under the supervision of Al Aronson. The new company's publicity and service departments will be headed by Charles E. Moyer, former advertising and publicity director of U. A.

Shumaker Is Head Of Erpi Consultants

E. E. Shumaker has been reelected president of Erpi Pictures Consultants, the educational film producing subsidiary of Erpi, the latter company stated yesterday. New officers include Charles Olajos, assistant treasurer, and John McGilvray, assistant secretary. Dr. V. C. Arnspiger continues in charge of production and H. C. Grubbs in charge of distribution.

The operations of Erpi Picture Consultants are separate from those of Erpi's commercial non-theatrical activities. The latter are under the direction of Daniel C. Collins, newly elected vice-president of the parent company.

"Horizon" Is Switched

PHILADELPHIA, April 20.—After switching "Lost Horizon" to the Erlanger following a run at the Chestnut St. Opera House at two-a-day, Columbia has picked up its option to continue the picture several more weeks at the Erlanger.

"LOVE" IS GRAND!

UNANIMOUSLY SHOUT NEW YORK CRITICS!

For the chills and fever of melodramatic suspense "LOVE FROM A STRANGER" is a humdinger of a socker . . . Produced with taste as well as a stern eye to excitement . . . In that last terrifying ten minutes the film gets in as much sheer melodrama as any normal person can stand . . . Certainly a tense, exciting, spine-chilling thriller. — EILEEN CREELMAN, N. Y. SUN

Enthusiastically recommended . . . Packed with suspense and excitement . . . Mr. Basil Rathbone functions matchlessly . . . Based on an admirably theatric stageplay, the film provides Rathbone with an excruciatingly effective role, noble Miss Harding with one of the best in her long career . . . Miss Harding never has been more human and sympathetic. — BLAND JOHANESON, N. Y MIRROR

The suspense of the story is so well built up that the patrons of the Rivoli Theatre were sitting on the edges of their seats by the time the picture reached its climax. — KATE CAMERON, N. Y DAILY NEWS

Better in almost every respect than the late Frank Vosper's stage melodrama from which it was adapted . . . Suspense is admirably sustained . . . The finish is novel and breath-taking. — HOWARD BARNES, N Y HERALD TRIBUNE

An unusually effective characterization . . . It wouldn't be fair to disclose the ending which has been contrived with an enormous amount of suspense. — ROSE PELSWICK, N. Y EVENING JOURNAL

"LOVE FROM A STRANGER" has changed from good to better during its translation from stage to screen...Increased terror and suspense...Sufficiently bizarre to provide the horror hounds with red meat..."LOVE FROM A STRANGER" is a handsome hair-raiser, remarkably well directed. — ROBERT GARLAND, N Y AMERICAN

Provides exciting and dramatic moments — moments that will send the chills skyrocketing up and down your spine . . . Your patience will be rewarded by this thriller's climax. — WILLIAM BOEHNEL, N. Y WORLD-TELEGRAM

It is a tense and moving melodrama . . . A chilling film, more resourceful than the play in building up its climax. — FRANK S. NUGENT, N. Y TIMES

Has pace and quality...See "LOVE FROM A STRANGER" before you do something you may regret. — ARCHER WINSTEN, N. Y POST

TRAFALGAR FILMS
present
A MAX SCHACH PRODUCTION

ANN Harding

BASIL RATHBONE

LOVE FROM A STRANGER

From the play by FRANK VOSPER
Based on the story by AGATHA CHRISTIE
with BINNIE HALE
Directed by ROWLAND V. LEE
RELEASED THRU UNITED ARTISTS

20th-Fox Net For Quarter $2,067,598

(*Continued from page 1*)

$13,984,320.87, total gross income being $14,271,046.86. Net operating profit before interest, depreciation and Federal taxes totaled $2,522,953.16.

All directors and officers were reelected. Wilson J. Eadie was named comptroller and assistant treasurer, positions which he has been holding for some time.

Technicolor Profit Up

HOLLYWOOD, April 20.—Earnings of Technicolor, Inc., for the first two months of 1937 were about $120,000 before taxes, or approximately double the same period last year, according to Dr. Herbert T. Kalmus, president. Estimates for the balance of the year indicate that about 60,000,000 feet will be used during the rest of the year, he said.

B & K 1936 Earnings Totalled $1,874,307

Balaban & Katz Corp. in 1936 earned, after all charges, $1,874,307. This was the best showing since 1930. After regular dividends on the preferred stock now outstanding it is equivalent to $6.75 a share on the common stock, approximately ninety-seven per cent of which is owned by Paramount. In 1935 the company earned $638,000.

In his report to the stockholders at the annual meeting today President Barney Balaban stated that $1,530,000 has been paid in dividends and $344,000 transferred to surplus.

Balaban also reported that additional properties were acquired during the past year that added 25,000 to the seating capacity of B. & K. managed houses. Earnings during first quarter of this year are well ahead of a year ago, he said.

Predict $5,800,000 As Para's. '36 Net

The April meeting of the Paramount board, originally scheduled for next Tuesday, has been advanced to Monday. The company's annual report and financial statement for 1936 is expected to be released following the meeting. Earnings for the year are estimated to be about $5,800,000.

Barney Balaban, Paramount president, will sail for Europe on the *Normandie* next Wednesday to look over the company's properties abroad. He will meet John W. Hicks, vice-president in charge of the foreign department in England and is expected back in New York toward the end of May. Stanton Griffis, chairman of the executive committee, who was to have accompanied Balaban, will not be able to make the trip.

To Talk on Television

Dr. V. K. Zworykin, director of the Electronic Research Laboratory of RCA Mfg. Co., will deliver a paper on television at the monthly meeting of the Atlantic Coast Section of the S.M.P.E. this evening at the RCA Photophone New York offices.

"Lest We Forget"

A nostalgic tribute to the memory of Will Rogers was seen this afternoon at M-G-M, the studio which undertook the job of producing "Lest We Forget" on behalf of the Will Rogers Memorial Hospital at the request of Major Leslie E. Thompson and Will Hays. In eight minutes of film and two of music it includes Gary Cooper, Harry Carey and Allan Jones in acting and singing performances and Robert Taylor, who makes direct plea for contributions.

Embraced also are actual dialogue clips from Rogers comedies including "David Harum," "State Fair," "The County Chairman," "Life Begins at 40" and "In Old Kentucky," all held together with an effective musical score under direction of Dave Snell. Frank Whitbeck not only wrote the little story but produced as well under Metro auspices but on behalf of the entire producing industry.

This is a cooperative effort to aid the hospital drive for funds. Goldwyn loaned Cooper, Radio loaned Carey and Paramount Henry Hathaway to direct them. Metro met production costs and loaned its personnel. Jules E. Brulatour furnished gratis the film stock for 5,000 prints which National Screen Service and all national distributors will handle without charge for free showings during the week of April 20.

The wholehearted effort would make it reasonable to expect that exhibitors will join in this industry-wide charity move and, by playing "Lest We Forget" at every show, give the public the opportunity to evidence its cash support.

KANN

RKO Brief Filed on Ohio Playdates Law

CINCINNATI, April 20.—Lester A. Jaffe of Paxton and Seasongood, attorneys for RKO Distributing Corp., has filed briefs in the suit against the State of Ohio to test the validity of the preferred playdate law.

Constitutionality of the law is challenged on the ground that it is discriminatory.

"It attempts to determine how a copyright shall be exercised and constitutes limitations on the copyright grant which is beyond the scope of state legislation. It places unreasonable burdens and restrictions on complainant's business in interstate commerce, attempts to regulate a business not 'affected with a public interest,' and is not a valid exercise of the police power of the state because it bears no real or substantial relation to the public health, safety, morals or general welfare," the brief states.

Defendants have 30 days in which to file additional briefs.

Attorney General John W. Bricker declared the act unconstitutional after it had been passed by the Legislature. Governor Davey refused to sign the bill. It automatically became a law without his signature 90 days from that time.

Seek to Examine Lowe

Jenny Robertson and Hattie Blumenson, sisters of the late Lilyan Tashman, wife of Edmund Lowe, will ask Justice Miller in N. Y. Supreme Court today for permission to examine Lowe before trial in a suit for $121,750 which they have brought against him. They claim that Lowe failed to turn over jewels and furs belonging to Miss Tashman following her death on March 21, 1934, pursuant to an agreement they made with him in connection with the settlement of his wife's estate.

Fox Is Granted An Appeal

ALBANY, April 20.—Fox Film Corp. was granted a new trial today by the Court of Appeals in its action against Springer & Cocalis, Springer, Cocalis Circuit, Inc., and Trio-Consolidated Corp. The lower courts had dismissed the complaint on the ground that the contract required an accounting upon six pictures as one group and that consequently no recovery could be had on action based upon failure to pay on separate pictures.

Postpone Theatre Case

Argument on the action brought by the Lenox Hill Hospital and others to prevent the construction of a film theatre at 1109 Lexington Ave. was adjourned yesterday in N. Y. Supreme Court until tomorrow.

M-G-M Wins Australian Appeal

SYDNEY, *March 25 (By Air Mail Via London)*.—The High Court of Australia, by a vote of three judges to one, has dismissed an appeal by J. C. Williamson, Ltd., from a decision of a Victoria court that the exclusion of film rights from the company's rights to perform the musical play, "Rose Marie," included the talking film rights.

In effect, the decision gives M-G-M the right to distribute in Australia the film "Rose Marie" without infringing the rights of the Williamson company. The original contract that the Williamson company signed for the play in 1924 excluded "moving picture film rights," and the company contended that referred to films as known in 1924 and not talking pictures.

Hagen Producing Again

LONDON, April 12.—Julius Hagen, former managing director of Twickenham Film Prod., is producing for the Gilbert Church distribution organization, Ambassador Film Prod., Ltd. His first film will be "The Angelus," and he will operate from the Twickenham Studios as St. Margaret's Film Studios, Ltd. Practically the entire production unit of the old Twickenham organization is with Hagen.

Shackelford Promoted

KANSAS CITY, April 20.—M. G. Shackelford, office manager and city salesman for Republic-Midwest for over two years, has been named Missouri sales representative of the exchange succeeding Les Durland, who resigned to become sales manager for Monogram Pictures of Kansas City, Inc.

Scale Boosts In 125 Coast Spots Decided

(*Continued from page 1*)

features in about 10 F.W.C. houses, it was decided to return to twin bills, it was stated. The test showed, according to the F.W.C. executive, that "it is quality and quantity the public wants." Bank Night and giveaways have been discarded and will not be reinstated, it was said.

Charles Skouras, operating head of F.W.C., arrived from the coast yesterday with Mike Rosenberg, a partner in a number of houses. They will remain here about three weeks conferring with Spyros Skouras, William T. Powers, Ed Zabel, and other National Theatres executives on film buys and operations.

Negotiations with Warners on a product deal for next season continue. The circuit is anxious to enter into long term deals instead of one-year pacts. Hence, it is possible the Warner deal may be made for two years. No talks have been held with RKO executives.

Charles Skouras will leave next week for Baltimore for a tonsil operation at Johns Hopkins. Spyros Skouras is planning to take a vacation in Greece, leaving here some time in May.

Theatre acquisition is at a standstill as far as F.W.C. is concerned, it was stated.

Ask Rogers Memorial

WASHINGTON, April 20.—Senators Thomas and Lee of Oklahoma have asked Congress for a $500,000 appropriation for construction of a memorial to Will Rogers. Their bill provides for a Will Rogers Commission to be appointed by the President to cooperate with the Oklahoma unit in building a memorial on a site to be donated by Mrs. Rogers.

Wall Street

"U." Leads Board Gains

	High	Low	Close	Net Change
Columbia	34½	34¼	34¼	— ¾
Consolidated	4¼	4¼	4¼	+ ⅛
Consolidated, pfd.	15⅛	15	15	— ¼
Eastman Kodak	159¼	158½	158½	— ½
Gen. T. Equip.	29¼	28¾	28¾	— ¼
Loew's, Inc.	84½	83½	83½	— ⅞
Paramount	26⅜	25⅛	25¼	— ⅞
Paramount 1 pfd.	184	179¾	179¾	—3¾
Paramount 2 pfd.	23⅞	22½	23½	—1⅛
Pathe Film	8⅜	8⅛	8⅛	— ¼
RKO	10	9⅝	9⅝	— ⅜
20th Century-Fox.	40⅛	39¼	39¼	— ¾
20th Century, pfd.	49¾	49½	49½	— ¼
Universal, pfd.	82	82	82	+3
Warner Bros.	15½	15⅛	15⅛	— ⅜

Light Curb Movement

	High	Low	Close	Net Change
Grand National	2⅞	2¾	2¾	.....
Sonotone	1¾	1⅝	1¾	.....
Technicolor	23⅝	23⅛	23⅛	+ ⅛
Trans-Lux	4⅝	4¼	4¼	— ¼

Fractional Bond Changes

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¼	98¼	98¼	+ ¾
Loew's 3½s '46	98¾	98¼	98¾	+ ¼
Paramount Pict. 6s '55	100¼	100¼	100¼	— ¼
RKO 6s '41	123	123	123	—1
Warner Bros. 6s '39 wd	97½	97	97	— ½

(Quotations at close of April 20)

If You Are Not Actually MARRIED to a Double Bill May's a Great Time to Show Your Showmanship in Shorts

with these
Educational
ANNIVERSARY
MONTH
featurettes

JEFFERSON MACHAMER
and his "Gags and Gals" in
"Comic Artist's Home Life"

ACKED WITH FUN, MUSIC
AND DANCING TO MAKE HEY-HEY IN MAY!

NIELA GOODELLE
in
"Melody Girl"

BUSTER WEST and
TOM PATRICOLA
in
"Hi-Ya, Doc?"

HERMAN TIMBERG Jr.
and PAT ROONEY Jr.
in
"Freshies"

TIM and IRENE
in
"His Pest Girl"

TERRY-TOONS
"Bug Carnival"
"School Birds"

Presented by
E. W. HAMMONS

ALONG THE RIALTO with Phil M. Daly

. . . There is one bright note that has been introduced in musicomedies . . . and the short subject field claims the honor . . . in these Machamer Merrymakers the amazing thing is that the artist-author-actor can crowd so much breezy, joyous business into such small footage as a two-reeler . . . in this shorts series is a quality of originality and individuality that sets them apart from anything in motion pictures . . . in the current release, "Comic Artist's Home Life," Jeff is seen at home as a Sultan of Sketch, surrounded by his harem of poster and magazine cover gorgeous girlies . . . merry, clever fun and frolic light as a peacock's feather and just as brilliant and gay and colorful . . . and the surprising thing is that this artist-author never repeats himself . . . every gag is a new one . . permeated with a pungent yet whimsical, delightful wit . . . and those Gals are the Last Word . . . the clever material defies word-picture . . . you have to see it with your own eyes. —*Film Daily*

Story by
Jefferson Machamer

Produced by
Al Christie

Educational Pictures
"THE SPICE OF THE PROGRAM"
Reg. U. S. Pat. Off.

DISTRIBUTED IN U. S. A. BY
20TH CENTURY-FOX FILM CORPORATION

Radio Personals

ABE SCHECHTER, NBC's news and special events chief, shoved off for Louisville yesterday to confab with Brown and Williamson for the coming Kentucky Derby broadcast. . . . Morton Gould, conductor of Mutual's "Music for Today" series, will become associate conductor of the Paul Whiteman orchestra when that unit completes its current Chicago engagement. . . . Robert Taylor's mother will be interviewed on the Vallee show tomorrow night. . . . Pauline Swanson, manager of Bob Taplinger's Hollywood office, arrives here tomorrow for a two-week stay. . . . Clyde Burke has been signed by Martin Spector, to be handled exclusively by him for radio and films. . . .

+

Brave Bob Carter, WMCA announcer, broadcasts tonight from a flying trapeze at the circus here. . . . Margo, WHN vocalist, has formed her own band. . . . Rosa Ponselle and Frank Forest will guest highlight the General Motors program this Sunday. . . . Members of the Peck agency will tender a testimonial dinner to Harry Krawit tonight. . . . Krawit, secretary of the agency, has been associated with it for the past 25 years. . . .

+

Edward R. Morrow, newly appointed CBS European representative, sails for London today. . . .

Ozzie Nelson's band begins its annual round of college dance dates May 4, returning to New York each Sunday for the "Bakers" broadcasts. . . . Frank Parker has purchased a home in Connecticut. . . . Jane Pickens, once a featured member of the cast, returns to the "Saturday Night Party" as a guest April 24. . . . Lawrence Tibbett and Helen Jepson will guest vocalize on the General Motors Concert May 2. The following week's artists on this program will be John Charles Thomas and Kitty Carlisle. . . .

Kate Smith to Keep Same Time with CBS

Ending all speculation as to the time and network for Kate Smith's new program for Calumet and Swandown Baking Powder, Young and Rubicam, agency handling the account, yesterday informed that the series will be heard Thursdays on CBS, from 8 to 9 P. M. This is the same period Miss Smith now occupies on CBS for the A. & P. Tea Co.

The starting date, however, remains indefinite. Miss Smith ends her present series for A. & P. early in July.

Print Court Talks

CBS has included the 40 pro and anti Supreme Court change talks heard on its network during the months of February and March in the latest edition of the network's quarterly magazine, *Talks*. The book, consisting of 200 pages, will be offered to the public at 25 cents per copy, plus postage.

New Shows on the Air

"The Flying Dutchman"

Dedicating the affiliation of the new WLW line, the Crosley station Monday evening presented one of its ace program attractions, "The Flying Dutchman," to WHN and the other stations in on the line. This new regional web consists of stations WLW, WHN, KQV, Pittsburgh; WFIL, Philadelphia, and WAAI, sister station to WLW and located also in Cincinnati.

"The Flying Dutchman" much to our surprise, proved to be a straight musical program and not a serial script, as one might believe on first hearing the title. The title applies to William Stace's orchestra. Heard with the band were the De Vore Sisters, a trio of vocalists; and "The Three Spades," colored scat singers.

The best we can say about the band is that its arrangements were highly unusual. On second thought, we'll say that some of the numbers sounded positively wierd. Perhaps the band derives its unusual name from the quality of its music. However that may be, one may be certain that once heard, "The Flying Dutchman" will not be confused with any other band heard hereabouts.

The DeVore Sisters, who have been heard on the major chains, offer close harmonies in pleasing fashion. The "Spades" provide scat vocals in a manner typical of their race.

William Hedges, Crosley executive, spoke briefly, stating that all programs, particularly radio, is based on experimentation, and enumerated the benefits of this specific experiment to sponsors, listeners and the stations involved.

There can be no questioning Hedge's words. The WLW line will provide a healthy exchange of programs and some day this new hookup may grow to be quite a healthy regional web, affording mutual benefits to the stations, sponsors, and to the listeners.

"Free For All"

Emulating the recent examples set by the publishers of *Esquire, Coronet* and *Liberty* magazines, Charles S. Payson brought his publication *Commentator* to the air Monday evening. It's called "Free For All" and is heard Mondays from 11:05 to 11:15 P. M., E.S.T. on WEAF only.

Heard on the initial show were Payson, Lowell Thomas and John B. Kennedy, and a reader of the pocket size magazine.

"Free For All" managed to become quite involved in the short time aloted to it on the air. All concerned fired comments at each other based on articles appearing in the current issue of the magazine, and in the rapid cross-fire of questions and answers, one lost track of practically everything that was said on the program. Ten minutes, we know, is a short period, and we can understand the sponsor's desire to cram as many subjects as he can into that span, but we advise a more leisurely approach in future broadcasts. As it now stands "Free For All" is exactly what its title states—a scramble. BANNER

Fibber McGee Signed For Paramount Film

Fibber McGee and Molly, network comedians sponsored by the Johnson Floor Wax Co., have been signed by Paramount for a featured role in a forthcoming picture, "This Way Please." NBC Artists' Service and John Jay Louis of Needham, Louis and Brorby, agency handling the comedians' program, negotiated the contract.

The comedians leave for Hollywood shortly, and beginning May 3 their program will originate there for approximately six weeks. Due to previous commitments, Ted Weems' orchestra will be unable to travel to the coast, and will be replaced by Jimmy Grier's orchestra.

Brown to Air Games

CHICAGO, April 20.—Joe E. Brown will arrive here Tuesday by plane for an appearance over WJJD as play-by-play announcer of the baseball broadcasts from that station for one week.

The Kellogg Co. of Battle Creek, Mich., is spending $130,000 this season for baseball broadcasts over WJJD. The Joe E. Brown engagement is the first of a series which will have celebrities in the announcer roles. Both Cubs and White Sox games will be broadcast this summer.

Dorothy Haas to F. & M.

Dorothy Haas of Mutual's publicity division has resigned to assume charge of publicity and promotion in the New York office of Fanchon and Marco.

Photoplay Award to Be Aired by Mutual

Photoplay's annual award of a medal of honor for the best film of the year will be presented on Mutual, April 25, from 11:30 P. M. to 12 midnight, E.D.S.T., from Los Angeles. The award picture is "San Francisco."

Bernarr MacFadden, publisher of the magazine, will fly to the coast this week to present the medal to Jeanette MacDonald who will accept in behalf of her fellow players.

Jessica Dragonette May Go West

While confirmation is lacking from the agency, it is believed that the Colgate-Palmolive-Peet program starring Jessica Dragonette will shift to Hollywood before the summer sets in. Benton and Bowles is the agency. Maxwell House "Showboat," another program handled by this agency, hies coastward in July, and the Dragonette series will follow shortly thereafter, according to report.

Josephine Currier Leaves KYW

PHILADELPHIA, April 20.—Josephine Currier, secretary to E. H. Gager, plant manager at KYW, left today to prepare for her marriage May 6 to Russel Walker, sports writer for the New York *World-Telegram*.

Shift "High School Reporter"

WMCA's "High School Reporter" will be heard at a new hour, effective today. The new time is 5:30 P. M., Mondays through Saturday. Hal Janis, assistant director of special events for Inter-City, produces the program.

World-Telegram and Station WHN to Part

The year-old affiliation between the New York *World-Telegram* and WHN is expected to come to an end this week, due to WHN's inability to furnish satisfactory time for the newspaper's news and stock market broadcasts. The *World-Telegram's* board of directors at a meeting tomorrow is expected to decide in favor of the termination of relations between the station and the newspaper.

WHN has been the "voice" of the *World-Telegram* for the past year. The newspaper is on the air twice daily, from 12:45 to 1:15 P. M., with a straight news broadcast, and stock market reports from 3:30 to 4 P. M. Recently WHN sold its daily 2:30 to 5:30 P. M. time to General Mills Corp. and Mobile Gas, joint sponsors of the baseball games involving the Jersey City Giants, thus cancelling out the *World-Telegram's* daily stock market reports.

WHN has offered a new time to the newspaper for these reports, but it is understood the paper will refuse the offer.

Clemens Pair Gets CBS Split Network

Jack and Loretta Clemens, heard locally over WABC for Kirkman's Soap Co., have been granted the CBS split network, as indicated in MOTION PICTURE DAILY several days ago. Effective May 3, they will be heard on CBS stations WOKO, Albany; WIBX, Utica; WFBL, Syracuse; WHEC, Rochester; WHK, Cleveland; WEEI, Boston, and a Buffalo station as yet unnamed.

Their new time period will be Monday through Friday from 2:15 to 2:30 P. M., E.S.T.

Century Action Dismissed

The $22,250 suit brought by the Century Indemnity Co. against the Standard Cahill Co. was dismissed yesterday by Federal Judge John W. Clancy. Federal Broadcasting Co., Metropolitan Broadcasting Co., George A. Coats and Paul M. Kuder, also named as defendants, failed to answer the complaint.

The suit arose out of a contract made in September, 1931, between the Federal Broadcasting Co. and the Waltham Watch Co. in which Federal was to consolidate Stations WBNX, WMSG and WCDA and broadcast half-hour time signals over the consolidated stations. When Federal failed to fulfill its contract, Century Indemnity was compelled to pay Waltham $18,750 plus $3,500 for attorney fees. Century contended that Standard Cahill became liable for the debt since Standard obtained permission from the F.C.C. to consolidate the stations in August, 1933.

No Secret

It's no longer a secret. It was officially confirmed yesterday that Jerry Cooper has been signed to succeed Fred MacMurray on the "Hollywood Hotel" program. Cooper will take his place as em cee on the series starting May 7.

The CBS artists' bureau negotiated the deal.

FCC Approves Transfer for Coast Station

By CLARENCE LINZ

Washington, April 20.—The F.C.C. today approved the assignment of the license of KEHE, Los Angeles, from the Evening Herald Publishing Co. to Hearst Radio. The commission also granted the following licenses:

KGER, Long Beach, Cal., 1,360 kilocycles, 1,000 watts; KRMD, Shreveport, La., 1,310 kilocycles, 100 watts day; WEBR, Buffalo, 1,310 kilocycles, 100 watts night, 250 watts day; WLAP, Lexington Ky., 1,420 kilocycles, 100 watts night, 250 watts day.

At its weekly meeting today, the broadcast division ordered hearings held on the applications of Zenith Radio Corp., Chicago, for a television station of 1,000 watts power; State Broadcasting Corp., New Orleans, for new 1,370-kilocycle, 100-watt station, and Ann Arbor Broadcasting Co., Ann Arbor, Mich., for new 1,550-kilocycle, 1,000-watt station, and WRVA, Richmond, for increase of power from 5,000 to 50,000 watts; KGB, San Diego, increase of power from 1,000 to 5,000 watts, and KJBS, San Francisco, for change of frequency from 1,070 to 1,080 kilocycles.

Florida Pleas Granted

Construction permit was granted A. Frank Katzentine, Miami Beach, for a new 1,500-kilocycle, 100-watt station, and to WCOA, Pensacola, Fla., to increase power from 500 to 1,000 watts.

The commission announced that examiners' reports had been received recommending the granting of applications of the Cumberland Broadcasting Co., Portland, Me., for a new 1,210-kilocycle, 100-watt station, and the Cape Cod Broadcasting Co., Barnstable, Mass., for a new 1,210-kilocycle station, 100 watts night, 250 watts day, and denial of applications for new stations at Lewiston, Me.; Hyannis, Mass, and Dallas.

Bible Story Series Will Start April 25

An elaborate new series of sustaining programs, based on Bible stories, will begin on CBS April 25, from 2:30 to 3 P. M., E.D.S.T. Max Wyle, CBS director of scripts and continuity, will produce the series.

The scripts will be prepared by a staff of well known authors, including Margaret Sangster, Louis Beach, Ernest Howard Culbertson and Thyra Sampter Winslow. Because the stories are to be non-sectarian, three clergymen have been appointed to pass on the scripts. They are, Rabbi Jonah B. Wise, Dr. Joseph A. Daly and Rev. Charles E. Burton.

"NBC Minstrels" on Tonight

The "NBC Minstrels," a new series, will make its bow over the Blue network tonight at 10:30 P. M., E.S.T., in the first of a series. Headed by Gene Arnold, the cast will include Harold Peary, Bill Thompson, Vance McCune, Shorty Carson, Edward Davies and Clark Dennis.

Out Hollywood Way

Hollywood, April 20. — Rod LaRoque signed for four pictures to be produced by Max Alexander for Grand National, the first to be "The Shadow" starting April 22. . . . Eugene Frenke moves to Grand National lot to produce the first Anna Sten feature, "Gorgeous."

Roger Imhof signed by B. F. Zeidman for "Sweetheart of the Navy," Grand National. . . . Universal talent school to appear in stage play, "Once in a Lifetime.". . . Boris Karloff, Murray Kinnell, Henry Stephenson, Nigel Bruce and Claude King named by C. Aubrey Smith as reception committee of Hollywood Cricket Club to welcome England's cricket team. . . . Harriet Hilliard signed to term contract by RKO conditional upon her husband, Ozzie Nelson, remaining in Hollywood.

Hedda Hopper and Ted Peckham entertain at Bel Air Country Club with bicycle treasure hunt. . . . Franz Waxman who did musical score for "Captains Courageous" assigned to same job on "The Emperor's Candlesticks," M-G-M. . . . Carl Berger and two assistants leave April 26 for Malay wilds to shoot jungle film with all-native cast with exception of Colin Tapley, Paramount. . . .Harlan Thompson New York bound on *Santa Paula* with Russell Crouse and Howard Lindsay, writers on Thompson's next, "The Big Broadcast of 1938," specialties for which will be filmed at the Astoria Studio for Paramount. . . .

✚

Casting—Hobart Cavanaugh, Robert Murphy, Florence Dudley and Harlan Briggs in "Easy Living," Paramount. . . . Larry Crabbe, June Martel, John Patterson and Lucien Littlefield in "Forlorn River," also Paramount. . . .
Alexander D'Arcy in "The Prisoner of "Zenda," Selznick International. . . . Dick Foran and Jane Wyman leads in "Radio Jamboree," Warners.

✚

Writers—Charles Bennett loaned to Samuel Goldwyn by Universal to do screenplay of "Marco Polo.". . . Martin Mooney assigned to screenplay of "Beyond the Law," RKO.
Alan Scott to do script of his original, "The Happy Fellow," RKO. . . . Mortimer Offner on story based on lives of Vernon and Irene Castle, RKO. . . . Boyce De Gaw, Isabel Dawn, Harry Conn and Joseph Fields signed by M-G-M.

✚

Directors—Alan Dwan to direct "Haidi," Shirley Temple's next for 20th Century-Fox.

✚

Story Buys—Rosalind Shaffer's "The Life of Jesse James" acquired by 20th Century-Fox.

Two Block Giveaway Elimination in K. C.

Kansas City, April 20.—Although the majority of independent exhibitors here want to eliminate money and merchandise giveaways, refusal by two theatre operators to go along with the others has blocked the movement.

Two committees, composed of E. E. Webber, C. H. Potter, Robert Rhoades and E. S. Young, named by the I.T.O. to determine the sentiment of independents toward elimination have reported that with the exception of Rube Finkelstein of the Belmont and Jay Means of the Oak Park and Bagdad all exhibitors want giveaways eliminated. Reed Porter of the St. John has been ill and was not contacted.

Exhibitors favoring the move even went so far as to agree to give Finkelstein the 20 weeks he said he wanted for running off his existing contracts, but the Belmont operator refused flatly.

I.T.O. members had hoped to make giveaway elimination the first step in a cleanup of a bad local situation. The I.T.O. had planned to go ahead, after doing away with premiums, and work toward elimination of double features, at least to some extent, and then to try a general increase in admission prices.

B. & K. to Appeal B. N. Verdict

Chicago, April 20.—Attorneys for B. & K. intend to file an appeal next week, it was reported today, from the State Supreme Court decision ruling Bank Night a lottery.

G. N. to Make 8 in May

Hollywood, April 20.—Edward L. Alperson today stated that Grand National has eight films scheduled for production in May.

Norris Is Monogram Head in Kansas City

Monogram Pictures Corp. of Kansas City has been formed by W. L. Norris, president of Consolidated Film Distributors, to handle Monogram product in that city, W. Ray Johnston stated yesterday. W. P. Humston is secretary of the Kansas City company and Lester Durland, formerly with Republic, will start as sales manager on Monday.

Space has been taken on the seventh floor of the Film Center for one of the three exchanges Monogram will operate out of the home office. The local branch will be opened May 1.

Eckhardt Head of Chicago Film Board

Chicago, April 20.—Clyde W. Eckhardt, 20th Century-Fox branch manager, was elected president of the Film Board of Trade today. He succeeds Allan Usher, who resigned when he was made district manager for Paramount.

Eckhardt held the presidency some years ago.

Flash Previews

Dance, Charlie, Dance—This adaptation of George S. Kaufman's "Butter and Egg Man" contains many a chuckle.

"Bar Z Bad Men"—A tale of cattle rustling. Plenty of action and excitement.

"The Late Mathias Pascal"—Interesting drama—the French version of Luigi Pirandello's novel.

These films will be reviewed in full in a coming issue of Motion Picture Daily.

Casey Negotiating New Producer Pact

Hollywood, April 20.—Negotiations for a separate agreement with producers were opened here today following receipt by Pat Casey of a petition from the Actors' Guild. The producers' decision to confer came as a result of lengthy meetings attended by Edward J. Mannix, Darryl F. Zanuck, William Goetz, Charles R. Rogers, James Normanly, Harry Cohn, Henry Herzbrun, Ben Kahane, Hal Roach and Samuel Briskin. Louis B. Mayer presided. Casey will handle the negotiations on behalf of the producers.

Meanwhile Charles Lessing has arrived from New York to organize a new union federation consisting of scenic artists, carpenters, actors and others.

CIO and I.A. Begin Rival Drive in K. C.

Kansas City, April 20.—Unionization of film exchange workers is proceeding on two fronts. Organizers for the C. I. O. met with exchange employes Sunday in a preliminary meeting to be followed by another April 24.

Following an executive board meeting of the I. A. T. S. E. in Chicago Saturday, Harland Holmden, vice-president, authorized Felix Snow, representative for this district, to proceed immediately with unionization of Kansas City exchange workers and "front-of-the-theatre" employes in the theatres.

Denver Union Files Demands

Denver, April 19.—The local Film Exchange union is asking for a new scale of wages. Included is a demand for $35 for shippers and heads of ad sales, with $25 for assistants; $22 for head inspectors and $20 for other inspectors. No change is asked in hours and other conditions.

The union has elected Bud Austin, Warners, president; Lee Cronk, Paramount, vice-president; Sue Rhodes, Paramount, recording secretary, and Max Gilbert, secretary-treasurer.

The union has filed notice of its demands with the State Industrial Commission, a move necessary if they wish to strike. A 30-day period must elapse between notice and a strike, according to law. The commission can hold hearings and attempt to settle, but has no power to enforce any findings.

According to organizers, all but one man in nine exchanges has joined the union, with 20th Century-Fox and M-G-M employes remaining out.

Fleischer, Union Argue

Unable to reach an agreement on salary increases after a meeting with Max Fleischer, producer of cartoon subjects, James Hully, president of Commercial Artists' and Designers' Union, stated yesterday he would file a complaint with the local office of the National Labor Board.

Fleischer denies any labor trouble and says he is complying with the Wagner law in meeting with the union.

Fredric Hope Dead

Hollywood, April 20.—Fredric Hope, associate art director at M-G-M, died today at St. Vincent's Hospital. He is survived by a widow and three children. Funeral arrangements have not been completed.

Immediate Tax Study Sought By President

(*Continued from page* 1)

hoped for the current year will be $2,557,000,000, or $309,000,000 over the January estimate, while for the fiscal year 1938 a net deficit of $418,000,000 is now figured.

"I propose to use every means at my command to eliminate this deficit during the coming fiscal year," Roosevelt told Congress.

Seek Mass. Tax Delay

Boston, April 20.—The special commission appointed to examine Massachusetts taxation has asked the Legislature to defer action for another year on the proposal to limit real estate taxes to $25 per $1,000 of valuation. The proposal for a change in the state constitution was given sufficient support when circulated as a petition. It is now mandatory for the House and Senate to meet in joint session and vote on the proposal. The Legislature can, however, vote to postpone the action until the next session for further study of the matter. Adoption would mean marked decreases in theatre real estate taxes.

Kill Ohio Footage Tax

Columbus, April 20.—A bill calling for the imposition of a footage tax on film distributed in Ohio has been killed in committee, it was learned here today.

G.B. May Have 18 Here Next Season

(*Continued from page* 1)

be made by G. B. in association with General Film Distributors.

George Weeks, general sales manager whose contract expires on May 1, will stay on until Lee returns with definite details on the company's program next season.

A number of the branch heads will meet in about two weeks, probably in Chicago, for a general checkup on this season's sales. Later, it is expected that two regionals will be held, one in New York and the other on the coast.

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Purely Personal

Neil F. Agnew, who left for the coast Monday by train, will take the *China Clipper* on April 26 for a vacation at Honolulu. Charles Reagan, western division sales head for Paramount, has returned from a Honolulu vacation.

●

Harry Kalmine, Warner theatre zone manager, arrived yesterday from Pittsburgh to book talent for the Stanley. He says Ted Lewis and his band did a swell business last week and Guy Lombardo is now perking up the gross.

●

Edgar B. Moss, 20th Century-Fox district manager, was given a Cadillac as a gift Monday night at the testimonial dinner for him at the Warwick, Phliadelphia.

●

Sam Flax and Herman Rifkin, Republic franchise holders in Washington and Boston, respectively, are in town for a few days for conferences with Edward Schnitzer.

●

H. A. Ross, president, presided at the dinner held by 15 Ross Federal Service executives at the Hotel Algonquin celebrating the company's seventh anniversary.

●

Huntz Hall, recently signed by Samuel Goldwyn for "Dead End," will be tendered a party this afternoon by the Madison Square Boys' Club. He will leave soon for the coast.

●

Maurice Silverstone, managing director for U. A. in England, will arrive in June for his annual trip and attend the company's regional conventions.

●

Abe Montague, general sales head for Columbia, is back from a three-week fishing-swimming-golfing vacation at Havana and Bermuda.

●

Sam Levene and Teddy Hart returned from the coast yesterday. They have no future picture plans, they said.

●

Collette Lyons, who has just finished work in "Dance, Charlie, Dance" for Warners, will arrive tomorrow for a three-week vacation.

●

Paul Lazarus, Sr., has his right arm working again after having it in a sling for a few days.

●

Charles Stern, U. A. district manager, is back from a two-week trip to Washington.

●

Roy H. Haines returned yesterday from Toronto.

●

Gloria Swanson sails today on the *Queen Mary.*

●

Charles Sonin of Loew's will celebrate his birthday May 18.

●

D. A. Doran is due from the coast next week.

Columbia Extends Lease

Columbia has extended its lease on the Globe where "Lost Horizon" is on a two-a-day policy.

"U" Picks May 17 For Meet on Coast

(*Continued from page* 1)

to the entire sales force which will attend the meeting. Final plans for the 1937-'38 schedule are now being made at the studio with J. Cheever Cowdin, chairman; James R. Grainger, general sales manager, and Charles R. Rogers, production head, participating. Grainger yesterday sent wires to district managers, exchange managers and the company's entire sales force, inviting them to attend the sessions. Home office executives will also attend.

Scheduling of the meeting for Los Angeles will give the Universal sales force its first opportunity of visiting the studio since the reorganization of a year ago. In the interim, studio personnel has been revamped under Rogers' direction and Universal City has undergone virtual reconstruction.

Columbia Convention Details Ready Soon

Details in connection with Columbia's annual sales convention will be set in two weeks, Abe Montague, general sales manager, stated yesterday. Home office sales executives have completed a series of regional meetings on the current season's product.

Singles Go Back in Westchester Houses

(*Continued from page* 1)

requested Skouras to return to one feature programs and have refused to lend their support unless the policy is reinstated.

When Skouras took the houses from Jack Rosenthal and Nick Paley several months ago, single features, which had been the policy for years, were dropped in favor of duals. However, the Women's clubs complained they did not want to sit through two "B" films, but wanted only one picture and a good one.

Skouras has been experimenting with singles at the Manhasset, Manhasset, L. I., a new theatre, and it has been decided to continue the plan indefinitely.

To Try Single Bills

Kansas City, April 20.—The first effort by a suburban theatre to bring back single bills as regular exhibition policy is being made by the Brookside, new southside unit of W. D. Fulton's Mutual Theatres. The house has instituted a policy of single bills every other change. Patrons frequently have protested doubles to the management of the theatre, said Joe Green, general manager of Mutual Theatres.

Italy-Reich Deal to Avoid Attack on U. S.

(*Continued from page* 1)

only as a means of developing German production in this country and the exportation of Italian product to Germany. The dubbing tax here will be increased to 50,000 lire ($2,500), but conditions otherwise will remain unchanged, it was said.

Premier Mussolini will attend the opening of Italy's new Cinema City near here on April 28.

Jersey Allied Leader Denies Backing Bill

(*Continued from page* 1)

measures instigated by others without knowledge or authority; which deviate in language so as to raise new legal questions which the general counsel and the committee's legal experts have not had full opportunity to study.

"Moreover," Samuelson said, "the decision to initiate the bill in a particular territory involves consideration of many factors including timeliness."

Assemblyman Edison Hedges of Atlantic County told Motion Picture Daily last week that he proposed the bill after a number of exhibitors whom he would not identify complained to him about Warners' activities. He said he was not familiar with the bill and believed it was patterned after the one introduced and passed in North Dakota.

Allied of New Jersey and Warners have been working together harmoniously for some time and from authoritative sources it was learned that there is no intention on part of the exhibitor unit to introduce a theatre divorcement bill at this time.

Introduction of the Hedges bill came as a surprise to both Allied leaders and Warner theatre executives. Samuelson's statement is understood to make it clear that Allied of New Jersey is not seeking to disrupt its relationship with Warners.

Won't Consider Divorce Bill

St. Paul, April 20.—With the legislature scheduled to adjourn tomorrow it is considered extremely unlikely that the theatre divorcement bill will be considered.

Landon Hits Action Of Censor in Kansas

Topeka, Kan., April 20.—Alfred M. Landon today called upon Gov. Walter Huxman of Kansas, his successor, to "correct the foolish act of the Kansas censor board," and restore the speech of Senator Burton K. Wheeler to the current issue of "March of Time," in which Wheeler voices opposition to the President's Supreme Court revision plan.

Emerging from political retirement to denounce the action of the board, headed by Mae Clausen, Landon declared, "We must not sleep while a Government board takes away the very foundations of our freedom." The action of the board has caused a political furor in Kansas. The former governor expressed himself as shocked by "the reactionary position of this board, two of whose members I appointed."

The censor board will hold a hearing on Friday to consider protests against its action. The hearing was arranged by Rev. L. M. Birkhead, chairman of the Kansas City branch, American Civil Liberties Union.

Protest "Spain" Showing

Los Angeles, April 20.—The Knights of Columbus, the Elks and American Legion have joined forces to combat the showing of "Spain in Flames" and other films regarded as objectionable.

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VOL. 41. NO. 94 NEW YORK, THURSDAY, APRIL 22, 1937 TEN CENTS

U.A. Decides Not to Appeal On Sales Tax

City Auditing Books to Decide Amount Due

A definite decision not to appeal from the Court of Appeals ruling that film rentals within the city are subject to the two per cent municipal sales tax has been reached by United Artists, it has been learned.

The local United Artists exchange was the defendant in the test case recently decided by the state's highest court with a unanimous decision in the city's favor. Whether or not a rehearing would be sought or efforts made to have the case reviewed by the Supreme Court has been the subject of considerable discussion during the past several weeks by attorneys for the distribution companies.

Auditors for the city comptroller's office have been examining the books of the local exchanges in order to fix assessments for the more than two years during which the sales tax has been in effect. The work is expected to be completed in about 10 days and is expected to show that about $1,350,000 is owed the city. More than half of this has been collected during the past year from theatres by distributors and held in escrow.

With the tax being passed on to theatres, companies with theatre affiliates in the city have been reluctant to abandon the legal contest without further appeal.

ITOA Picks Brandt For the Fifth Time

Harry Brandt, head of the Brandt circuit, yesterday was nominated as president of the I.T.O.A. for the fifth consecutive term at a meeting at the Astor. Bernard Barr, first vice-president; George Rudnick, second vice-president; Leon Rosenblatt, treasurer, and Maurice Brown, secretary, were also renominated.

Four changes in the board of directors were recommended. John Manheimer last night sent a letter to Governor Lehman on behalf of the

(Continued on page 7)

"Horizon" Will Get 4 More Weeks Here

"Lost Horizon" garnered $12,000 in its seventh week at two-a-day at the Globe. The picture will be held for an additional four weeks, an extension of the lease having been taken by Columbia for the extra time.

German Deals Are Menace to U.S. Product

Called Means to Recoup Weak Export Trade

The series of reciprocal agreements on film trade recently negotiated and planned by the Nazi Government in Germany are seen in major distribution circles here as designed specifically to undermine the dominant position enjoyed by American product abroad and to recoup the serious losses incurred by Germany's film exports within the last two years.

The latest of the arrangements, that for cooperative film activity between Germany and Italy, although declared in Rome not to be aimed at American pictures has a coincidental element in the increase of the dubbing tax on imported product.

The increase, which is understood to have been made effective yesterday, is not, as was first supposed, merely a straight increase from the previous 30,000 lire per film to 50,000 lire ($2,500). Actually the dubbing tax is a graduated levy and is based on the gross receipts in Italy of each picture. The minimum tax is 50,000 lire and applies to films which

(Continued on page 7)

Report Coast Dates Fixed for RKO Meet

Los Angeles, April 21.—RKO is understood to have set its convention here at the Ambassador for three days starting June 16. Details in connection with the sales meetings are being completed in New York.

ANTI-TRUST SUIT WAVE IS FORECAST

Producer Opposition to Conciliation Boards Blamed by MPTOA

A wave of anti-trust suits and attempts to obtain state and Federal regulatory legislation is foreseen by the M. P. T. O. A. as a result of "the delay and /or collapse" of the projected establishment of local conciliation boards, the responsibility for which, the exhibitor organization asserts, rests with distributors.

The organization's bulletin, distributed to members yesterday, poses the question: "Do distributors prefer to fight out the question of regulation of trade practices in court and invite Federal and state regulation by statue and commissions?

"If that is true," the bulletin observes, "their present policy should get the desired results.

"We seem to be on the verge of a lot of spectacular anti-trust suits, and exasperated and disgruntled exhibitors, with nowhere within the industry to get their grievances and complaints heard and adjusted, are bound to turn to their legislatures and Congress for relief. It may not be very smart, but it is inevitable, and the exhibitor can hardly be blamed under the circumstances."

The bulletin, conceding that six of the 10 proposals comprising M. P. T. O. A.'s trade practice program are dependent upon the establishment of the boards, asserts that the failure of distributors to take the initiative in setting them up is their "definite, direct responsibility."

Reviewing the concessions granted by distributors under the trade program, the bulletin sets forth that seven

(Continued on page 17)

NBC to Build New Plants in Six Key Spots

NBC will expand and improve six of its plants in key cities of the Red and Blue networks. The project includes immediate construction of new studios at Philadelphia and Schenectady, the completion of a building already under construction in Washington, and the subsequent provision of new facilities at Hollywood, San Francisco and Cleveland.

Additional developments in radio on pages 16 and 17

Discussing the construction program, President Lohr stated the increase in NBC business plus radio's rapid development made such expansion immediately necessary as provision for the new demands.

Changes and new developments in the six cities will be made with a view to placing all NBC broadcasting plants on the same technical basis as the Radio City and Chicago studios. The plans provide space for future development of television activities.

Ground will be broken at Philadelphia within a week for the construction of a six-story building at

(Continued on page 17)

Kansas Censors Reverse Stand And Admit Wheeler's Remarks

Topeka, April 21.—The Kansas censor board, after provoking a political furor by banning the remarks of U. S. Senator Burton K. Wheeler opposing the President's Supreme Court plan, in the latest issue of "March of Time," today capitulated to public sentiment, reversed itself and ordered restoration of the Wheeler remarks in the reel.

The attack which followed action of the censor board, of which Mae Clausen is chairman, was led by no less a Kansas personage than former Gov. Alfred M. Landon, erstwhile presidential candidate and former governor of the state. After sidestepping responsibility for the censor action, which was unanimous with the board's three members, Governor Huxman of Kansas yesterday declared he would ask the board to reconsider its action. Today Miss Clausen revealed the board's reversal, closing an incident in the activity of censoring bodies which was echoed in the press of the country.

Utility Workers, I. A. In Jurisdiction Row

Hollywood, April 21.—A split in labor union ranks occurred here today with a dispute between Studio Utility Employes, Local 724, and I.A.T.S.E. on the subject of jurisdictional rights. The union local charged I.A.T.S.E. with an attempt to influence local

(Continued on page 14)

G. R. Canty May Get "U" Continental Post

George R. Canty, formerly American Trade Commissioner on Films throughout Continental Europe, may become general manager on the Continent for Universal. It is reported

(Continued on page 14)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 22, 1937 No. 94

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Waxman Heading East

HOLLYWOOD, April 21.—A. P. Waxman, who is handling national publicity for the Will Rogers Memorial Hospital drive beginning April 30, leaves for New York today following two weeks here conferring with studio officials on plans for the drive. During his stay, M-G-M produced the special short which theatres of the nation will be furnished without charge and asked to run during the week of the drive to stimulate the public on behalf of the movement.

Neil F. Agnew to Coast

HOLLYWOOD, April 21.—Neil F. Agnew, Paramount vice-president in charge of sales, arrives here from New York April 22.

Jack Warner on Way Here

HOLLYWOOD, April 21.—Jack L. Warner will leave Sunday for New York via the Canal.

Cocalis Adds 2 Houses

Sam D. Cocalis has added two new units to his circuit. Both are in Keansburg, N. J. One is the new 1,200-seat house nearing completion. He will probably call it the Alexander. The other theatre is the Casino, seating 600.

Insiders' Outlook

By RED KANN

Hollywood, April 21.

FILMS predicated on the Hollywood scene are not new. The story of fantastic success and crushing heartbreak which are part of the fabric of the community is a recurring theme, but probably it has never been more effectively told than in the instance of "A Star Is Born," despite an excessive and anticlimactic 110 minutes.

This is Selznick International's third for United Artists and is earmarked with all of the essentials of a sock money picture in big theatre situations and small. Its melodramatic texture is fabricated along accepted and decidedly routine lines. In brief, it is the story of a small-town girl who rises to the dizziest pinnacle as the colony's outstanding actor whom she marries slides into oblivion and into suicide when he understands he is threatening her career.

A success story and a Cinderella tale purely and simply, it is the sort of vehicle about motion pictures about which a motion picture could be and has been made. The vital elements in the plot construction fit easily and conveniently into grooves well prepared for them. "A Star Is Born" is therefore hokum on a lavish scale, but the sort of hokum the public might be expected to subscribe for to the tune of high and mighty grosses.

While the original yarn by William Wellman and Robert Carsons is anything but original, the treatment by Dorothy Parker, Alan Campbell and Carsons in many respects is. There are frequent moments of refreshing comedy emphasized by the definitely commercial direction of Wellman and the major performances by Miss Gaynor and March. Miss Gaynor, this time in Technicolor, takes on an added physical loveliness denied her in black and white photography. Her performance, too, has a maturity not apparent in most of her earlier efforts which leads to the impressions her role here is easily one of the best of her career, and perhaps the best. In a part where some hamming might be condoned March foregoes any slavishness to his trade in favor of a workmanlike and thoroughly praiseworthy job.

This attraction has about it an inside peek into the intricacies, the pitfalls and foibles of the advantage of the worldwide interest in the production colony through an adroit and showmanship grafting of studio background onto the development of the drama. The combination may prove to be unbeatable.

Richey to Decide on Quitting in 2 Weeks

DETROIT, April 21.—H. M. Richey will make no definite decision for at least two weeks on leaving his post as general manager of Allied of Michigan to accept "an attractive offer" which he has received, he said today.

Fred Delodder, president of the Allied unit, has appointed a committee consisting of Sam Brown, George Wilber, G. A. Cross and himself to confer with Richey next week with a view to inducing him to continue in the post which he has occupied for the past 17 years. Richey declined to disclose the offer which he says he is seriously considering.

Pearl Signed by Conn

HOLLYWOOD, April 21.—Richard J. Pearl has been signed as general manager of the Maurice Conn studio. The studios will shortly undergo extensive alterations. Conn is due from the east shortly. Cantabria Films, a Spanish company, has leased space on the lot and will begin production May 1 on "El Camino de Hollywood."

Colbert and Boyer Set

HOLLYWOOD, April 21.—Claudette Colbert and Charles Boyer will play the leads in "Tovarich" for Warners.

Grace Moore A Colonel

NASHVILLE, April 21.—Grace Moore has been given a commission as a colonel on Governor Browning's staff.

Peskay, Finney Due On the Coast Today

HOLLYWOOD, April 21.—Edward Peskay, general sales manager, and Edward Finney, publicity head and producer of the Tex Ritter westerns for Grand National, will arrive here tomorrow from the east.

Peskay and Finney will go into conference with Edward L. Alperson immediately upon their arrival on plans for the annual sales convention which is slated to get under way at the Ambassador, Los Angeles, May 16, and continue to May 19.

Peskay plans to announce several promotions in the sales staff as a result of a billing drive which will come to an end May 15.

Report New Fabian Deal

Reports were current yesterday Simon Fabian was negotiating for the New Amsterdam on W. 42nd St. Fabian could not be reached at his office. He is in Albany and scheduled to return tomorrow.

A few weeks ago, Fabian told MOTION PICTURE DAILY he was not interested in acquiring additional theatres at this time.

Sheldon Quits Selznick

HOLLYWOOD, April 21.—E. Lloyd Sheldon has resigned as associate producer at Selznick International. His withdrawal from the studio is the result of an agreement with David O. Selznick.

Eight Firms Allow Review of Pictures

Eight distributors have expressed willingness to permit Associated Film Audiences, new organization, to review films in advance of release in order to designate them in line with its policy of discouraging "militaristic," "anti-labor," "Fascist" and similar themes, according to *Motion Picture Herald.*

The companies willing to cooperate are: Amkino, G. B., Grand National, M-G-M, RKO, 20th Century-Fox and Universal. Two companies, Paramount and United Artists, declared themselves undecided, and Columbia and Warners stated they probably would refuse permission, the *Herald* says. Charges of Communistic leanings are beginning to be heard with reference to Associated Film Audiences, which is headed by Edward Kern, chairman of the executive committee.

It was indicated that Universal, also promising reviewing privileges, may decide to revoke the authorization, suggesting its films be seen in theatres.

Delaware Film Bills Die

DOVER, Del., April 21.—Two of the three film bills introduced in the present session of the legislature here failed to be enacted as the General Assembly adjourned *sine die* today after being in session since yesterday morning.

Bills which failed to be enacted were those legalizing Sunday exhibition after 2:00 P. M. and a measure prohibiting exhibition on the second story of any building where admission is charged. The Sunday bill died in committee.

The only film bill which became law was the measure exempting from taxation for 15 years any film producing companies established in Delaware after July 1.

Bill Gives Negro Rights

COLUMBUS, April 21.—The Ohio House, by a vote of 108 to 2, has passed a bill amending the General Code which would grant Negroes equal civil rights in all public places and conveyances.

Sisto to Attend Meet

J. A. Sisto, underwriter for the company's stock subscription, and Sol A. Rosenblatt, attorney and director, will attend Monogram's sales convention at the Drake, Chicago, May 7-8. More than 100 franchise holders and salesmen will be on hand in addition to Scott R. Dunlap, vice-president in charge of production.

Monogram Plans Exchange

Monogram has completed negotiations for an exchange in Philadelphia. The company will occupy a building in Vine St.

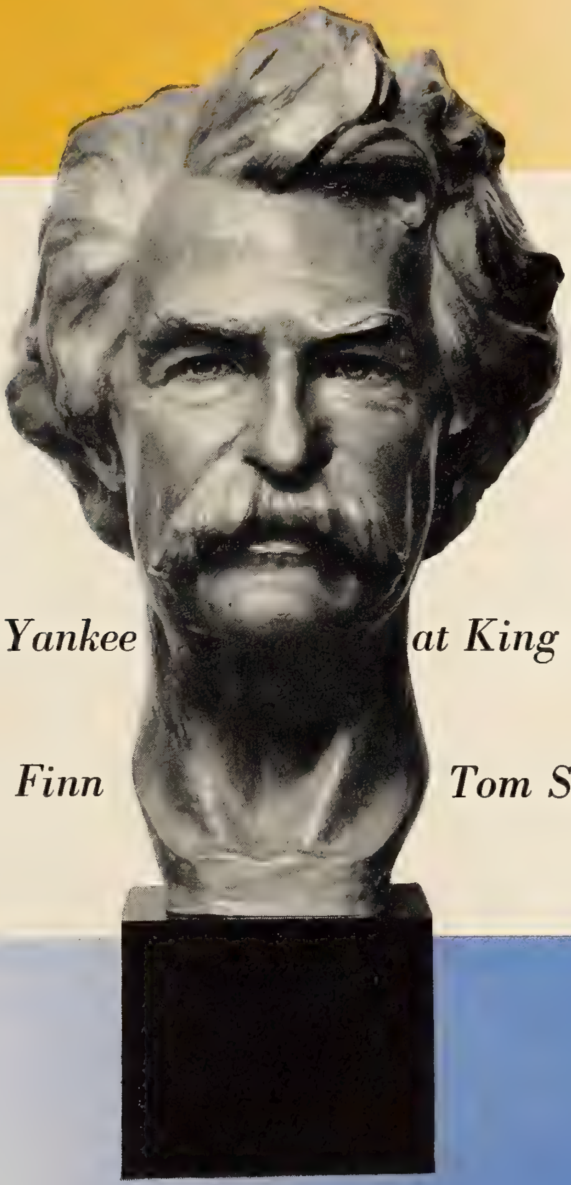
Charles Weiner has been appointed manager of the company's office in Minneapolis.

"U" in Australia Deal

MELBOURNE, March 15. (*By Air Mail Via London*)—Universal here has closed a deal with General Theatres Corp. under which the company's complete service will go into the circuit's houses in Sydney, Melbourne, Brisbane, Adelaide, Hobart and Launceston (Tasmania).

TO THE EVERLASTING GLORY OF

Mark Twain



A Connecticut Yankee at King Arthur's Court

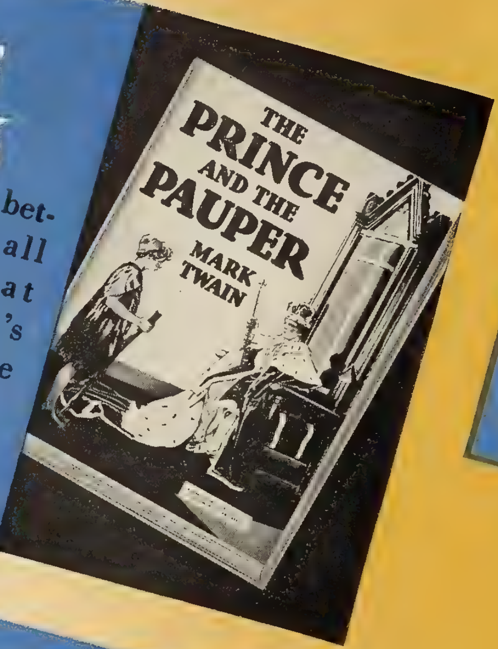
Huckleberry Finn *Tom Sawyer*

The screen now adds his world-worshipped adventure epic magnificently immortalized by the cameras of WARNER BROS.

ALL THESE TREMENDOUS VA

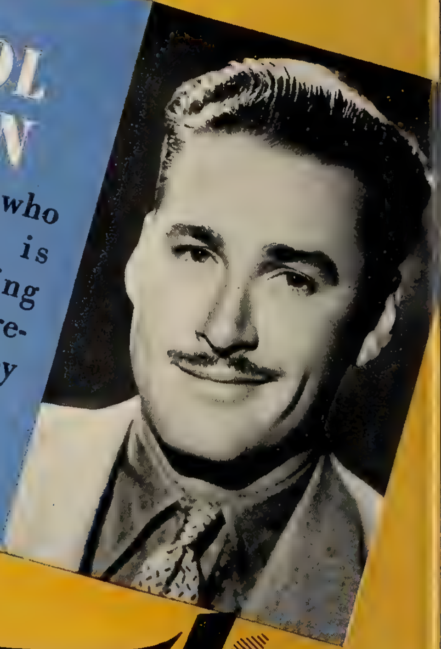
THE BOOK

Better known, better loved than all the other great works of America's master of romance and adventure, **MARK TWAIN**



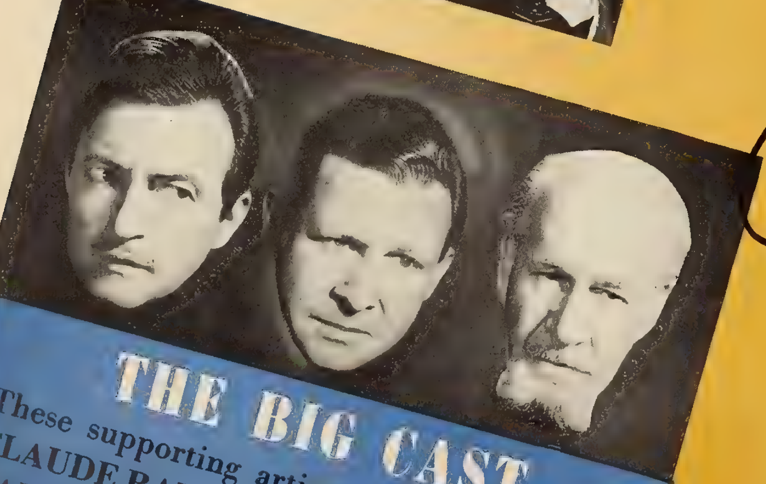
ERROL FLYNN

Every patron who has seen him is ready and waiting for this rousing return of the star they flocked to see in **'GREEN LIGHT'**



THE CORONATION

You can show your patrons the same ceremony that will take place in England—but you and *only* you will have it **4 DAYS AHEAD**



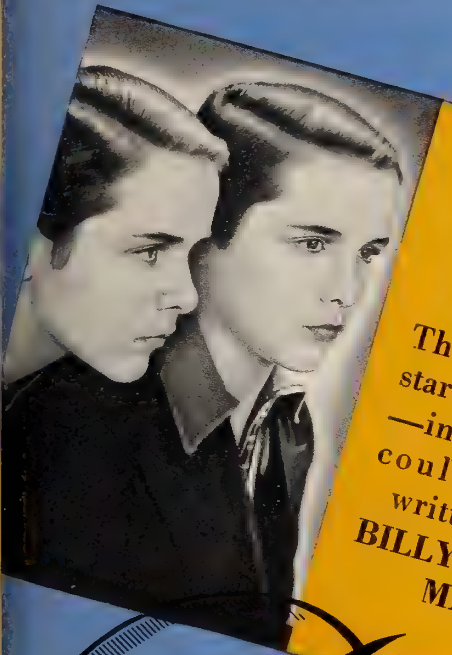
THE BIG CAST

These supporting artists and 1000's more—**CLAUDE RAINS, HENRY STEPHENSON BARTON MacLANE, ERIC PORTMAN**

The

The

UES ARE SOLIDLY BEHIND IT!



THE TWINS

The most unique star-team in 10 years—in the story that could have been written *only* for **BILLY & BOBBY MAUCH**

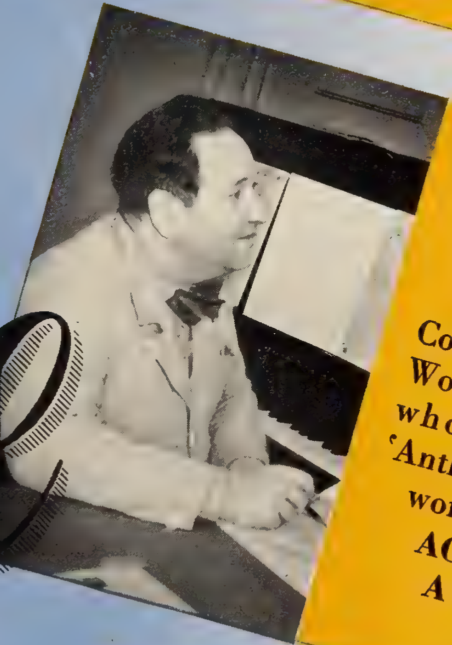
24-SHEET CAMPAIGN

History's broadest billboard build-up will cover the country for 30 days, actually **IN 1400 NATION-WIDE CITIES**

Prince

and

Pauper



THE MUSIC

Composed by Eric Wolfgang Korngold whose score for 'Anthony Adverse' won the year's **ACADEMY AWARD**

THE SETTINGS

World's biggest studio wasn't big enough—complete new stages were especially built for **SCOPE NEVER BEFORE SEEN**

Are YOU in on the sweeping simultaneous openings? . .

Warner Bros.

WILL RELEASE IT TO 275 THEATRES ON MAY 8th!

"THE PRINCE and THE PAUPER"

by MARK TWAIN

with

ERROL FLYNN

CLAUDE RAINS · HENRY STEPHENSON

Barton MacLane and

THE MAUCH TWINS

BILLY & BOBBY

Eric Portman and Thousands of others

Directed by WM. KEIGHLEY · A First National Picture

Purely Personal

KAY KAMEN will sail April 28 on the *Normandie* for England, where he will confer with his nephew, George Kamen, and Bill Levy, Walt Disney's representative. He will also attend the French exposition and then return in time for the U. A. and RKO conventions on the coast. Levy will accompany Kamen to New York.

•

Mrs. Yvonne Sennwald, widow of the late film critic of *The New York Times,* may continue her journeyings beyond Hollywood and into China and Japan, coast word has it.

•

Sir Victor Wilson, president of the M. P. Distributors of Australia, is in New York, en route to London from Sydney for the Coronation.

•

Dave Miller, assistant to Pete Smith, sailed yesterday on the *Manhattan* for England. He will be gone several weeks.

•

Eddie Dowden, Loew's Brooklyn publicity head, is in St. Mary's Hospital, Brooklyn, for a minor operation.

•

Ed Bern, publicity head for American Airlines, is in town from Chicago and will leave tomorrow for the coast.

•

Walter Vincent will leave today for Allentown, Pa., returning this weekend.

•

Al Lichtman left for Chicago yesterday, enroute to the coast in advance of the M-G-M conventionites.

•

A. H. and Fred Schwartz are due back from Miami and Key West on May 1.

•

Harry C. Arthur and William Schneider left yesterday for St. Louis.

•

Elsie Janis left last night by plane for Detroit to appear on the Hines Hospital benefit program.

•

Alan Friedman of DeLuxe Labs., will return today from Chicago via American Airlines.

•

Frank Underwood, eastern story head for 20th Century-Fox, will leave for Hollywood next month.

•

Frank Marks, arranger and composer, has been signed by Irving Mills, Inc.

•

Walt Disney is due from the coast the middle of next month.

•

Jack Bowen of M-G-M is back from a Miami vacation.

•

Col. E. A. Schiller is ill at his home.

•

Oscar Doob, Loew circuit publicity chief, went to Boston last night.

•

Sol A. Rosenblatt is not slated to return from the coast until next week.

•

Gaston Valcourt, screen and stage star, has opened in "God Save the Queen" at the Pasadena Community Playhouse, Pasadena, Cal. It's a two-week booking with C. C. Wilkenning & Son acting as agent.

•

Raymond Reed, advertising manager of Heywood-Wakefield, was in from Gardiner, Mass., yesterday for business conferences at the New York office.

•

Leslie Ruth Howard and Ronald Howard, the actor's children, are here from England. They are at the Ambassador prior to meeting their parents on the coast.

•

Edward G. Robinson is due tomorrow on the Century. He will be on the air tomorrow night over WABC at 8 P. M.

•

. . . Pittsburgh

Carleton Hoagland and David Lurie, talent scouts for 20th-Fox and Paramount, respectively, were in town recently.

John McGreevey is back from St. Petersburg, but his wife and son will not return until the middle of next month.

Gabe Rubin is on the job at the Art Cinema again after a week's rest following his father's death.

Karl Krug, columnist and critic for the *Sun-Telegraph,* flew back to town after three weeks in Hollywood.

Lusty Back on Coast

Hollywood, April 21.—Lou Lusty, executive assistant to Sam Briskin at RKO, is back from a vacation in New York and Bermuda and has resumed his duties under a new contract.

Out Hollywood Way

Hollywood, April 21.—Howard Dietz, M-G-M publicity and advertising director; W. R. Ferguson, chief of exploitation, and J. S. McLeod, in charge of exchange maintenance, here in advance of the sales convention.

Max Schack, dance director, signed by B. F. Zeidman for night club numbers in "Sweetheart of the Navy." . . . Eric Linden signed to term contract by Grand National to be featured in four a year. . . . Paul Muni to rest for three months when he finishes "The Life of Zola." . . . Herbert Marshall to motor up to British Columbia for seven-week vacation when he winds up on "Angel."

Samuel Goldwyn to open "Woman Chases Man" April 28 at Warners' Hollywood and Downtown. . . . B. P. Schulberg alters "The Great Gambini" schedule to allow John Trent to fly in army maneuvers for two weeks.

+

Casting—William Stack in "The Emperor's Candlesticks," M-G-M. . . . Barlowe Borland. in "Forlorn River," Paramount. . . . Mary Carlisle, Martha Raye, William Frawley, Benny Baker, Andy Devine, Sam Hinds, Alphonse Berg, Tex Morrisey in "Double or Nothing," Bing Crosby's next for Paramount. . . . William J. Holmes in "Stella Dallas," Samuel Goldwyn. . . . Henry Armetta in "Make a Wish," Principal.

Jack Mulhall and Catherine Hughes in "Armored Car," and Charles Halton, Grace Goodall, Bess Flower, Paul Weigel, Nadel Turner, Robert Greig, Kirk Farberg in "The Road Back," both Universal. . . . Jerry Bergh in Tom Tyler western, "Mystery Range," G. N.

Nino Martini to report to RKO for conferences with Jesse L. Lasky April 27. . . . George Barbier in "A Gentleman After Midnight" and Marie Wilson in "Ever Since Eve," Warners. . . . Richard Lane and Dudley Clements in "New Faces of 1937," RKO. . . . Ella Logan in "52nd St.," Walter Wanger. . . . Jacqueline Wells, Thurston Hall, Nana Bryant, Stanley Fields and Marc Lawrence in "Professional Juror," Columbia.

+

Story Buys—"An Apple a Day," original by Bert Granet and Jerry Wald, by RKO; "No Groom to Bride Her," original by George Beck, by RKO.

+

Contracts—J. Walter Ruben signed by M-G-M. . . . Options lifted by 20th Century-Fox on David Buttolph, composer and arranger, and Jed Prouty, George Ernest and Douglas Fowley, actors.

+

Writers—Edmund Joseph and George Bech assigned to "She's Got That Swing," RKO. . . . Donald Ogden Stewart signed by Samuel Goldwyn via transatlantic telephone for script of "Honeymoon in Reno."

ITOA Picks Brandt For the Fifth Time

(*Continued from page* 1)

unit requesting a hearing of the dog racing bill before it is signed.

The new board will comprise Maurice Fleischman, chairman, Brandt, Barr, Rudnick, Rosenblatt, Brown, Louis Meyers, Abe Leff, M. Jonas, Percy Brown, Samuel Rhonheimer, S. Traversi, Leo Brecher, Bernard Pear, Irving Renner, Rudolph Sanders, David Weinstock, John Benas, Hyman Rachmil, Jack Hattem, Otto Lederer, Stanley Lawton and Abe Shenk.

Jonas, Percy Brown, Renner and Lederer will replace Sam Seelenfreund, Louis Shiffman, L. Cooper and Joe Rosenbloom.

Plan RKO Vaudeville

Cleveland, April 21.—Nat Holt. RKO Great Lakes division manager, upon his return from New York has revealed that starting May 14 the RKO Palace here will be the vaudeville production center for all RKO houses. The acts will be produced by Clark Robinson, with Chester Hale as business manager. Duplicating the policy employed in New York, there will be a resident chorus with weekly changes of headliners.

Pathe Starts Industrial

Pathe has started an industrial film at the newly opened Producers' Service Studios, Inc., Ridgefield, N. J. Burgi Contner, president of the studios, will preside at the formal opening of the new plant next week.

German Deals Are Menace to U.S. Product

(*Continued from page* 1)

gross up to 2,500,000 lire. On films grossing more than 2,500,000 lire the dubbing tax will increase 15,000 lire for every 500,000 lire of gross receipts exceeding 2,500,000 lire.

In other words, if a picture were to gross 4,500,000 lire the dubbing tax on that film would total 110,000 lire ($5,500) as compared to the previous dubbing tax of a straight 30,000 lire on each picture. Italian law requires that all foreign product be shown in Italy in the Italian language, and that the dubbing must be done in that country.

It has been estimated that most of the films imported into Italy from the United States would fall within the 2,500,000 lire classification, and that approximately 10 per cent would come into the 4,500,000 lire group. Thus the better American product is most heavily burdened by the dubbing tax. There is no maximum dubbing levy under the new regulations.

Germany has recently concluded deals with Japan for cooperative effort and with Austria, which was placed in the position of acceding to the German demands in order to improve the market in Germany for its own product. It is an acknowledged fact that Austrian producers cannot exist without the German market.

The German Government admittedly has been disturbed over the decline in its film exports, and since what is Germany's loss is America's gain in the film markets abroad, and those markets all are limited in requirement, increased German exports by agreement must necessarily cut the market for American product.

To Disclose Paris Arbitration Today

By PIERRE AUTRE

Paris, April 21.—The full text of the definitive arbitration agreement concerning the application of the recently instituted 40-hour week and new wage scales to film employes here, will be published tomorrow.

The entertainment strike which tied up approximately 35 per cent of the film, legitimate and vaudeville theatres of Paris for two days, was ended yesterday with a temporary agreement between the employers and the workers instigated by former Government Minister Jean Mistler, who offered an interpretation of the arbitration agreement which was considered satisfactory.

N. S. S. Moves Hunt

Cincinnati, April 21.—Herman H. Hunt has been transferred here from Detroit as manager for National Theatre Supply Co. He succeeds Jack Stallings, who resigned recently to start the Mid-West Theatre Supply Co., in connection with J. N. Gellman, also previously with National Screen.

Fox Unit Changes Name

Dover, Del., April 21.—Fox Green Bay Theatre Corp has changed its name with the Secretary of State here. It is now Fox Varsity Corp.

OKAY, SHOWMEN!

IT'S A BOXOFFICE SOCKEROO... A REVIEWER'S RAVE-ELATION!

"Dust off your SRO signs! It's headed for record-breaking business!" —*Hollywood Reporter*

"Gay, tuneful, sparkling—an orchid to WAKE UP AND LIVE!" —*Mark Hellinger, (noted columnist)*

DES MOINES

Tremendous day-and-date clean up! First 4 days bigger than 5 days of "On the Avenue"!

"A swell picture!" —*Louella Parsons (read by the millions)*

"A grand load of entertainment... a showman's delight" —*Film Daily*

"A smash money picture that will bring them into any man's theatre!" —*Daily Variety*

CHICAGO

Topping "Lloyds of London" historic run in sensational box-office stampede!

Rousing, fast-stepping entertainment... box-office from Broadway to Pumpkin Corners!" —*Motion Picture Daily*

"The smashing climax to 20th Century-Fox's series of musical hits... set to roll up thundering grosses for every exhibitor in every situation!" —*Boxoffice*

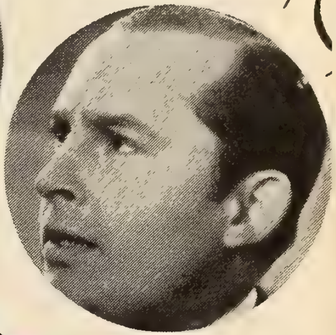
"Great entertainment!" —*Sidney Skolsky, (famed Hollywood correspondent)*

"A natural!"—*Harrison Carroll, King Features Syndicate*

"A hit as sure as you're a foot high!"—*Film Cur*

ROCHESTER

Hitting smash "One in a Million" and "On the Avenue" pace amid unparalleled word-of-mouth ovation!



"Wholly successful!"—*Time*

WAKE UP AND LIVE

with

WALTER WINCHELL BEN BERNIE ALICE FAYE

PATSY KELLY NED SPARKS JACK HALEY

GRACE BRADLEY · WALTER CATLETT
LEAH RAY · JOAN DAVIS · DOUGLAS
FOWLEY · MILES MANDER

Directed by Sidney Lanfield

Associate Producer Kenneth Macgowan. Screen play by Harry Tugend and Jack Yellen. Original story by Curtis Kenyon. Based on Dorothea Brande's book.

Music and Lyrics by Mack Gordon and Harry Revel

Darryl F. Zanuck in Charge of Production

20th CENTURY FOX

"Tops in musical comedy!"
—*Los Angeles Examiner*

THE KEYSTONE OF YOUR FUTURE

"Heaven" Dual High in Dull Frisco Week

San Francisco, April 21.—"Seventh Heaven," on a dual with "Step Lively, Jeeves," turned in the best showing of a dull week. The take at the Paramount was $13,400, over the line by $400.

"Waikiki Wedding" and "White Legion," in a third week at the St. Francis, took $6,300, still over a first run average take. There were four other holdovers—"Lost Horizon," in a sixth week at the Geary; "Top of the Town" and "Woman in Distress," in a second week at the Orpheum; "Personal Property" and "Her Husband Lies" at the Warfield, and "History Is Made at Night," in a third week at the United Artists.

Total first run business was $89,500. Average is $94,500.

Estimated takings:

Week Ending April 13:

"VANISHING GANGSTERS" (Atlantic)
"GAY LOVE" (Atlantic)
EMBASSY—(1,400), 10c-25c-35c-40c, 7 days. **Gross:** $4,700. (Average, $4,000)

"LOST HORIZON" (Col.)
GEARY—(1,400), 55c-83c-$1.10-$1.65, 7 days, 6th week. **Gross:** $9,200. (Average, $10,000)

"SOLDIER AND THE LADY" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage, vaudeville. **Gross:** $14,500. (Average, $16,000)

Week Ending April 14:

"MARKED WOMAN" (W. B.)
"FAMILY AFFAIR" (M-G-M)
FOX—(5,000), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $14,200. (Average, $16,000)

"TOP OF THE TOWN" (Univ.)
"WOMAN IN DISTRESS" (Col.)
ORPHEUM—(2,440), 15c-30c-35c-40c, 7 days, 2nd week. **Gross:** $6,800. (Average, $9,500)

"SEVENTH HEAVEN" (20th-Fox)
"STEP LIVELY, JEEVES" (20th-Fox)
PARAMOUNT—(2,740), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $13,400. (Average, $13,000)

"WAIKIKI WEDDING" (Para.)
"WHITE LEGION" (G. N.)
ST. FRANCIS—(1,400), 15c-30c-35c-40c, 7 days, 3rd downtown week. **Gross:** $6,300. (Average, $6,000)

"PERSONAL PROPERTY" (M-G-M)
"HER HUSBAND LIES" (W. B.)
WARFIELD—(2,680), 15c-30c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $13,500. (Average, $13,000)

Week Ending April 16:

"PRISONERS" (Amkino)
CLAY—(400), 15c-35c, 7 days. **Gross:** $1,300. (Average, $1,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-65c, 7 days, 3rd week. **Gross:** $5,600. (Average, $6,000)

Harvey in Settos Post

Louisville, April 21.—E. C. Harvey, in charge of Settos Brothers' houses in Indianapolis and Boonville, Ind., has been placed in charge of Ohio houses, succeeding Tom E. Muchmore, resigned. B. E. Fry is now assistant manager of Loew's State here, replacing Buford Cranch, who has returned to Nashville.

Quits 20th-Fox Post

Pittsburgh, April 21.—A. W. McCormick, office manager for 20th Century-Fox here, has resigned effective May 1 to go into the theatre business on his own. He has taken over a house in Beaver, Pa. C. J. Kellenberg, salesman, will succeed him and Jim Thorpe, booker, will become the West Virginia salesman.

"Playground" Show $9,000 At St. Louis

St. Louis, April 21.—"Devil's Playground," with a stage show headed by Johnny Perkins, made the best comparative showing in a week of strong opposition. The take at the St. Louis was $9,000, over par by $2,000.

"Maytime," in its second week at Loew's, did $15,000, or $1,000 above house average. It was held for a third week and seems set for another $12,000 or better. It did $22,500 in its opening week. This is the longest run in the history of the house with the exception of "San Francisco."

The success of this single feature attraction has caused local exhibitors to give serious thought to the movement to eliminate double feature programs. However, it will take unanimous action for such a reform.

"The King and the Chorus Girl" and "China Passage" at the Ambassador came through with a par, $14,000.

Chief opposition of the week was "The Follies" at the American.

Total first run business was $60,500. Average is $59,000.

Estimated takings for the week ending April 8:

"THE KING AND THE CHORUS GIRL" (W.B.)
"CHINA PASSAGE" (Univ.)
AMBASSADOR—(3,018), 25c-40c-55c, 7 days. **Gross:** $14,000. (Average, $14,000)

"SOLDIER AND THE LADY" (RKO)
"WHEN'S YOUR BIRTHDAY?" (RKO)
FOX—(5,038), 25c-35c-55c, 7 days. **Gross:** $12,000. (Average, $13,000)

"MAYTIME" (M-G-M)
LOEW'S—(3,162), 25c-35c-55c, 7 days. **Gross:** $15,000. (Average, $14,000)

"SEVENTH HEAVEN" (20th-Fox)
"QUALITY STREET" (RKO)
MISSOURI—(3,514), 25c-35c-55c, 7 days. **Gross:** $10,500. (Average, $11,000)

"DEVIL'S PLAYGROUND" (Col.)
ST. LOUIS—(4,000), 25c-40c, 7 days. Stage: Johnny Perkins and vaudeville. **Gross:** $9,000. (Average, $7,000)

"Wings" with Show High in New Haven

New Haven, April 21.—The Paramount topped the town with "Wings of the Morning" on the screen and Jack Fine's "Park Avenue Revue" on the stage, grossing $10,000, over par by $5,200.

The Roger Sherman, with "Marked Woman" and "We Have Our Moments," ranked a high second, taking $8,000, up by $3,300. "Personal Property" and "Time Out for Romance" topped the $7,000 average by $500.

Total first run business was $27,800. Average is $19,300.

Estimated takings for the week ending April 16:

"MAYTIME" (M-G-M)
COLLEGE—(1,499), 35c-50c, 7 days, 3rd week. **Gross:** $2,300. (Average, $2,800)

"PERSONAL PROPERTY" (M-G-M)
"TIME OUT FOR ROMANCE" (20th-Fox)
LOEW'S-POLI—(3,040), 35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000)

"WINGS OF THE MORNING" (20th-Fox)
PARAMOUNT—(2,348), 35c-50c, 7 days. Stage: Jack Fine's "Park Avenue Revue." **Gross:** $10,000. (Average, $4,800)

"MARKED WOMAN" (F.N.)
"WE HAVE OUR MOMENTS" (Univ.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $8,000. (Average, $4,700)

Asks Return Check

Kansas City, April 21. — A patron entered the RKO Mainstreet here the other evening, and after the first of a pair of features, went to find Lawrence Lehman, manager. Showing Lehman his stub, he told the astonished manager that he had time to see only one picture, wanted to see both, and could he come back the next evening and see the other.

"Yes," said the nonplussed Lehman.

"Woman Wise" High in Slow Chicago Week

Chicago, April 21. — "Woman Wise" took $15,000 at the State-Lake in a dull week on the Loop. Normal is $13,000.

"The King and the Chorus Girl," with a stage show headed by Gertrude Niesen, went $1,000 over the line on a take of $33,000. There were two holdovers, "Waikiki Wedding" in its third week at the Roosevelt and "Maytime," also in its third week, at the United Artists.

Total first run business was $116,100. Average is $133,000.

Estimated takings:

Week Ending April 15:

"MARKED WOMAN" (W. B.)
APOLLO—(1,400), 35c-55c-75c, 7 days. **Gross:** $7,200. (Average, $6,500)

"KING AND THE CHORUS GIRL" (W. B.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Gertrude Niesen and revue. **Gross:** $33,000. (Average, $32,000)

"HER HUSBAND LIES" (Para.)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Vaude revue. **Gross:** $14,000. (Average, $15,000)

"TOP OF THE TOWN" (Univ.)
PALACE—(2,509), 35c-55c-75c, 7 days, 2nd week. Stage: Benny Meroff and revue. **Gross:** $13,000. (Average, $19,000)

"WOMAN WISE" (20th-Fox)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $15,000. (Average, $13,000)

Week Ending April 16:

"PRIVATE PROPERTY" (M-G-M)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $7,000. (Average, $6,500)

"WAIKIKI WEDDING" (Para.)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days, 3rd week. **Gross:** $11,700. (Average, $11,000)

"MAYTIME" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 3rd week. **Gross:** $15,200. (Average, $15,000)

Fox Promotes Pattinson

London, April 12.—J. Pattinson has been appointed assistant sales manager of Fox Film Co., Ltd., by R. Sutton Dawes, director of sales. Pattinson, who joined Fox in 1931, was Birmingham branch manager, general manager of British Movietone, and recently branch supervisor.

Muchmore Quits M-G-M

Kansas City, April 21. — John Muchmore, office manager for M-G-M here for five and one-half years, has resigned to handle the agency for an advertising company. Joe Markowitz, formerly in the same post for M-G-M at Oklahoma City, has succeeded Muchmore.

"Property" Is $17,250 Wow In Pittsburgh

Pittsburgh, April 21.—The Penn led the way here last week by a wide margin, rolling up a gross of $17,250 with "Personal Property." This topped par by $6,250.

At the Fulton, a take of $7,200 for "Love Is News" was $2,700 over the line.

Elsewhere business was off. At the Stanley, "Her Husband Lies," a last-minute substitute for "The Soldier and the Lady," and a first-rate stage show headed by Don Redman's band, couldn't better a weak $15,000, while the second week of "Seventh Heaven" at the Alvin barely touched $5,000 and the double feature of "Outcast" and "Mama Steps Out" dropped to $4,300.

Total first run business was $48,750. Average is $44,000.

Estimated takings for the week ending April 8:

"SEVENTH HEAVEN" (20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days, 2nd week. **Gross:** $5,000. (Average, $5,500)

"LOVE IS NEWS" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days. **Gross:** $7,200. (Average, $4,500)

"THE GOOD EARTH" (M-G-M)
NIXON—(2,100), 50c-$1.50, 13 showings. **Gross:** $13,000.

"PERSONAL PROPERTY" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $17,250. (Average, $11,000)

"HER HUSBAND LIES" (Para.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Don Redman's Band, Three Berry Brothers and Buck and Bubbles. **Gross:** $15,000. (Average, $18,000)

"MAMA STEPS OUT" (M-G-M)
"OUTCAST" (Para.)
WARNER—(2,000), 25c-40c, 7 days. **Gross:** $4,300. (Average, $5,000)

"Maytime" on Dual $14,800 at Omaha

Omaha, April 21.—The Omaha, which started off with "Maytime," a single feature program and then added "The King of Hockey" three days later, led the parade here last week. The gross for a 11½-day run was $14,800. The seven-day average is $5,500.

"Marked Woman" and "Let's Get Married" had a strong week at the Brandeis with a $5,500 take. Average is $4,000.

"Seventh Heaven" and "Murder Goes to College" went $900 over average at the Orpheum with an $8,100 gross.

Total first run business was: $28,400. Average is $16,700.

Estimated takings:

Week Ending April 13:

"MAYTIME" (M-G-M)
"KING OF HOCKEY" (W. B.) 9 days
OMAHA—(2,200), 25c-40c, 11½ days. **Gross:** $14,800. (Average, $5,500)

Week Ending April 14:

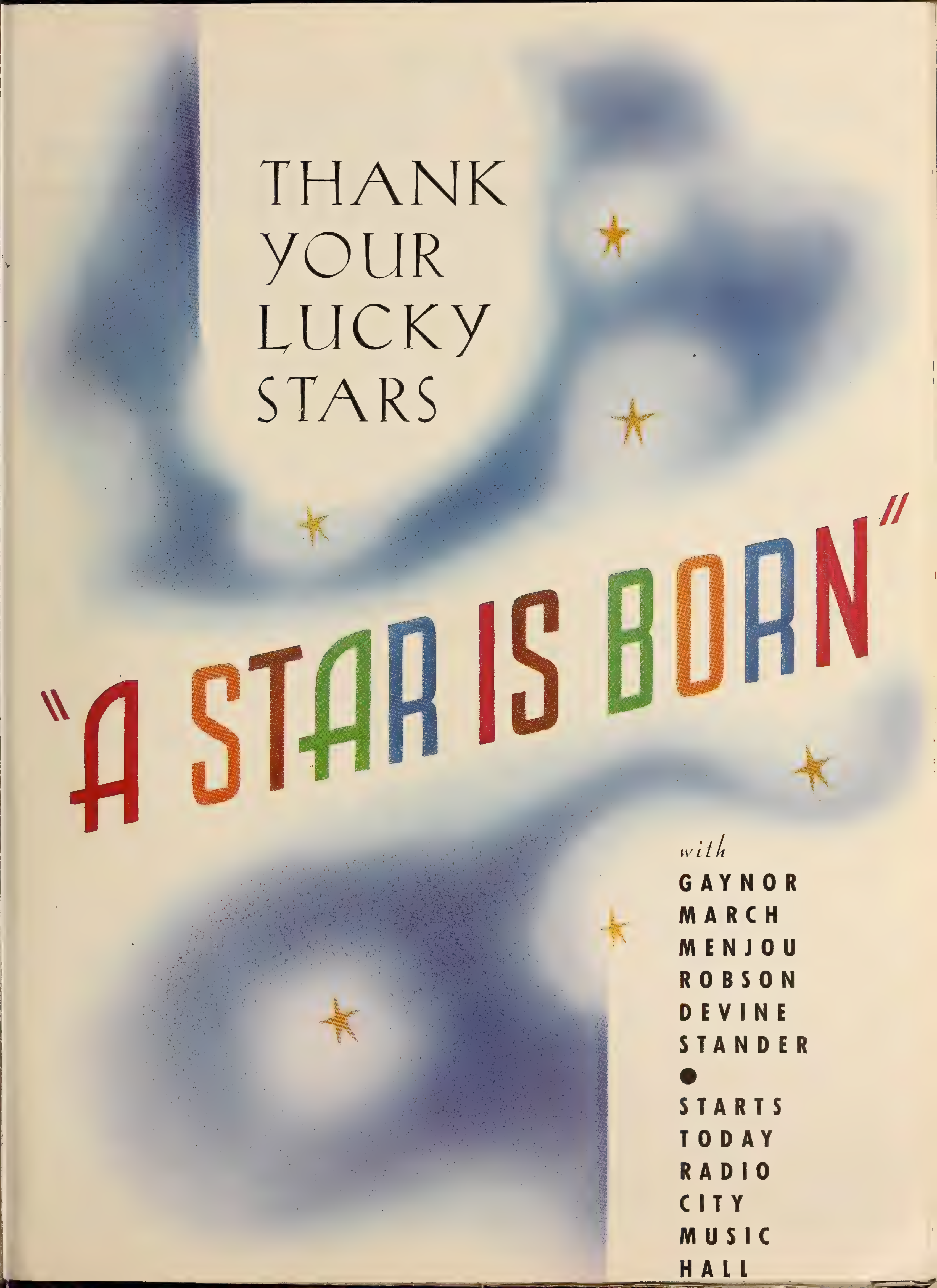
"MARKED WOMAN" (F. N.)
"LET'S GET MARRIED" (Col.)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $5,500. (Average, $4,000)

Week Ending April 15:

"SEVENTH HEAVEN" (20th-Fox)
"MURDER GOES TO COLLEGE" (Para.)
ORPHEUM—(3,000), 25c-40c, 7 days. **Gross:** $8,100. (Average, $7,200)

Assistant Promoted

Pittsburgh, April 21.—Carl Bechdel has been promoted from assistant at Warners' Belmar here to manager of the Liberty, Donora, Pa., by Harry Kalmine, zone manager. This is the 40th promotion by Kalmine in a year.



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STANDER

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TODAY
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MUSIC
HALL

"Marked" and Show $20,300 In Washington

Washington, April 21.—"Marked Woman" led a week of fair business with a gross of $20,300 at the Earle. This was only $1,900 over par in spite of a strong stage show.

Visitors in town for the cherry blossoms failed to help much.

"On the Avenue" made a good showing at Loew's Columbia on a return engagement with a gross of $5,200, up by $1,600. "The King and the Chorus Girl" was $2,100 up on a gross of $6,400 at the Metropolitan. This also was a return engagement. Other houses were weak.

"The Good Earth" took $8,600 in its second week at the National.

Total first run business, excluding the National, was $70,000. Average is $73,700.

Estimated takings, exclusive of tax:

Week Ending April 15:

"MARKED WOMAN" (F. N.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Bert Granoff, Carolyn Henry & Dean Herrick (second week); Willie & Eugene Howard; Three Wyles; Five Jansleys. **Gross:** $20,300. (Average, $18,400)

"SONG OF THE CITY" (M-G-M)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Cab Calloway & Cotton Club Orchestra, with Evelyn Keyes, Arvis Andrews, the Tramp Band. **Gross:** $17,000. (Average, $20,900)

"ON THE AVENUE" (20th-Fox)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). **Gross:** $5,200. (Average, first run, $3,600)

"MAYTIME" (M-G-M)

LOEW'S PALACE—(2,370), 35c-55c, 7 days, 3rd week). **Gross:** $12,600. (Average, first week, $15,900)

"KING AND THE CHORUS GIRL" (W. B.)

METROPOLITAN—(1,591), 25c-40c, 7 days (return engagement). **Gross:** $6,400. (Average, first run, $4,300)

"HISTORY IS MADE AT NIGHT" (U. A.)

RKO-KEITH'S—(1,836), 25c-55c, 7 days, 2nd week. **Gross:** $8,500. (Average, first week, $10,600)

Week Ending April 17:

"THE GOOD EARTH" (M-G-M)

NATIONAL—(1,744), 50c-$1,65, 7 days, 2nd week. **Gross:** $8,600.

"Waikiki" $12,000 Hit at Providence

Providence, April 21. — "Waikiki Wedding" led a general pickup among first runs and nearly doubled par on a gross of $12,000 at the Strand.

"Personal Property" also was in the hit division, getting $15,000, up by $3,000, at Loew's State. All houses were in the profit division.

Total first run business was $51,000. Average is $39,500.

Estimated takings for the week ending April 15:

"HISTORY IS MADE AT NIGHT" (U.A.)
"CHINA PASSAGE" (R.K.O.)

RKO ALBEE—(2,300), 15c-40c, 7 days. **Gross:** $8,500. (Average, $7,000)

"NANCY STEELE IS MISSING" (20th-Fox)
"THAT MAN'S HERE AGAIN" (W.B)

MAJESTIC—(2,400), 15c-40c, 7 days. **Gross:** $8,000. (Average, $7,000)

"23½ HOURS LEAVE" (G.N.)

FAY'S—(1,600), 15c-40c, 7 days. Stage. "Red, Hot and Beautiful" revue. **Gross:** $7,500. (Average, $7,000)

"PERSONAL PROPERTY" (M-G-M)
"TROUBLE IN MOROCCO" (Col.)

LOEW'S STATE—(3,400), 15c-40c, 7 days. **Gross:** $15,000. (Average, $12,000)

"WAIKIKI WEDDING" (Para.)

STRAND—(2,300), 15c-40c, 7 days. **Gross:** $12,000. (Average, $6,500)

"Heaven" on Dual $7,250 Seattle Lead

Seattle, April 21. — "Seventh Heaven," on a dual with "Step Lively, Jeeves," was outstanding in a quiet week, although the take of $7,250 was only $250 above the Fifth Ave. average.

"Maytime" held up to $4,100 in its third week at the Music Box and "The King and the Chorus Girl" was good for $6,450 at the Orpheum. All other houses, with the exception of "Lost Horizon" at the Metropolitan, were below par.

Total first run business was $42,650. Average is $36,000.

Estimtaed takings for the week ending April 16:

"PERSONAL PROPERTY" (M-G-M)
"OUTCAST" (M-G-M)

BLUE MOUSE—(950), 25c-40c-55c, 7 days, 3rd week, extended run from Orpheum. **Gross:** $3,600. (Average, $4,000)

"SEVENTH HEAVEN" (20th-Fox)
"STEP LIVELY, JEEVES" (20th-Fox)

FIFTH AVENUE—(2,500), 25c-40c-55c, 7 days. **Gross:** $7,250. (Average, $7,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
"LET'S GET MARRIED" (Col.)

LIBERTY—(1,800), 15c-25c-40c-55c, 7 days, 3rd week. **Gross:** $4,400. (Average, $5,000)

"MAYTIME" (M-G-M)

MUSIC BOX—(950), 25c-40c-55c, 7 days, 3rd week, extended run from Fifth Ave. **Gross:** $4,100. (Average, $4,000)

"THE KING AND THE CHORUS GIRL" (W. B.)
"CRIMINAL LAWYER" (RKO)

ORPHEUM—(2,450), 25c-30c-40c-55c, 7 days. **Gross:** $6,450. (Average, $6,000)

"A MAN BETRAYED" (Republic)
"HORSE FEATHERS" (Para.)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville headed by Harry Savoy. **Gross:** $4,200. (Average, $4,500)

"WAIKIKI WEDDING" (Para.)
"PENROD AND SAM" (F. N.)

PARAMOUNT—(3,050), 25c-40c-55c, 7 days, 2nd week of "Waikiki Wedding." "Penrod and Sam" replaces "Doctor's Diary." **Gross:** $5,900. (Average, $6,000)

"LOST HORIZON" (Col.)

METROPOLITAN—(1,200), 50c-75c-$1.00-$1.50. Twice daily. **Gross:** $6,750.

'Maytime' Holdover Leader in Spokane

Spokane, April 21. — "Maytime" went nine days through a second week at the State and took $6,100, about $1,300 over the seven-day average.

"Love Is News" and "Women of Glamour," a dual at the Fox, pulled $5,200 in six days, equal to the seven-day par.

Total first run business was $14,900. Average is $13,200.

Estimated takings for the week ending April 15:

"LOVE IS NEWS" (20th-Fox)
"WOMEN OF GLAMOUR" (Col.)

FOX—(2,300), 25c-40c, 6 days. **Gross:** $5,200. (Average, 7 days, $5,200)

"MAYTIME" (M-G-M)

STATE—(1,000), 30c-40c, 9 days, 2nd week. **Gross:** $6,100 (Average, 7 days, $4,800)

"SEA DEVILS" (RKO)
"HER HUSBAND'S SECRETARY" (F.N.)

ORPHEUM—(1,200), 20c-30c, 4 days. **Gross:** $2,400. (Average, $2,200)

"OUTCAST" (Para.)
"SCOTLAND YARD COMMANDS" (G.N.)

ORPHEUM—(1,200), 20c-30c, 3 days. **Gross:** $1,200. (Average, $1,000)

S. Hautzig to Principal

Hollywood, April 21. — Selma Hautzig has been added to the scenario department of Principal Prod.

"Marked Woman" Top in Louisville

Louisville, April 21. — "Marked Woman," at the Mary Anderson made the best showing in town, $4,700. This was $3,500 above average. It was held over.

"Fifty Roads to Town" combined with "Sea Devils" at the Rialto, pulled in heavy weekend business, grossing $5,300, $800 over the line. "Maytime," in its second week at Loew's State, held a steady pace and broke the tape at $6,400, $900 atop average.

Business took a spurt Thursday, the 15th, with the influx of some 15,000 school teachers, members of the Kentucky Educational Assn., here to attend their annual meeting. School students were also dismissed early, and helped to swell box-office lines.

Total first run business was $25,200. Average is $23,000.

Estimated takings for the week ending April 15:

"THE SOLDIER AND THE LADY" (RKO)
"THEY WANTED TO MARRY" (RKO)

BROWN—(1,500), 15c-25c-40c, 7 days. **Gross:** $2,200. Average, $2,500)

"REUNION" (20th-Fox)
"THAT GIRL FROM PARIS" (RKO)
"BIG HOUSE" (M-G-M)
"DANCING LADY" (M-G-M)

KENTUCKY—(900), 15c-25c, 7 days, split week. **Gross:** $1,900. Average, $1,700)

"MAYTIME" (M-G-M)

LOEW'S STATE—(3,000), 15c-25c-40c, 7 days, 2nd week. **Gross:** $6,400. Average, $5,500)

"MARKED WOMAN" (W. B.)

MARY ANDERSON—(1,000), 15c-25c-40c, 7 days. **Gross:** $4,700. (Average, $3,500)

"THE LAW IN HER HANDS" (F. N.)
"TRAIL OF THE LONESOME PINE" (Para.)
"LOVE ON A BET" (RKO)
"TOO MANY PARENTS" (Para.)

OHIO—(900), 15c, 7 days, split week. **Gross:** $1,400. (Average, $1,800)

"50 ROADS TO TOWN" (20th-Fox)
"SEA DEVILS" (RKO)

RIALTO—(3,000), 15c-25c-40c, 7 days. **Gross:** $5,300. (Average, $4,500)

"WHEN LOVE IS YOUNG" (Univ.)
"WE HAVE OUR MOMENTS" (Univ.)

STRAND—(1,500), 15c-25c-40c, 7 days. **Gross:** $3,600. Average, $3,500)

"Maytime" Leads in Big Denver Pickup

Denver, April 21.—"Maytime" led a spring pickup in first run business that had downtown managers gasping. "Maytime" rolled up $15,500 at the Orpheum. Normal for the house is $6,000.

"Waikiki Wedding," in its second week at the Denham, held up to $7,500, over the line by $2,500. "The King and the Chorus Girl" hit $10,500, up by $3,000.

Total first run business was $41,500. Average is $27,000.

Estimated takings for the week ending April 15:

"HISTORY IS MADE AT NIGHT" (U.A.)

ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. **Gross:** $3,000. (Average, $3,000)

"SEVENTH HEAVEN" (20th-Fox)

BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Denver and Aladdin. **Gross:** $2,500. (Average, $2,000)

"WAIKIKI WEDDING" (Para.)

DENHAM—(1,500), 25c-35c-40c, 7 days, 2nd week. **Gross:** $7,500. (Average, $5,000)

"KING AND THE CHORUS GIRL" (W.B.)

DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. **Gross:** $10,500. (Average, $7,500)

"MAYTIME" (M-G-M)

ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $15,500. (Average, $6,000)

"WE HAVE OUR MOMENTS" (Univ.)
"BREEZING HOME" (Univ.)

PARAMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $3,500)

"Chorus Girl" And Show Big Detroit Draw

Detroit, April 21.—"The King and the Chorus Girl," with a stage show headed by Louise Massey, was a mild sensation at the Michigan. It turned in a gross of $27,500, over the line by $7,500.

"We Have Our Moments," also with a stage show, was strong at $22,300. Other houses felt the competition.

Total first run business was $85,100. Average is $77,500.

Estimated takings for the week ending April 15:

"RACKETEERS IN EXILE" (Col.)
"LET'S GET MARRIED" (Col.)

ADAMS—(1,770), 10c-40c, 7 days. **Gross:** $4,200. (Average, $5,000)

"WE HAVE OUR MOMENTS" (Univ.)

FOX—(5,100), 15c-75c, 7 days. Stage: Dave Apollon "Parade," Johnny Woods, Charlotte & Charles Lamberton, Bobby Brent, Yvonne Moray, Hale Sisters, Ruth DelRio, Toni Lane, Harold Aloma. **Gross:** $22,300. (Average, $20,000)

"KING AND THE CHORUS GIRL" (W. B.)

MICHIGAN—(4,100), 15c-75c, 7 days. Stage: Louise Massey & Her Westerners, Roxyettes, Wiere Bros., Readinger Twins, Joe & Jane McKenna. **Gross:** $27,500. (Average, $20,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"WE'RE ON THE JURY" (RKO)

STATE—(3,000), 10c-40c, 7 days. **Gross:** $5,300. (Average, $5,000)

"ROMEO AND JULIET" (M-G-M)

UNITED ARTISTS—(2,070), 15c-65c, 7 days. **Gross:** $8,600. (Average, $10,000)

"WAIKIKI WEDDING" (Para.)

MADISON—(2,000), 15c-65c, 7 days, 3rd week. **Gross:** $9,200. (Average, $10,000)

"ECSTASY" (Eureka)

DOWNTOWN—(2,950), 40c-65c, 7 days, 5th week. **Gross:** $8,000. (Average, $7,500)

"Breezing," Show $9,300, Milwaukee

Milwaukee, April 21.—"Breezing Home," with a stage show featuring Olsen and Johnson, skimmed the cream off the first run business with a gross of $9,300, over par by $4,300, at the Riverside.

Another strong draw was "23½ Hours Leave" and a revue, "Paradise on Parade." The $7,500 take passed average by $2,500.

"Waikiki Wedding" and "The Crime Nobody Saw" did $3,500 at the circuit's Strand after a week at the Palace. This was $2,000 above average.

Business for the week was good despite the National Flower and Garden Show which drew approximately 200,000 to the Auditorium in nine days.

Total first run business was $34,300. Average is $24,500.

Estimated takings:

Week Ending April 15:

23½ HOURS LEAVE" (G.N.)

PALACE—(2,400), 35c-50c, 7 days. Stage: "Paradise on Parade." **Gross:** $7,500. (Average, $5,000)

"BREEZING HOME" (Univ.)

RIVERSIDE—(2,300), 25c-30c-40c, 7 days. Stage: "Fun Marches On" with Olsen and Johnson. **Gross:** $9,300. (Average, $5,000)

"WAIKIKI WEDDING" (Para.)
"THE CRIME NOBODY SAW" (Para.)

STRAND—(1,400), 35c-50c, 7 days. **Gross:** $3,500. (Average, $1,500)

"MARKED WOMAN" (F.N.)
"THAT MAN'S HERE AGAIN" (F.N.)

WARNER—(2,400), 35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000)

"MAYTIME" (M-G-M)
"PAROLE RACKET" (Col.)

WISCONSIN—(3,200), 35c-50c. 7 days, 2nd week. **Gross:** $8,000. (Average, $8,000)

UNMATCHED

SUPER X, originally a strictly special-purpose film, is today so highly valued by the industry that it is employed in the bulk of all feature pictures . . . appears in the great majority of box-office champions and critics' choices. Reasons: unmatched photographic quality . . . unmatched adaptability. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

G. R. Canty May Get "U" Continental Post

(*Continued from page 1*)

that he is being considered for the post by J. Cheever Cowdin.

Hollywood, April 21.—J. Cheever Cowdin, chairman of the Universal directorate, stated here today that no decision has been reached regarding the naming of George R. Canty as Continental manager. Cowdin dismissed the matter by declaring that there is nothing sufficiently definite to talk about.

Perry Going to England

Toronto, April 21.—A. W. Perry, general manager of Empire Films, Ltd., is expected to leave shortly for England to look into the film producing situation there with a view to lining up product for the coming season.

Empire Films holds the Canadian distributing contract for Gaumont British Pictures as well as Republic and Educational product from the United States.

Raise Hamrick Prices

Seattle, April 21.—"Early bird" matinee prices at five Hamrick-Evergreen first runs here have been advanced from 25 cents to 30 cents. The price prevails until 1 P.M., when admissions are boosted another five cents to 6 P.M. Evening admissions remain at 40 cents.

Heads Cannon Houses

Kannapolis, N. C., April 21.—John M. Yandell, former Paramount booker in Charlotte, has been named manager of the Cannon Mills theatres, the Y. M. C. A. and Gem, here.

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GENERAL AIR EXPRESS

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Dance, Charlie, Dance"

(*Warners*)

Hollywood, April 21.—Show business garners many chuckles at its own expense in this simple tale. It concerns a small town boy who accidently turns out a Broadway hit show. The screen adaptation of George S. Kaufman's "Butter and Egg Man" is good comedy full of laughable situations and dialogue which will please average audiences. The direction is handled in a dry, humorous vein unfolding with little apparent effort. The performances are commendable.

Stuart Erwin has a tough time breaking into show business until Allen Jenkins and Charles Foy, promoter and producer, respectively, discover he is a willing sucker to "angel" the show. Glenda Farrell, Jenkins' wife, who sports a large bank roll, puts her thumb down on the financial advance. She sees no potential hit in the play. The schemers then generously cut Erwin in with a 49 per cent interest for $20,000. The show flops in the sticks on its tryout and the promoters sell out to Erwin. In the meantime Erwin goes romantic for Jean Muir, the promoters' secretary. The two are stranded without enough money to make a final payment to Jenkins and Foy so they pull a fast one on Chester Clute for additional financing. They get $15,000 and capitalize on the situation before the ink is dry.

With proper revising, the play takes shape as dramatic merchandise, but emerges as a successful farce on Broadway. The climax finds Addison Richards registering a plagiarism suit against the show and Erwin, in a fast move, sells the play back to the promoters for $100,000. A quiet hotel business in a hick town is Erwin's and Miss Muir's future at the fadeout.

Frank MacDonald's direction is subtle, tongue-in-cheek artistry. The screenplay by Crane Wilbur and William Jacobs is smooth and packed with humor. Bryan Foy produced.

Production Code Seal No. 3,035. Running time, 65 minutes. "G."

Looking 'Em Over

"Ghost Town Gold"

(*Republic*)

Here are more colorful exploits of "The Three Mesquiteers." It is a satisfying western combining all the usual ingredients, but without a romance.

The trio start the excitement in the first reel, as they ride into Prospect with the proceeds from their cattle. Max Terhune, Porthos of the team, gets involved with a tent show sharpie, but comes out ahead in a three card monte game. He wins a ventriloquist's dummy which later provides comedy. Ray Corrigan and Bob Livingston, the other members of the triumvirate, start things moving with a series of brawls. The serious side soon becomes apparent when the local bank is robbed and Burr Carruth, the banker, and his daughter, Kay Hughes, are faced by a gang of irate miners. Corrigan enters a prizefight with a local champion to help. The excitement of the bout is heightened by the discovery of the stolen money on Milburn Morante, a slightly demented resident of a deserted town. Both the outlaws and the "Mesquiteers" light out after Morante. The resultant doings at the "ghost" town of both factions are cleverly worked sequences. Wild shrieks and ringing bells scare the wits out of the outlaws. And mixed in is a gun fight. The next morning, with the arrival of Miss Hughes, the recovered money is started to the bank with the outlaws in pursuit. But they are eliminated before the cash reaches town. Later the "Mesquiteers," with their good deeds done, ride off.

Joseph Kane directed.

Production Code Seal No. 2,589. Running time, 55 minutes. "G."

"Good Old Soak," opening this morning at the Capitol, was previewed by wire from the coast on April 16.

"Wake Up and Live," tonight's preview at the Roxy, was reviewed from Hollywood by wire on April 7.

"Thunder in the City," also opening this morning but at the Criterion, was reviewed by cable from London on Jan. 28.

"Love from a Stranger," reviewed by cable on Jan. 18 from London, is now being shown at the Rivoli.

"Swing High, Swing Low," at the Paramount and "Marked Woman" at the Strand are holdovers.

Utility Workers, I.A. In Jurisdiction Row

(*Continued from page 1*)

members to switch to I.A.T.S.E. membership. The union further alleges that both I.A.T.S.E. and the producers failed to adhere to the agreement made in New York April 4.

The utility workers' union complaint was filed today with the National Labor Relations Board and the announcement of the filing was made by Joseph Marshall, who is here from New York to adjust labor jurisdictional lines. Thus far his effort has not been successful.

Today's move followed the statement by Pat Casey that negotiations with Ken Thomson, executive secretary of the Screen Actors' Guild, will begin next Tuesday morning. Negotiation petitions have also been received by Casey from stationary engineers, plasterers, wardrobe workers and plumbers, all of whom are represented in the newly formed studio union federation.

New Haven Union Elects

New Haven, April 21.—Katherine B. Fitzgerald of Republic was elected president of the A. F. L. union of exchange employes here at its first closed meeting. Other officers are: William Nutile, Paramount, vice-president; Miriam Gurian, recording secretary; Jack Mullin, secretary-treasurer.

The executive board included, in addition to the officers, Homer Downing and Edward Fitzgerald, and the wage scale committee comprises: Miss Fitzgerald, chairman; Katherine Higgins, Al Davis, Robert Hoffman, Mullin, Sidney Lax, Henry Bruning, Fitzgerald, Mary Lenze, John Riccuiti. Samuel Zipkin is sergeant-at-arms.

It is claimed that 41 of the 49 eligible employes have joined the local, in addition to some of the clerical help. The wage scale committee will meet on Monday with John Gatelee, organizer, to draft the union's demands.

Wall Street

Stocks Generally Off

	High	Low	Close	Net Change
Columbia	34	34	34	— ¼
Columbia, pfd. ...	41½	41½	41½	—2
Consolidated	4⅛	4⅛	4⅛	— ⅛
Consolidated, pfd..	15	15	15	.....
Eastman	160	159¾	160	+1½
Eastman, pfd......	154¼	154¼	154¼	— ¼
Gen. T. Equip.....	28	28	28	— ¾
Loew's, Inc.	83¾	83	83¼	— ¼
Paramount	25½	24⅝	25	— ¼
Paramount 1 pfd..	175¼	175¼	175¼	—4½
Paramount 2 pfd..	22¾	22¼	22⅜	— ⅛
Pathe Film	8¼	8¼	8¼	+ ⅛
RKO	9¾	9⅜	9⅜	— ¼
20th Century-Fox.	39⅞	38¾	39⅜	+ ⅛
20th Century, pfd.	49½	49½	49½	.....
Warner Bros. ...	15¼	15	15	— ⅛

Technicolor Best Curb Gain

	High	Low	Close	Net Change
Grand National ..	2¾	2¾	2¾	.....
Sonotone	1¾	1⅝	1⅝	— ⅛
Technicolor	24⅞	23	24¼	+1⅛
Trans-Lux	4½	4⅜	4⅜	+ ⅛
Universal Crp. ..	7¾	7¾	7¾	— ¼

RKO Bonds Drop 2 Points

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¼	98¼	98¼	.....
Loew's 3½s '46...	98¾	98½	98½	— ¼
Paramount B'way 3s '55	73½	73½	73½	+ ½
Paramount Pict. 6s '55	100¼	100¼	100¼	.....
RKO 6s '41 pp ...	121	121	121	—2
Warner Bros. 6s '39 wd	97½	96½	96½	— ½

(Quotations at close of April 21)

Out —another export issue of

TEATRO AL DÍA

ADMINISTRACIÓN · EQUIPO · PROYECCIÓN · ACÚSTICA

A QUIGLEY PUBLICATION
PUBLISHED QUARTERLY

Published in Spanish and circulated in the industry in the Spanish reading countries of the world. Issued quarterly and devoted to maintenance, equipment, construction and kindred phases of motion picture theatre operation.

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QP

NEXT ISSUE JULY, 1937

MARTIN QUIGLEY, Editor-in-Chief and Publisher

PUBLICATION OFFICE: ROCKEFELLER CENTER, NEW YORK

HOLLYWOOD
Postal Union Life Building

CHICAGO
624 South Michigan Avenue

LONDON
4 Golden Square

Radio Personals

WHILE broadcasting the opening game between the Giants and Brooklyn, Stan Lomax, WOR sportcaster, was informed he'd become the father of a baby boy . . . Also proud daddy is orchestra leader Nat Brusiloff, whose baby boy was born yesterday . . . Jack R. Latham of Young and Rubicam's radio department will speak on spot broadcasting before the advertising and marketing forum of the Advertising Club Friday noon . . . Molasses, who is Pat Padgett of the Molasses and January comedy team, is ailing. Consequently neither he nor his partner will appear on "Showboat" tonight . . . Lanny Ross will be the honor guest on New York's Municipal station, WNYC, next Wednesday to present awards to teachers and students who have written the best letters on city planning . . .

✚

CBS claims that its forthcoming "Living Dramas of the Bible" will be the first Biblical series to be produced on the air, forgetting that Montgomery Ward sponsored a Biblical series on NBC two years ago . . . Nellie Revell will interview Ralph Kirberry on her NBC-Red program April 27, and Frank Munn May 4 . . . Ben Bernie will trade insults with Walter Winchell on the latter's show Sunday . . . April 25 marks the birthday of Senator Marconi, and NBC will offer a dramatization of the inventor's life based on Orrin E. Dunlap's biography . . . May 2 marks Jack Benny's fifth anniversary in radio . . . J. Anthony Smythe, lead in "One Man's Family," has been taken ill suddenly, necessitating the re-writing of the next four episodes by author Carlton Morse, on the eve of the latter's departure for China via the "clipper" route . . .

✚

Charlie Kenny, brother of the New York *Mirror's* radio columnist, will be Walter King's guest on the latter's program on WINS today. . . . Rudy Vallee will sail for London Friday. . . . Jesse Kaufman and R. L. Ferguson have signed Frank Luther to a management contract. . . . Joe DeMaggio will be the featured guest on the Sealtest "Saturday Night Party" April 24. . . . Ditto Gene Sarazan on the Shell show Saturday. . . . Ford Sunday Hour will feature Jascha Heifetz, May 9; Gladys Swarthout, May 16; Kathryn Meisle, May 23; Bidi Sayao, May 30; Mischa Levitzki, June 6, and Josephine Antoine, June 13. . . .

Kostelanetz to Fly West

Andre Kostelanetz will fly to Hollywood immediately after next week's Chesterfield broadcast to portray the role of an orchestra leader in "Artists and Models." Kostelanetz will be gone 10 days, necessitating a substitution on the following Chesterfield broadcast.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N. Y.
From script to production—
that "extra" something that's good radio

FCC Reveals Schedule for New Hearings

By CLARENCE LINZ

WASHINGTON, April 21.—The F. C. C. yesterday revealed its tentative schedule of future hearings, as follows:

April 26, before an examiner—Application of Frank M. Stearns, Salisbury, Md., for 1,200-kilocycle, 250-watt daytime station.

May 10, before an examiner—Applications of T. E. Kirksey, Waco, Tex., for 930-kilocycle station, 250 watts night, 500 watts day; Earle Yates, Las Cruces, N. M., for 930-kilocycle, 500 watts daytime station; Carolina Advertising Corp., Columbia, S. C., for 1,370-kilocycle station, 100 watts night, 250 watts day; and KGLO, Mason City, Ia., for increase of day power to 250 watts.

May 13, before the Broadcast Division—Applications of Dallas Broadcasting Co., Dallas, for 1,500-kilocycle, 100-watt daytime station; Loyal K. King, Pasadena, Cal., for 1,480-kilocycle, 250-watt daytime station and State Capitol Broadcasting Ass'n, Austin, Tex., for 1,120-kilocycle station, 500 watts night, 1,000 watts day.

May 14, before an examiner—Applications of Louisville Broadcasting Co., Louisville, Ky., for 1,210-kilocycle, 250-watt daytime station; Louisville Times Co., Louisville, Ky., for 1,210-kilocycle, 100-watt station; Charleston Broadcasting Co., Charleston, W. Va., for 580-kilocycle, 1,000-watt station; Harold F. Gross, Lansing, Mich., for 580-kilocycle station, 500 watts night, 1,000 watts day, and WKOK, Sunbury, Pa., for change of frequency to 1,200 kilocycle and increase of day power to 250 watts.

May 19, before an examiner—Applications of Watertown Broadcasting Co., and Black River Valley Broadcasts, both of Watertown, N. Y., for 1,420-kilocycle station, 100 watts night, 250 watts day; WCAD, Canton, N. Y., for change of frequency to 1,270 kilocycles; KWTN, Watertown, S. D., for change of frequency to 1,340 kilocycles and increase of power to 250 watts night, 500 watts day; KGDY, Huron, S. D., change of frequency to 1,210 kilocycles.

May 20, before an examiner—Applications of KQV, Pittsburgh, for increase of power to 1,000 watts; WSMK, Dayton, for increase of power to 250 watts night, 500 watts day; and WMBH, Joplin, Mo., for change of frequency to 1,380 kilocycles and increase of power to 500 watts. Before the Broadcast Division—Applications of Bay County Publishers, Panama City, Fla., for 1,420-kilocycle, 100-watt station; Falls City Broadcasting Co., Falls City, Neb., for 1,310-kilocycle, 100-watt station; Red Lands Broadcasting Ass'n, Lufkin, Tex., for 1,310-kilocycle, 100-watt daytime station.

May 27, before the Broadcast Division—Application of Virgil V. Evans, Gastonia, N. C., for 1,420-kilocycle, 100-watt station.

May 28, before an examiner—Applications of L. L. Coryell & Son, Lincoln, Neb., for 1,450-kilocycle station, 250 watts night, 1,000 watts day; Glenn E. Webster, Decatur, Ill., for 1,290-kilocycle, 250-watt daytime station; and KCMO, Kansas City, Mo., for change of frequency to 1,450 kilocycles and increase of power to 1,000 watts, and WBOW, Terre Haute, Ind., for change of frequency to 1,290 kilocycles and increase of power to 500 watts night, 1,000 watts day.

To Air Dedication

Hollywood, April 21.—CBS will broadcast the ceremonies attendant upon breaking ground for the network's new studios here April 27, from 4:45 to 5:15 P. M., E.D.S.T. Those who will participate in the broadcast will be Cecil B. DeMille, Jack Oakie, Louella Parsons, Eddie Cantor, Martha Raye and others. Donald V. Thornburgh, CBS vice-president in charge of west coast operations, will speak.

New Willys Musical Program Confirmed

Confirmation of the new musical series for the Willys-Overland Corp., foretold in MOTION PICTURE DAILY two weeks ago, is now at hand. The series will begin May 2, from 10 to 10:30 P. M., E. D. S. T., on the Mutual network. Kay Kyser's band will be featured.

In behalf of the dealers, Kyser's band will move about the country, broadcasting from a different city each week. Special dance dates also will be played by the band, with Willys-Overland customers and prospects invited to the affairs by the dealers. These special engagements, of course, will not be broadcast.

The following stations will carry the broadcasts: WOR, WGN, WSAI, CKLW, WAAB, WFIL, WRVA, WGAR, WGR, KWK, WSPD, WHKC, WOL, WABX, WMBO, KTAT, WRR, KTOK, KSO, WMT, KOIL, KFEL. After May 16 WCAE, WSM and KSTP will be added. The Don Lee stations will be added within the week, it is expected.

The U. S. Advertising Agency, Toledo, set the program.

Guild-CBS Talks on Today

Yesterday's scheduled meeting of the committees representing the Announcers'-Producers' Guild and the CBS network will be held today, due to the network committee's request for a 24-hour extension of time.

Zanuck to Be Guest Speaker

Darryl Zanuck, 20th Century-Fox executive, will be the guest speaker on the cooperative banking series on CBS, April 30.

NBC Is Adding 125th Station to Network

NBC adds its 125th station May 1, when WSAN, Allentown, Pa., joins the optional basic Red or basic Blue networks.

WSAN, 500 watts, is the only station in Allentown, and is owned and operated by WSAN, Inc. J. C. Shumberger is president and J. H. Musselman is station manager.

Executives to See "Star"

New York executives and visiting Hollywood personalities are expected to attend this evening's performance of "A Star Is Born," which opens today at the Music Hall. Among those invited are Edward G. Robinson, Joe E. Brown, Gregory Ratoff, Dorothy Parker and Alan Campbell, Spyros and Mrs. Skouras, Charles and Mrs. Skouras, W. G. and Mrs. Van Schmus, Roy and Mrs. Disney, Gus and Mrs. Schaefer, Martin and Mrs. Quigley, Harry and Mrs. Buckley, Joe and Mrs. Vogel, C. C. and Mrs. Moskowitz, Mike and Mrs. Rosenberg, Y. Frank and Mrs. Freeman, Andy and Mrs. Smith, George and Mrs. Skouras, Gus Eyssel, Harry Gold, James Mulvey, Monroe Greenthal, George J. and Mrs. Schaefer and John and Mrs. Nolan.

Renew "Homemaker's Exchange"

"Homemakers Exchange," featuring Eleanor Howe in household advice for the National Ice Advertising, Inc., has been renewed for an additional period of broadcasting, beginning April 27. The program is heard Tuesdays and Thursdays from 11:45 A. M. to 12 noon. Donahue & Coe is the agency.

Para. Air Hour Blooms, Fades In Springtime

"Paramount on Parade," a program conceived as an experiment, will come to an untimely and completely unexpected end following Sunday's broadcast. The reason advanced by Paramount for the temporary termination of the series (it will return in the fall) will probably add many gray hairs to the temples of the broadcasting moguls.

Says Paramount: "Because . . . the radio audience diminishes with the arrival of warm weather, the weekly broadcast will be discontinued after Sunday's program until the Fall."

For many past seasons the major networks and larger independent stations have been endeavoring, via expensive and exhaustive surveys, elaborate promotional pieces, and paid ads in the advertising and business magazines to convince sponsors of radio programs that the radio audience does not diminish in the summer time, that summertime programs pay as large, if not larger dividends, than fall and winter series. These campaigns have been noticeably successful, and network statistics show that the summer radio business this year will reach an all-time peak. Now comes Paramount with a bland and completely naive statement, telling that its program is being discontinued due to the diminishing summertime radio audience.

At Odds with Survey

Paramount's release comes on the heels of the CBS summertime survey compiled for that network by Dr. Daniel Starch, a noted market researcher. The survey disclosed there will be 2,000,000 more radio families in the U. S. in the summer of 1937 than there were last year; that, all told, there will be 34,000,000 radios in the country this summer—25,000,000 radio homes; 4,000,000 extra sets in the home; 5,000,000 radios in automobiles.

"Paramount on Parade" came into being as a result of the agitation on the part of M. P. T. O. A. members against the increasing use of film players and material on the air at hours which were in open conflict with the box-office. Paramount arranged to air the program on a day and at an hour that could not conflict with theatre box-offices in any of the nation's time zones. The medium was NBC's Red network, the day Sunday, and the hour was 9 A.M., Pacific time; 10 A.M. Mountain; 11 A.M. Central; and 12 noon Eastern Standard time.

Raymond "Whispers" Guest

HOLLYWOOD, April 19.—Gene Raymond has been set as George Fischer's first guest star on "Hollywood Whispers," when the program bows in on the Mutual network May 1.

LEO SAYS:
Greetings to a new sponsor—D R U M S, Inc., on WHN every Thursday from 2:30 to 2:45 P.M.
WHN DIAL 1010
AFFILIATED with M-G-M • LOEW'S

Radio

NBC Will Build in Six Key Localities

(*Continued from page* 1)

1619 Walnut Street, which will house the studios and offices of KYW. The station is owned by Westinghouse Electric, and is an outlet of the Red network. KYW is licensed for 10,000 watts and has applied to the F. C. C. for a power increase to 50,000 watts. The cost is estimated at $600,000. The studios will be ready for occupancy Nov. 1.

NBC's new Washington studios, now nearly completed, will be in operation July 1, and will double the capacity of the plant there. Stations WRC and WMAL will occupy the premises. The cost of the plant, including a new transmitter for WRC, will be about $350,000.

Negotiations have been completed for construction of a new NBC building in Schenectady to house 50,000-watt WGY, owned by General Electric. Work on the studios will begin shortly, the plant to be ready for use Sept. 1. The cost is estimated at $300,000.

Plans for improved facilities at Hollywood, Cleveland and San Francisco are still in a formative stage. It is planned, however, to double the capacity of the present Hollywood studios, and to expand those at San Francisco and Cleveland.

Gilman Heading East For NBC Discussions

HOLLYWOOD, April 21.—Don E. Gilman, vice-president in charge of NBC's western division, leaves today for New York for several weeks' conferences with President Lenox R. Lohr and other eastern executives regarding NBC developments on the Pacific Coast.

"We are confronted with the necessity of enlarging our quarters materially to meet the rapidly increasing demand for programs originating here," he said on the eve of his departure. "With the coming development of television and the need for adequate space to produce television broadcasts, NBC must decide whether to enlarge its present studios or seek a new site elsewhere, in order to provide for future growth and, also, to provide sufficient space to take advantage of all modern studio developments in sound isolation and acoustics."

Will Rogers Program Set for This Sunday

HOLLYWOOD, April 21.—A Will Rogers Memorial broadcast will be aired on Sunday from 5:00 to 5:30 P. M., P.S.T., over CBS. It will feature Fred Waring and His Pennsylvanians, Dick Powell, Leslie Howard and a chorus.

The program will close with a talk by Anning S. Prall, head of the F. C. C., who will speak from Washington.

Leonard Lewis Joins World

Leonard Lewis, formerly radio editor of *Printers' Ink*, has joined the World Broadcasting System.

WHN Will Be Outlet For Pioneer Program

WHN, an increasingly important factor in radio these days, will be the outlet for a new Young and Rubicam show in behalf of the Pioneer Ice Cream Co., a division of the Borden Milk Co. WHN in turn will feed the program to WOR, affording double coverage in the one trading area.

The program, starting May 12 and weekly thereafter, will be heard on both stations from 8 to 8:30 P. M., E.D.S.T. "The Broadway Melody Hour," for some time past a WHN sustaining program, has been selected as vehicle for the ice cream commercial. The series features Jay C. Flippen as "em cee," and the band of Irving Aaronson. Guest talent will be provided for the commercial. The contract is for 52 weeks.

Additionally on WHN today marks the first commercial fed to that station over the new WLW line. The series is for Drums, Inc., and features Arthur Chandler in talks and incidental organ music. The program will be aired Thursdays from 2:30 to 2:45 P. M., E.S.T. It will be fed also to 13 stations of the Colonial network through WAAB, in Boston. The contract, for 13 weeks, was placed through the Winningham agency.

RCA, AT&T Granted Collins Injunction

WILMINGTON, April 21.—A preliminary injunction in the case of RCA and A.T.&T. against Collins Radio Co. of St. Louis was granted in U. S. District Court here today by Judge John P. Nields.

The plaintiffs alleged that Collins infringed on two DeForest patents, No. 1,507,016 and No. 1,507,017, which are known as feedback circuits for use with radio vacuum tubes in creating high frequency oscillating currents for radio transmission. Collins claimed a prior invention and also that the plaintiffs had the chance of election for use of the Armstrong patent and the DeForest patent and that they first elected the Armstrong patent and that later, when the Supreme Court found the DeForest patent to be valid, the plaintiffs elected it and extended their monopoly.

Suit Against RCA Dismissed

In a 12-page opinion, Federal Judge John W. Clancy yesterday dismissed the complaint of John J. Aurynger in his infringement suit against RCA. Aurynger alleged that his patent on a variable condenser had been infringed by the gang condenser used in RCA receiving sets. Judge Clancy ruled that there was no infringement because of a difference in mechanical construction.

Saylor Is Appointed KHJ Publicity Head

LOS ANGELES, April 21.—Charles E. Saylor has been appointed director of publicity of KHJ by Louis A. Weiss, general manager of Mutual.

Saylor for the past 10 years had been head of the advertising and sales departments at J. H. Helmond & Bros., Chicago manufacturers.

Wave of Trust Suits Coming, Says MPTOA

(*Continued from page* 1)

of eight major companies participated, that from the seven, a 10 per cent cancellation privilege was obtained, where the program called for one of 20 per cent, and that four of the seven agreed to eliminate the separate score charge. Recalling that all of the companies rejected the proposal for a short form of contract, the bulletin expresses a doubt as to how much exhibitors themselves want one.

At the recent M. P. T. O. A. Miami convention, resolutions were adopted calling for the full accomplishment of the 10-point plan without compromise on any provision. Ed Kuykendall, M. P. T. O. A. president, is scheduled to begin a two-month trip to lay before exhibitor leaders in all sections of the country a new plan of action for forcing distributor acceptance of the program.

Sees "NRA" Liklihood

The bulletin recognizes the possibility of a new N. R. A. affecting all branches of the industry as a result of the recent upholding of the Wagner Act by the Supreme Court.

Commenting on the passage of the Allied theatre divorce bill in North Dakota, the bulletin says: "It is reported to have cost this faction of exhibitors a lot of money to put this over, but they get exactly nothing in return for their contributions, not even good will."

The bulletin advises exhibitors against hasty action on new season film buys and urges theatres to support the Will Rogers Memorial campaign opening April 30.

Ploenes Named Head Of Akron Exhibitors

AKRON, April 21.—Al Ploenes, manager of the Orpheum here, has been elected president of the Akron Independent M. P. Exhibitors' Ass'n. He succeeds Robert Menches, who had headed the group for seven years. Other officers are: Robert Menches, first vice-president; Charles Stalder, second vice-president, and J. G. Deetjen, secretary.

The unit discussed availability dates for subsequent runs houses, with the idea of establishing availability based on admission price. Present availability is based on seating capacity. It was voted to maintain the present policy, which provides an availability of 42 days for all houses, regardless of admission price, excepting only the 10-cent houses. The group went on record as favoring presentation to the city law director of an ordinance to prevent further theatre construction here. The move was prompted by a recent announcement that two de luxe houses are to be erected here this year.

Elman in Indianapolis

CHICAGO, April 21.—Henri Elman will open a branch of his Capitol Film Exchange in Indianapolis, following acquisition of the Monogram franchise in the Indiana territory.

MPTOA Radio Group To Meet Wednesday

The first meeting of the M.P.T.O.A. radio committee is now scheduled for next Wednesday, contingent upon the availability of out-of-town members of the committee on that day. The first meeting had been set for last Tuesday, but was postponed due to the absence from the city of Walter Vincent, committee chairman.

On his return yesterday, Vincent immediately communicated with committee members on the new meeting date. Members are Lewen Pizor, Philadelphia; Arthur Lockwood, Middletown, Conn., and Samuel Pinanski, Boston. Vincent said yesterday that neither major producers' representatives nor radio broadcasters or sponsors would be asked to attend the first meeting of the committee.

Leitstein in Contempt

CAMDEN, April 21.—Herbert Leitstein, secretary to William Fox, was held in criminal contempt of court here yesterday by Federal Judge John B. Avis. Sentence will be imposed later. Leitstein's refusal to open the books of the All-Continent Corp. to the referee in bankruptcy in the hearings on the William Fox bankruptcy was the cause of the order.

Files Amended Complaint

Virgil C. Crites filed an amended complaint in Federal Court yesterday in his suit against Albert Radtke, the Radtke Parents Corp., Warners, the United Research Corp., Leonard Gay and Thomas J. Martin. His first complaint was dismissed by Judge Robert T. Patterson on March 15. Crites claimed that Radtke developed a device for recording and reproducing sound in 1916 and failed to turn over the patents in accordance with an agreement. Crites alleges that the defendant conspired to take the invention and that pursuant to the conspiracy Radtke assigned part of his rights to the patent to Warners and United Research. He asked for an injunction and an accounting of the profits.

Liberty Pictures Enjoined

Federal Judge Robert T. Patterson yesterday granted a permanent injunction to Zona Gale enjoining Liberty Pictures Corp. from using her name and the title of her story, "The Way," in connection with their picture "When Strangers Meet." Both parties consented. Miss Gale alleged that her story was published by the *Broadway Magazine* in 1908 and that Liberty carried a subtitle on their picture stating that the picture was suggested by her story. The decree provides that no costs are to be assessed against Liberty.

Vallee Is Found Guilty

BOSTON, April 21.—Rudy Vallee was found guilty today in Municipal Court of assault and battery. Benedict Fitzgerald, a photographer from the *Daily Record*, brought the charges. Vallee alleges that he resented being photographed due to the harmful publicity it brought his companions.

Shift India Managers

G. R. Bijoor has succeeded K. T. Mudnaney as branch manager for 20th Century-Fox at Lahore, India. V. V. Nadkarni is the new manager of the Madras office.

ROMANCING... HILARIOUS COMEDY...DANCING ... HIT MELODIES...

JAMMIN'

New dance sensation introduced by Producer Fanchon in Paramount's novelty-packed "Turn Off the Moon." Remember Fanchon, co-creator of those famous Fanchon & Marco stage presentations? She knows that the mob likes romancing, and dancing, and song, and comedy... and she's given 'em plenty in this classy piece of entertainment.

"TURN OFF THE MOON"

with **CHARLIE RUGGLES** · **Eleanore Whitney**
Johnny Downs · **Kenny Baker** · **Phil Harris**
and His Orchestra · **Ben Blue** · **Marjorie Gateson**
A Paramount Picture · Directed by Lewis Seiler

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 95 NEW YORK, FRIDAY, APRIL 23, 1937 TEN CENTS

Littlefield of Allied Sells Out to M&P

Paramount Unit Pushes Expansion Program

BOSTON, April 22.—Walter B. Littlefield, vice-president of Independent Exhibitors of New England and prominent for years in national Allied States activities, closed out his theatre holdings today with the disposition of the Eggleston Square, Roxbury, and the Fairmount, Hyde Park, to Mullin & Pinanski interests in the course of an active theatre expansion move by the latter.

As a leading Allied eastern official, Littlefield has been a vigorous opponent for years of the M. & P. Theatre Corp., the Paramount affiliate to whom he sold out. With the closing of the transaction, which comes in the midst of Allied's legislative campaign to halt affiliated circuit expansion through the projecting of state theatre divorce measures, Littlefield retires from theatre business. The Eggleston Square, a 1,200-seat house, has been controlled by the Littlefield family since 1911 when the Eggleston Amusement Co., of which Littlefield has been president since 1921, was

(*Continued on page* 21)

Warners Plan Four Washington Houses

WASHINGTON, April 22.—Warners plan immediate construction of four new theatres in this territory, to cost approximately $2,000,000, it was disclosed today by John J. Payette, general zone manager of Warner Theatres here.

Neighborhood houses will be built in Tenleytown, Bethesda, Silver Springs and Northeast Washington. Each will seat between 1,000 and 1,500, and be equipped with air conditioning apparatus.

Payette called the plan for the four

(*Continued on page* 21)

Predict Time Change Will Reduce Grosses

With Daylight Saving going into effect Sunday morning, local exhibitors anticipate a slump in business for the first week of the time change. Major and independent operators have found this to be the case every year and contend it takes the theatre-going public about a week to get used to the new time.

However, there will be no tendency to date in weak pictures, it was stated.

House of Lords Agrees to 10-Year Quota Extension

By BRUCE ALLAN

LONDON, April 22.—The British House of Lords leaped into the troublesome film situation in this country today, and after long debate agreed to a motion that the quota should be continued for 10 years.

Earlier in the day Walter Runciman, president of the Board of Trade, declared in the House of Commons that the Government had accepted the principal recommendation of the Moyne committee on revision of the Films Act to the effect that the quota should be continued for another 10 years. The Films Act expires in 1938.

Runciman said that he proposed to introduce the necessary legislation before the end of the year, but that further discussions with the branches of the industry concerned with other Moyne recommendations were necessary before such legislation could be drafted.

The House of Lords motion was introduced by Lord Strabolgi, who said, "In the opinion of this House, a flourishing British film industry is of increasing importance. All practical steps should be taken to assist in placing the industry's foundation on a firm basis."

He declared that the 1927 film legislation was a stimulus but not a

(*Continued on page* 18)

Outlook for Radio Probe Held Fading

WASHINGTON, April 22.—Indications that the investigation of the F.C.C. sought by Representative Connery of Massachusetts will have to go over until next session are seen in the failure of the House Rules Committee to give its approval to the probe.

The Connery resolution has been before the committee for a number of weeks and, while it is understood several members are in favor of the inquiry, there is some reluctance to authorize extended investigations which might tend to keep Congress in session over a long period.

Administration leaders in Congress

(*Continued on page* 21)

Additional developments in radio on pages 21 and 22

"Star Born" Has Big Start at Music Hall

"A Star Is Born" got off to a big start at the Music Hall yesterday when 7,800 tickets were sold in the first hour. The take for the first 60 minutes was $2,850 and, according to indications late in the afternoon, the first day's gross was headed for $12,000.

Selznick International played host at a dinner at the Waldorf-Astoria last night to a group of film executives and other personalities preceding the 9:30 showing of "A Star Is

(*Continued on page* 21)

City Sale Tax To Apply Only At Exchanges

The city has no intention of collecting the two per cent sales tax on film rentals directly from exhibitors, and will continue its established policy, as applied to other local industries, of making the collections from the vendor, rather than the vendee, it was stated at the city comptroller's office yesterday.

It was explained that in connection with an audit to determine a sales tax assessment for equipment purchases by the Springer & Cocalis circuit some time ago, the city's accountants included film rentals in the checkup and made a direct assessment on the exhibitor in that instance. The procedure, however, was incidental to the

(*Continued on page* 8)

IATSE Signs Pact With Consolidated

A one-year contract establishing a closed shop at the Fort Lee laboratory of Consolidated Film Industries and fixing new wage and hour schedules for employes was signed by the company yesterday with Local 669, a direct unit of the I.A.T.S.E.

The principal phases of the agreement provide for wage increases up to a maximum of 42 per cent for some employe classifications and for a reduction of seven and one-half hours a week in the working schedule, according to Richard Walsh, I. A. official who represented the union in the

(*Continued on page* 18)

Rockefeller Claim Hit at RKO Hearing

Case Halted for Briefs And Financial Report

Hearings on the RKO plan of reorganization opened yesterday before Special Master George W. Alger with a creditors' attack on the provisions for settlement of the $9,150,000 Rockefeller Center claim against RKO. After a three-hour hearing an adjournment was taken to next Wednesday to permit Alger to study new briefs in connection with the plan and to furnish creditors' attorneys with RKO's financial statements for 1936, which were not available at the time of the filing of the plan last November.

Carlos Israels, attorney for the unsecured creditors' committee, led the objections to the proposals for issuing 500,000 shares of new RKO common stock to Rockefeller Center in settlement of the latter's claim, which is based on the termination of RKO leases on the Music Hall, Center and certain office space in the RKO Bldg. Israels charged that Rockefeller Center is an unsecured creditor and that the settlement constitutes a better treatment for it than that accorded other unsecured creditors under the plan. He asked that the story of the negotiations for settlement of the claim be placed on the record.

Hamilton C. Rickaby of Simpson, Thacher & Bartlett, attorneys for the

(*Continued on page* 21)

No "Trust Busting," Declares Cummings

By BERTRAM F. LINZ

WASHINGTON, April 22. — No "trust busting" campaign is planned by the Dep't of Justice, but individual cases of violation of the anti-trust laws will be prosecuted, it was declared today by Attorney General Cummings.

The Department has a number of cases under consideration, it was learned, and in the near future may take some of them into court. Several agents have been engaged for a considerable period in studies of complaints involving film distributors, but it could not be learned how far these inquiries have proceeded.

Officials refused to discuss the situation in detail, but pointed to the Attorney General's statement as setting forth the department's policy. Mere

(*Continued on page* 21)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 23, 1937 No. 95

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Rogers Film Starts In Week of April 30

All theatres throughout the country will exhibit "Lest We Forget," the Will Rogers Memorial short subject, during the week of April 30 when a national collection drive will get under way. Robert Taylor and Gary Cooper are starred in the subject which was produced under the auspices of M-G-M.

Receipts from the drive will go toward maintenance of the Will Rogers Memorial Hospital at Saranac Lake, N. Y. Will H. Hays, Adolph Zukor, Harry M. Warner and others head the list of film executives launching the campaign.

O'Brien Weds Tomorrow

SAN DIEGO, April 22.—Katherine Keller becomes the bride of Kenneth O'Brien, member of the publicity department of United Artists in New York, at Del Mar near here on Saturday. Dennis F. O'Brien, of O'Brien, Driscoll and Raftery, and Paul, Kenneth's brother, are here from the east for the ceremony.

Shirley Eight Today

HOLLYWOOD, April 22.—Shirley Temple celebrates her eighth birthday tomorrow.

Insiders' Outlook

By RED KANN

Hollywood, April 22.

TO turn loose a pet Hollywood adjective, Darryl F. Zanuck has created terrific excitement locally with his approach on musicals. That approach should require no explanation and describes itself most adequately in terms of the merchandise the producing head of 20th Century-Fox has banged out, practically at the rate of every other minute or so. But in case doubt may be lurking around corners, the films were such substantial ones as "Sing, Baby, Sing," "Pigskin Parade," "One in a Million," "On the Avenue" and now "Wake Up and Live." . . .

◆

All of them had a definite idea behind them and a freshness in treatment without which banality easily might have ridden the screen with the usual consequences. Zanuck, for all this visitor knows, might not have felt he was taking any chance on Sonja Henie, but even Zanuck, which is akin to bowing from the waist and talking with awed inflections around Hollywood, could not have known what the public was going to do about her and "One in a Million." In "Wake Up and Live," he took Jack Haley, who had made pictures before and for others without making pulses run faster, and converted him by this one picture into a personality whose rise should be persistent and consistent from this point on. . . .

◆

They figure Darryl knows how and he does. Therefore, and in strict accordance with its tradition, Hollywood is hastening to board another winner. Which is another way of observing, substantially bulwarked by the facts, that the studios are out after musicals for next season with a vengeance and a vim that would be commendable, were it not patently short-sighted. Where a studio will have turned out five by the time the current semester is ended, it will next year do eight; that's Metro, for instance. With three this season, Universal proposes taking the death-defying leap with a grand total of nine for '37-'38. In one degree or another, every lot in Hollywood is regimenting itself in similar manner. . . .

◆

Since men as well as mice find their plans kicked around and altered, don't bring us to account if the following forecast does not quite hold as it now stands. You might want to know that we indulged in no surmise for this purpose, held a helluva time trying to make some of the regulation channels understand what we meant by the entertainment season and finally finished up with something that looks like this:

Columbia

This season: "When You're in Love" and perhaps a second on which Oscar Hammerstein, 2nd., is waxing busy. *Next:* "Intermezzo," starring Grace Moore and probably one other, minimum.

Gaumont British

This season: "Head Over Heels in Love" and "Back Stage." *Next:* "Gangway."

Grand National

Currently: "The Girl Said No," "Something to Sing About" and "Honolulu Honeymoon." *Next year:* two, minimum, from Victor Schertzinger.

Imperial

Next season: Eight "outdoor" musicals. These may undergo a change.

Metro-Goldwyn-Mayer

This season: "Born to Dance," "Maytime," "The Great Ziegfeld," "Broadway Melody of 1937" and, probably, "A Day at the Races." *Next:* "Rosalie," "Firefly," "Girl of the Golden West," "Hats in the Air," "B Before High C," "Johann Strauss," "Great Day" and "Show Shop."

Monogram

Next season: "College Sweetheart" and "Land of the Blue Sky Water."

Paramount

This: "Waikiki Wedding," "Turn off the Moon," "College Holiday," "Big Broadcast of 1937," "Swing High, Swing Low," "Champagne Waltz" and "Mountain Music."

Next: "High, Wide and Handsome," "Double or Nothing," "The Big Broadcast of 1938," a Victor Herbert, "Cuckoo College," a Bing Crosby from Major Prod., "Show Business," "Artists and Models," a Raft musical, and "Sweet Sunday."

RKO

This: "Swingtime," "Shall We Dance?" and "Girl from Paris." *Next:* One Astaire-Rogers, one Lily Pons, one Nino Martino, "Radio City Revels," "New Faces" and one Ginger Rogers.

20th Century-Fox

This: "Sing, Baby, Sing," "Pigskin Parade," "One in a Million," "On the Avenue" and "Wake Up and Live." *Next:* "You Can't Have Everything," "Alexander's Ragtime Band," "Ali Baba Goes to Town," "Sally, Irene and Mary" and "Sing and Be Happy."

United Artists

This: "52nd Street," a Wanger production. *Next:* "Walter Wanger's Vogues of 1938" and "Goldwyn Follies."

Universal

This: "Three Smart Girls," "When Love Is Young" and "Top of the Town." *Next:* "100 Men and a Girl" and three more Deanna Durbins; "Broadway Jamboree," "Four Black Sheep," "Riviera," "Dancing for Love" and "Hippodrome."

Warners

This: "Gold Diggers of 1937," "Ready, Willing and Able," "Stage Struck," "Cain and Mabel," "Sing Me a Love Song," "Melody for Two," "Singing Marine" and "Campus Scandals." *Next:* "Varsity," starring Fred Waring and His Pennsylvanians, a LeRoy musical starring Fernand Gravet and at least as many as on the 1936-37 program.

◆

Confining totals to those producers who are assured first runs by virtue of their own theatres, plus swaps in dates with other circuits, and those others, such as Columbia with the Grace Moores which crack "A" time regularly, as early as this it looks like fifty musicals next season as compared with thirty-nine for all of this. Approximately one each week as the calendar goes, but as competitive production, and thus releases go, several and maybe more in many given weeks. There is to consider, too, many situations where practically every major product plays. The Hoblitzelles, the Wilbys, the Richards, the Mullins and the Pinanskis, to pick on a few at random, thereby are confronted with a glutted market in this one type of attraction. If one of their first runs can escape, another of theirs in the same town, it appears, will not. . . .

◆

Hollywood, it might be safe to venture, knows little or nothing about the master release charts maintained by all circuits who operate as circuits should. It is not known here how every producer's releases for a given week are stacked in the one group and from it conclusions drawn as to what type of picture should play which house. But the men who run the chains do because they have to. When the final dope sheet on '37-'38 reaches them for plotting and planning, they are due for a shock on the musicals equation alone. Not that it will make any difference. You and they should understand the supine indifference which prevails about the goings on east of Pomona is imbedded as firmly this year as it was last or any other year. Hollywood makes 'em and Hollywood ships 'em. And there its job ends. . . .

Pine Has Operation

HOLLYWOOD, April 22.—William H. Pine, production associate of Cecil B. De Mille, entered a hospital here today for a minor operation.

CAFE METROPOLE
bobri

Loretta
YOUNG
CAFE

THE SCREEN'S MOST EXCITING SWEETHEARTS PLAY LOVE'S MOST EXCITING GAME...*while M'sieur Menjou throws away the rule book!*

Luxurious as orchids on ermine... smart as the Rue de la Paix...merry as the third glass of champagne...romantic as moonlight on the Seine! Springtime madness in the air...a prince from Princeton, young, debonair...a million-heiress who could care...a maitre d'hotel who schemed them to pair! It's slightly delirious... seldom serious... with that certain something that makes certain profits!

Tyrone **POWER** *Adolphe* **MENJOU**

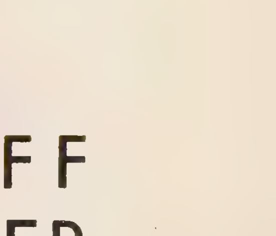
METROPOLE

with

GREGORY RATOFF
CHARLES WINNINGER
HELEN WESTLEY

Directed by Edward H. Griffith
Associate Producer Nunnally Johnson
Screen Play by Jacques Deval
Original story by Gregory Ratoff
Darryl F. Zanuck In Charge of Production

20th CENTURY FOX



THE KIND OF CAST LIGHTS WERE MADE FOR!

LORETTA YOUNG and TYRONE POWER, "Love Is News" sweethearts, blend mirth and romance to win greater glory as a star combination. ADOLPHE MENJOU surpasses his "Sing, Baby, Sing" triumph in a silken-smooth comedy role. And some of Hollywood's most delightful troupers . . . among them Gregory Ratoff, Charles Winninger, Helen Westley . . . contribute to the gaiety of the rendezvous and add their names to the marquee sparkle of the season's smartest entertainment.

THE KIND OF PICTURE HOLDOVERS WERE MADE FOR!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Means in Favor of Dropping Giveaways

KANSAS CITY, April 22. — Jay Means, operator of the Oak Park and Bagdad, said here yesterday that he would "like to see premiums and giveaways cleaned up," and that he is ready any time to sign an agreement to that effect.

When the I.T.O. met Monday to hear reports from its committee to determine what action independents wanted to take with respect to giveaways, Means and Rube Finkelstein, who operates the Belmont, were the only operators contacted who had not agreed to elimination.

Florida Bill Would Outlaw Chance Game

TALLAHASSEE, Fla., April 22.—A bill which would outlaw Bank Night, Bingo, Screeno and all other games, including cards, in Florida, has been introduced in the House by Representative Carl Gray of Bay County. Violation would mean a fine of $100 to $500, or imprisonment from 90 days to six months.

Bank Night and Screeno are used extensively by theatres all over the state.

Brandt Protests Dog Racing Bill in N. Y.

Harry Brandt, president of the I.T.O.A. here, has addressed a letter to Gov. Herbert H. Lehman of New York, expressing the organization's opposition to the Hall bill legalizing dog racing in New York State. The measure was passed by the Assembly yesterday and sent to the Senate. A dog racing bill was vetoed last year by Governor Lehman.

In his letter, apparently written before word of the passage of the bill by the House reached him, Brandt asked to be informed of the date for a public hearing on the measure, if one is planned, so that the exhibitor organization may be represented.

Lehman Gets Theatre Measure

ALBANY, April 22.—Engineers and firemen in film houses would be granted one day of rest in seven under the provisions of the Keenan bill, which was sent to Governor Lehman after passage today.

Minnesota Won't Talk Divorce

ST. PAUL, April 22.—With the legislature here planning to adjourn tomorrow there seems to be no chance for discussion of the theatre divorcement bill.

Lightman Has "Burns"

MEMPHIS, April 22.—M. A. Lightman today leased the old Rio Opera House, Van Buren, Ark., which he will remodel and rename the Burns as a tribute to Bob Burns, radio and film comic who mentions the house frequently in his comments. Lightman will invite the comedian to attend the opening.

Fox Circuit Closes Two

DENVER, April 22.—Rick Ricketson, division manager for Fox Intermountain Theatres, has revealed that the circuit is closing two houses, the Kit Carson at La Junta, Col., and the Plaza at Las Vegas, N. M. The move will leave one theatre operating in each town.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Make Way for Tomorrow"

(Paramount)

HOLLYWOOD, April 22.—There cannot be much glamour to a picture that has to do with what to do about the old folks. About the only thing there can be is human heart interest that plays upon he tenderest emotions. When a film has that quality many other presumed necessaries can be discounted without fear that the entertainment and commercial value will be hampered. When the picture has heart experience it shows the public is quick to rally to its support and box-office returns are consequently increased. "Make Way for Tomorrow" has heart appeal.

Victor Moore and Beulah Bondi, father and mother, have grown old. There is only one thing to do. They have to go and live with their grown children. Minna Gombell, their daughter, and her husband, Porter Hall, won't have anything to do with them. Miss Bondi goes to live with her son, Thomas Mitchell, and his wife, Fay Bainter. Moore moves in with his daughter, Elizabeth Risdon. The lot of each is unhappy. Miss Bondi, always trying to do the right thing, does the wrong thing. Cantankerous Moore's only friend is Maurice Moscovitch, a philosophical grocer. The old couple know they are to be separated forever. In New York they live over their honeymoon days of 50 years ago. They part knowing their next meeting will be in a happier future life where no one ever grows old.

In capable hands Moore and Miss Bondi become living realities. Expert support is provided by Miss Bainter, Mitchell, Hall, Barbara Head, Moscovitch, Miss Risdon, Miss Gombell and Ray Mayer. Vina Delmar's screenplay, based on the novel by Josephine Lawrence and the play by Helen and Nolan Leary, teems with human drama and humor. Leo McCarey, producer and director, carefully avoided the pitfalls that might have resulted in a tear jerker.

Production Code Seal No 3,236. Running time, 90 minutes. "G."

Out Hollywood Way

HOLLYWOOD, April 22.—ADOLPH MENJOU will play the father of DEANNE DURBIN in "100 Men and a Girl," Universal.

JACK OTTERSON and 15 artists at Universal have resigned . . . MARCIA MAE JONES replaces BONITA GRANVILLE in "The Life of Zola," Warners . . . JOE ARMER of Warner casting department leaves for New York and London to attend the Coronation . . . DIMITRI TIOMKIN checks in at Universal to musical score on "The Road Back."

G. V. T. BURGESS, vice-president of General Service Studios, heads east after pinch-hitting for DAN HICKSON, general manager, for three weeks . . . GREGORY RATOFF's four-way contract as writer, director, supervisor and actor renewed by 20th Century-Fox, with direction of "Lancer Spy" as first on new term . . . Annual HAL ROACH golf tournament set for May 23 on Rancho course.

Executives, producers, directors and players suspended work at M-G-M to help MAY ROBSON celebrate her 72nd birthday, with LOUIS B. MAYER escorting her to a special table in the commissary . . . JACK TOWNLEY to be director when OLSEN and JOHNSON start "Borrowed Trouble" in May.

LEO CARRILLO recovering from a poison oak attack contracted on the desert . . . TEX RITTER signs with WILLIAM MORRIS for personal appearance tour to follow "Rider of the Rockies," Grand National . . . SHIRLEY ROSS given new contract by Paramount.

✚

Casting—PHYLLIS BROOKE and BRIAN DONLEVY in "Armored Taxi" and JOAN DAVIS, LOUIS PRIMA and GEORGE HUMBERT in "You Can't Have Everything," 20th Century-Fox . . . EUGENE PALLETTE in "Topper," HAL ROACH . . . BERNADENE signed for second lead in "Sweetheart of the Navy," B. F. ZEIDMAN-Grand National . . . FRANCES DEE in "Ebbtide," Paramount . . . CECIL CUNNINGHAM in "Artists and Models," and Capt. JOE INCE in "Midnight Madonna," also Paramount . . . HARRY DAVENPORT, FERRIS TAYLOR and GERTRUDE MICHAEL in "Mr. Dodds Takes the Air," Warners.

✚

Writers—EARL FELTON to collaborate with TOM REED on an untitled original, M-G-M . . . OLIVER DRAKE completing "Callin' All Cowboys," Republic . . . JOHN FRANCIS LARKIN signed by VICTOR SCHERTZINGER for "It's Love," Grand National . . . SY BARTLETT completes "The Man Who Cried Wolf" and checks out at Universal . . . EARL JOHNSON to collaborate with RON FERGUSON on "The Seeing Eye" . . . WILLIAM JEFFERSON PARKER on "High to Romance," both at RKO.

DON RYAN and KEN GAMET doing an original, "Missing Witness," Warners . . .

✚

Director—MICHAEL CURTIZ to direct "The Perfect Specimen," Warners.

Banford in Des Moines

DES MOINES, April 22.—W. E. Banford, M-G-M branch manager in St. Louis, is here visiting friends.

UMPTO in Protest On Contract Sheets

PHILADELPHIA, April 22.—Members of the U.M.P.T.O. here protested against buying film numbers instead of definite stories or stars, in a lively meeting today. Calling the contract sheet a variation of the "numbers racket," the protesting members declared that if the legal departments could find grounds, a test case would be instituted against an unspecified company.

The meeting also heard further protest against the sale to non-theatrical accounts by Columbia. Without taking action as a body, the unit advocated that exhibitors pull dates on the company in protest. Universal also was accused of stimulating church accounts, but it was said that the company has indicated it will drop the practice.

Alleging that 20th Century-Fox sold product to a new theatre before construction was started, in a territory that already had several houses, the unit went on record as opposing any movement of exchanges to encourage theatres in highly competitive districts. A committee was named to confer with Edgar Moss, 20th Century-Fox exchange manager, on the case involved.

It was disclosed that 76 exhibitors had signed pledge cards not to use the weekly payment plan on shorts, as part of the unit's drive. The legislative situation was discussed, particularly with regard to a possible renewal of the state amusement tax.

ITOA to Elect May 5

Elections of the I.T.O.A. will be held May 5 at the Astor, it was stated yesterday. All officers have been renominated. Four new exhibitors will be elected to the directorate. They are M. Jonas, Percy Brown, Irving Renner and Otto Lederer.

Wall Street

Paramount Off; "U" Continues Rise

	High	Low	Close	Net Change
Columbia	34	34	34	.....
Columbia, pfd. ...	43	42	42⅛	+ ¾
Consolidated	4⅛	4⅛	4⅛	.....
Consolidated, pfd..	15	14⅞	14⅞	— ⅛
Eastman Kodak..	161	160	160	.....
Eastman, pfd.....	154½	154½	154½	+ ¼
Gen. T. Equip....	27¾	27¼	27¼	— ¾
Loew's, Inc.	83¾	82½	82½	— ¾
Paramount	25	24⅛	24¼	— ¾
Paramount 1 pfd..	173¼	170	171	—4¼
Paramount 2 pfd.	22½	21⅞	21⅞	— ½
Pathe Film	8¼	8¼	8¼	.....
RKO	9½	8⅞	8⅞	— ½
20th Century-Fox.	39⅞	39	39	— ⅜
20th Century, pfd.	49½	49½	49½	.....
Universal, pfd.......	84	84	84	+2
Warner Bros.	15	14⅝	14⅝	— ⅜
Warner, pfd.	61	61	61	—1½

Trans-Lux Curb Gain

	High	Low	Close	Net Change
Grand National ..	2⅞	2¾	2¾	.....
Sentry Safety	⅝	⅝	⅝	.....
Technicolor	24¾	23¾	24	— ¼
Trans-Lux	4⅝	4½	4⅝	+ ¼
Universal Crp. ...	7¾	7¾	7¾	.....

Most Bonds Decline

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¾	98¾	98¾	+ ½
Loew's 3½s '46..	98½	98¼	98⅜	— ⅛
Paramount B'way 3s '55	73½	73½	73½	.....
Paramount Pict. 6s '55	100½	100⅜	100½	+ ¼
RKO 6s '41 pp ...	119	119	119	—2
Warner Bros. 6s '39 wd	96	96	96	— ½

(Quotations at close of April 22)

City Sale Tax To Apply Only At Exchanges

(*Continued froom page* 1)

main objective of ascertaining the levy on equipment purchases and will not be made a general practice, it was said.

It was also pointed out that the tax on film rentals has been collected from the exhibitor by the distributor during the past year and that it would be up to the distributor to collect the tax due for the first year of the levy, as well as for the future.

Expect 200 at RKO Sessions on Coast

Approximately 200 of the sales personnel from the field and home office will attend the RKO sales convention which will get under way at the Ambassador, Los Angeles, on June 16. Sales executives at the home office have not yet determined how many days will be set aside for the meetings, but plans are going ahead whereby division and district managers, branch heads and salesmen will attend.

The RKO convention special is expected to leave New York on June 10 and will make several stopovers en route where field men will board the train.

This will be the sixth annual and third international sales meet. Last year, the sessions were held at the Waldorf here with many foreign representatives in attendance. At the time, Leo Spitz promised the men that the 1937-38 convention would be held in California.

Franklin Here; May Reenter Exhibition

Harold Franklin, former RKO theatre head and more recently with Columbia at the studios, is understood to be planning to reenter exhibition. He arrived from Hollywood yesterday for an indefinite stay and stated he is here "to look things over."

Asked whether he was looking for theatres, Franklin declined to comment. One of the first things he did upon his arrival yesterday was to confer with John Eberson, theatre architect.

Honor Schwartz, Kalafat

CLEVELAND, April 22.—A testimonial dinner was tendered Ernest Schwartz, president of the Cleveland M. P. Exhibitors' Assn. and John D. Kalafat, chairman of the labor committee, by officers and members of the association at the Chamber of Commerce. About 100 attended. William M. James came up from Columbus to act as toastmaster. Schwartz was presented with a silver coffee service. Kalafat received a set of professional golf clubs.

Toney Pneumonia Victim

DES MOINES, April 22.—W. V. Toney, manager of the National Theatre Supply Co. here, has been confined to a local hospital the past week with an attack of pneumonia.

"Waikiki" Is Big 2d Week Coast Grosser

LOS ANGELES, April 22.—"Waikiki Wedding," with a stage show at the Paramount, made an excellent showing in its second week with a gross of $22,000. This was $4,000 over a first week average in spite of the competition of a beach exodus due to warm weather.

"Lost Horizon" continued strong in its sixth week at $1.50 top at the 4-Star and garnered $9,600.

"Marked Woman" took a par $12,000 at the Warner Downtown, but failed to make the grade at the Warner Hollywood with $13,250. Business generally was bad.

Total first run business was $103,429. Average is $107,950.

Estimated takings for the week ending April 21:

"THE GOOD EARTH" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 12th week. **Gross:** $8,500. (Average, $17,000)

"PERSONAL PROPERTY" (M-G-M)
"MIDNIGHT TAXI" (20th-Fox)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $11,037. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 6th week. **Gross:** $9,600. (Average, $3,250)

"SODERKAKAR" (Scandinavian)
GRAND INTERNATIONAL—(750), 35c-40c, 7 days. **Gross:** $1,900. (Average, $1,200)

"TOP OF THE TOWN" (Univ.)
"CALIFORNIA STRAIGHT AHEAD" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. **Gross:** $5,500. (Average, $8,000)

"PERSONAL PROPERTY" (M-G-M)
"MIDNIGHT TAXI" (20th-Fox)
LOEW'S STATE—(2,500), 30c-65c, 7 days. **Gross:** $14,042. (Average, $14,000)

"TOP OF THE TOWN" (Univ.)
"CALIFORNIA STRAIGHT AHEAD" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $5,600. (Average, $8,000)

"WAIKIKI WEDDING" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: F. & M. revue, Pat Henning, Paul Robinson, Rube Wolf and orchestra. **Gross:** $22,000. (Average, $18,000)

"MARKED WOMAN" (F. N.)
WARNER BROS. (Hollywood)—(3,000), 30c-65c, 7 days. **Gross:** $13,250. (Average, $14,000)

"MARKED WOMAN" (F. N.)
WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. **Gross:** $12,000. (Average, $12,000)

Indiana Houses in Cooperative Group

MUNCIE, Ind., April 22.—The Rivoli, Wysor, Grand, Strand, Hoosier and Uptown here have come under cooperative management by joining Theatrical Managers, Inc., Leonard S. Sowar will be city manager in charge of all the houses.

The arrangement was signed for the Muncie Theatre Realty Corp. by Leslie Colvin, president, and P. F. Goodrich, secretary. Acting for Theatrical Managers, Inc., were V. U. Young, president, and Marc J. Wolf, secretary, both of Indianapolis.

Form Monogram of N. E.

BOSTON, April 22.—Monogram Pictures of New England, Inc., has been incorporated here. Ben Wilansky, Pittsburgh distributor, is president of the new concern. Steve Broidy, who has resigned as city salesman for Republic, is treasurer and general manager. Offices are being sought in the film district.

Three Films, Show Top Lincoln Takes

LINCOLN, April 22.—Major Bowes' amateurs teamed with "Her Husband's Secretary" and the following four days' dual, "Breezing Home" with "Two Wise Maids," at the Orpheum grossed $2,800 which was $1,050 up.

"Seventh Heaven" fell $700 short with $2,400. The Lincoln with a dual, "Ready, Willing and Able" and "You Only Live Once," did nicely, $2,600, $400 high.

Total first run business was $9,700. Average is $9,000.

Estimated takings:

Week Ending April 14:

"BORDERLAND" (Para.)
"NIGHT WAITRESS" (RKO)
"SHE'S DANGEROUS" (Univ.)
"WE WHO ARE ABOUT TO DIE" (RKO)
LIBERTY—(1,200), 10c-15c, 7 days. **Gross:** $800. (Average, $850)

Week Ending April 15:

"READY, WILLING AND ABLE" (W. B.)
"YOU ONLY LIVE ONCE" U. A.)
LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $2,600. (Average, $2,200)

"HER HUSBAND'S SECRETARY" (F. N.)
"BREEZING HOME" (Univ.)
"TWO WISE MAIDS" (Republic)
ORPHEUM—(1,350), 10c-15c-20c-25c, 7 days. Stage: Major Bowes Amateurs, 3 days. **Gross:** $2,800. (Average, $1,750)

"23½ HOURS LEAVE" (G. N.)
"WOMAN IN DISTRESS" (Col.)
VARSITY—(1,100), 10c-15c-20c-25c, 7 days. **Gross:** $1,100. (Average, $1,100)

Week Ending April 16:

"SEVENTH HEAVEN" (20th-Fox)
STUART—(2,000), 10c-25c-40c, 7 days. **Gross:** $2,400. (Average, $3,100)

"Waikiki" on Dual $10,500, Montreal

MONTREAL, April 22. — "Waikiki Wedding," one of two features at the Capitol, made the grade with a take of $10,500, which was $1,000 above the mark.

"Wings of the Morning" at His Majesty's which was to have ended April 11, was held for an 11th week. The gross was $3,000.

Total first run business was $42,000. Average is $43,000.

Estimated takings for the week ending April 17:

"WAIKIKI WEDDING" (Para.)
"MURDER GOES TO COLLEGE" (Para.)
CAPITOL—(2,547), 25c-34c-40c-50c-60c, 7 days. **Gross:** $10,500. (Average, $9,500)

"WINGS OF THE MORNING" (Fox-British)
HIS MAJESTY'S—(1,700), 25c-35c-40c-50c, 7 days, 11th week. **Gross:** $3,000. (Average, $5,000)

"THE BIG HOUSE" (M-G-M)
"LADY FROM NOWHERE" (Col.)
LOEW'S — (3,100), 25c-35c-40c-50c-60c, 7 days. Stage: Vaudeville unit. **Gross:** $11,000. (Average, $10,500)

"FIRE OVER ENGLAND" (British)
"A FAMILY AFFAIR" (M-G-M)
PALACE — (2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $10,500. (Average, $11,000)

"QUALITY STREET" (RKO)
"GIRL OVERBOARD" (Univ.)
PRINCESS—(2,274), 25c-34c-40c-50c-65c, 7 days. **Gross:** $7,000. (Average, $7,000)

Excellent Leads Bowlers

DETROIT, April 22.—Excellent Pictures team won the Film Bowling League championship for 1936-37, beating out the Co-Operative Theatres team by one point. The other teams finished as follows: Amusement Supply, Film Truck Service, United Artists, Columbia, Republic, and Film Exchange Drugs.

Carl Buermele of Co-Operative has been elected president of the league.

"Waikiki" Is $20,000 Hit In Cleveland

CLEVELAND, April 22. — "Waikiki Wedding" opened at Loew's State to bigger business than "Maytime," but fell $3,000 below it on the final count, grossing $20,000. This is over the weekly average take by $5,000. The picture moved over to Loew's Stillman for a second week downtown.

"Maytime," at Loew's Stillman, following a big week at Loew's State, finished in second place with $7,000. Average here is $6,000. "Crack-Up" at the Allen came through with a total of $5,500. This is $500 under the $6,000 average.

"The Good Earth" grossed $8,500 in its second and last week at the Hanna.

Total first run business, exclusive of "The Good Earth," was $60,000. Average is $59,000.

Estimated takings for the week ending April 16:

"CRACK-UP" (20th-Fox)
ALLEN—(3,000), 30c-35c-42c, 7 days. **Gross:** $5,500. (Average, $6,000)

"WAIKIKI WEDDING" (Para.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $20,000. (Average, $15,000)

"MAYTIME" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week downtown. **Gross:** $7,000. (Average, $6,000)

"50 ROADS TO TOWN" (20th-Fox)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Don Redman and his "Harlem Scandals of 1937." **Gross:** $17,000. (Average, $20,000)

"TOP OF THE TOWN" (Univ.)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $11,000. (Average, $12,000)

"THE GOOD EARTH" (M-G-M)
HANNA—(1,500), 50c to $1.65, 7 days, 2nd week. **Gross:** $8,500. (Average, $7,000)

"Seventh," "Earth" Are Big in Houston

HOUSTON, April 22. — "Seventh Heaven," playing at the Majestic at regular prices, and "The Good Earth" at advanced prices and a two-a-day showing at Loew's State tied in top figures this week, each taking $8,000. Average at both theatres is $7,000.

"The Soldier and the Lady" at the Metropolitan took a licking with $4,000 or $3,000 under par. The Kirby had a take of $4,300 with a three-way program of "When Is Your Birthday?", "Off to the Races" and "Criminal Lawyer." Average is $5,000 for seven days.

The weather was ideal for spring.

Total first run business was $24,000. Average is $26,000.

Estimated takings for the week ending April 15:

"WHEN IS YOUR BIRTHDAY" (RKO)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $2,000. (Average, 7 days, 5,000)

"OFF TO THE RACES" (20th-Fox)
KIRBY—(1,450), 15c-35c, 1 day. Bank Night. **Gross:** $1,000. (Average, 7 days, 5,000)

"CRIMINAL LAWYER" (RKO)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,500. (Average, 7 days, 5,000)

"THE GOOD EARTH" (M-G-M)
LOEW'S STATE—(2,750), 55c-$1.25, 7 days. **Gross:** $8,000.

"SEVENTH HEAVEN" (20th-Fox)
MAJESTIC—(2,250), 25c-50c, 7 days. **Gross:** $8,000. (Average, $7,000)

"THE SOLDIER AND THE LADY" (RKO)
METROPOLITAN—(2,600), 25c-50c, 7 days. **Gross:** $4,000. (Average, $7,000)

SAID THE CIRCUIT BOOKER TO THE MAN JUST ARRIVED FROM CALIFORNIA:

"Tell me, first, what did you see at the Metro-Goldwyn-Mayer Studios?"

Time out while the Circuit Booker and his friend from California get comfortable!

"I arrived in California the night of the Press Preview of M-G-M's 'CAPTAINS COURAGEOUS' at Grauman's Chinese Theatre. Doubtless you've seen in the trade press many glowing reviews but you cannot really know the power of this picture until you see it on the screen . . . When the lights went up after the Preview a voice choked with tears said 'This is the greatest picture I have ever seen.' The applause in the theatre was deafening. 'CAPTAINS COURAGEOUS' is Big in spectacle and thrill but it is the heart-throb that will bring millions to the box-office!"

Imagine what the Circuit Booker will tell his ad-men about Freddie Bartholomew's touching performance with Spencer Tracy!

"TELL ME, WHAT'S ALL THE SHOOTING ABOUT THIS NEW BOB MONTGOMERY PICTURE 'NIGHT MUST FALL' THAT M-G-M IS ADVERTISING SO MUCH?"

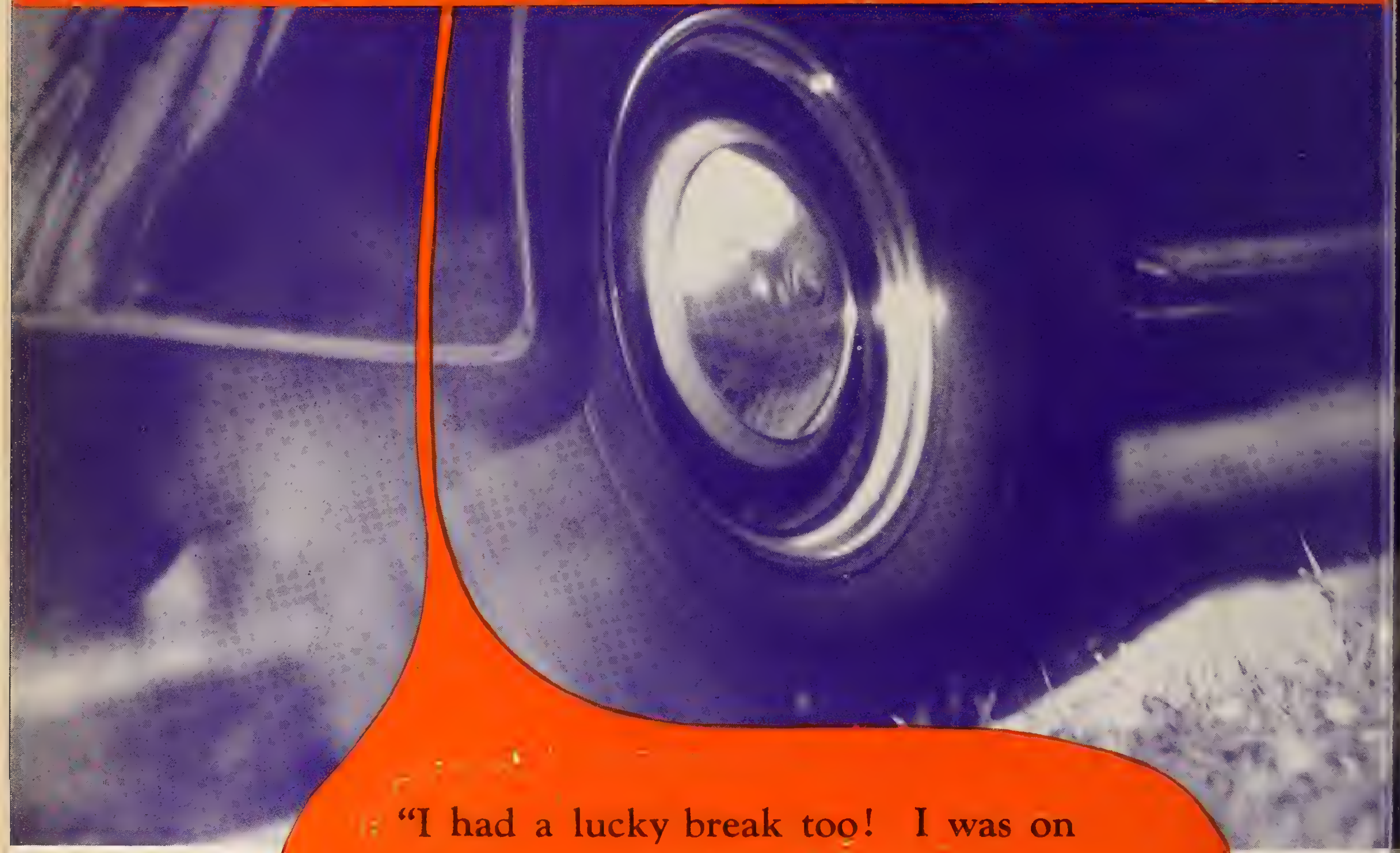
"I was just coming to that. Hunt Stromberg, the producer, invited me to the sneak preview. I saw 'NIGHT MUST FALL' in rough assemblage before it was finally edited. There is a perfect instance of M-G-M using its head in production. They've taken Bob Montgomery boldly out of the type role the public expects —no longer the suave comic—but instead he's got a terrifyingly brilliant part that's going to lift him further as a top draw name. The picture held that audience breathless. It's based on the stage hit and what a show they've made of it. My advice is to get the boys shouting about it. You've got a real opportunity there!"

MEET ROBERT MONTGOMERY in the most daringly different role that ever flashed full-blooded from the sizzling silver screen'
"NIGHT MUST FALL"
'and so must your house records'
ROAR LEO!

LET'S GET INTO THE CAR WITH THE BOYS AND EAVESDROP!

(next page)

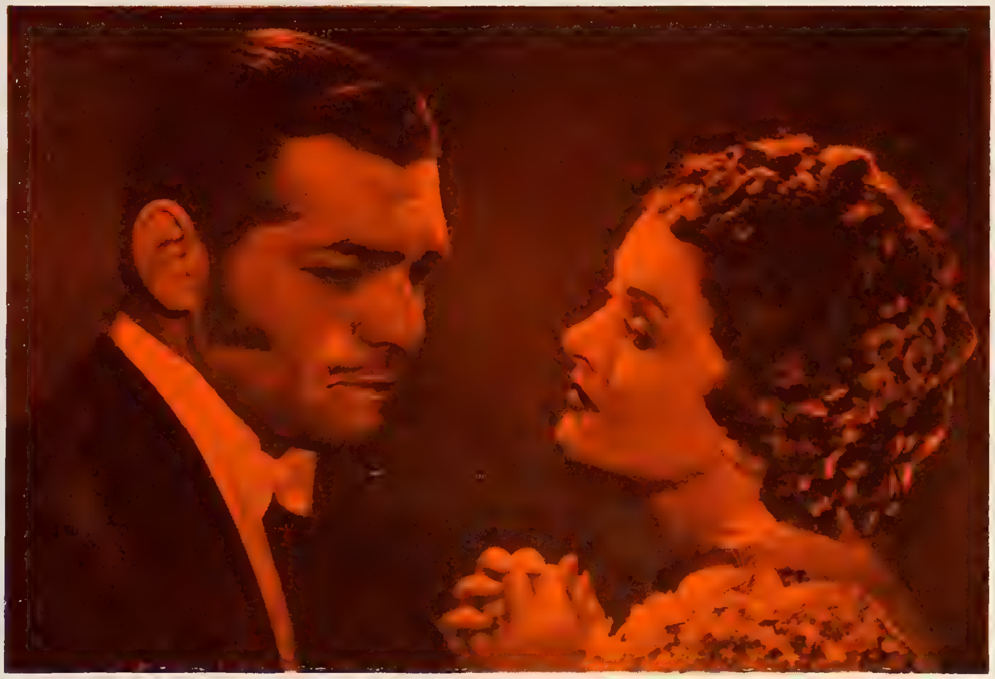
THEY DIDN'T STOP TALKING FOR A MINUTE ON THE WAY TO THEIR HOTEL!



"I had a lucky break too! I was on the M-G-M lot when two producers were running off working prints of big forthcoming films. Let me tell you this—from what John M. Stahl showed me of 'PARNELL' you can bank on this as the biggest sensation of Leo the Lion since 'San Francisco'. CLARK GABLE has a role with all the power of his 'Frisco part and MYRNA LOY makes a beautiful sweetheart for him. Then I saw producer Weingarten's private screening of 'A DAY AT THE RACES' starring the MARX BROTHERS. When I tell you its twice as Big and three times funnier than 'Night At the Opera' you'll know what to expect.

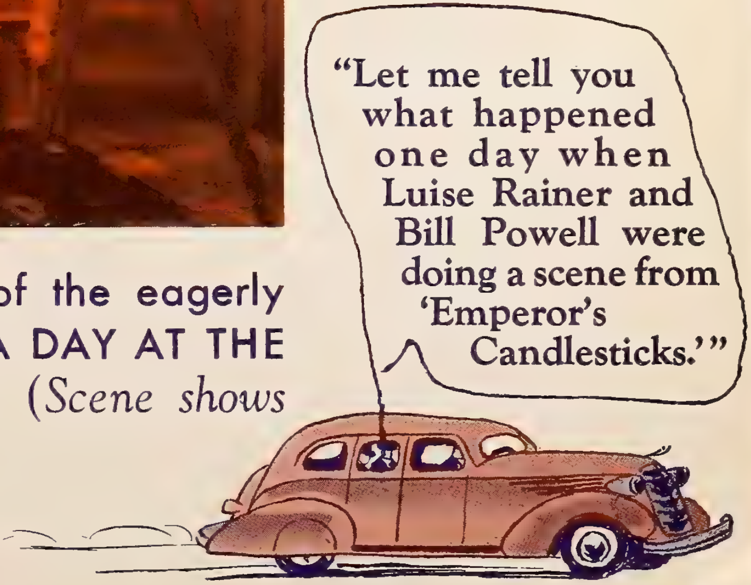
(Hey, let me catch my breath!)

BELOW ARE SCENES DESCRIBED BY THE MAN FROM CALIFORNIA!



"What a thrill when I saw 'PARNELL' in the projection room. It's the biggest sock since 'SAN FRANCISCO.' *(Scene shows Clark Gable and Myrna Loy.)*

"I also saw a private screening of the eagerly awaited MARX BROS. picture 'A DAY AT THE RACES' and found it terrific!" *(Scene shows the howling wall-paper episode.)*



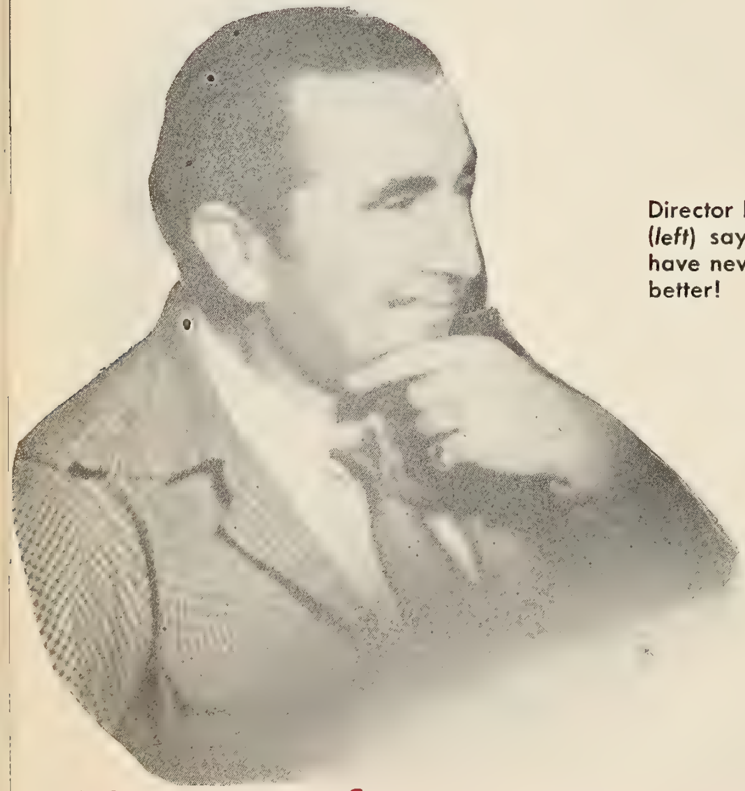
"Let me tell you what happened one day when Luise Rainer and Bill Powell were doing a scene from 'Emperor's Candlesticks.'"

(PICTURE IT FOR YOURSELF!)

next page

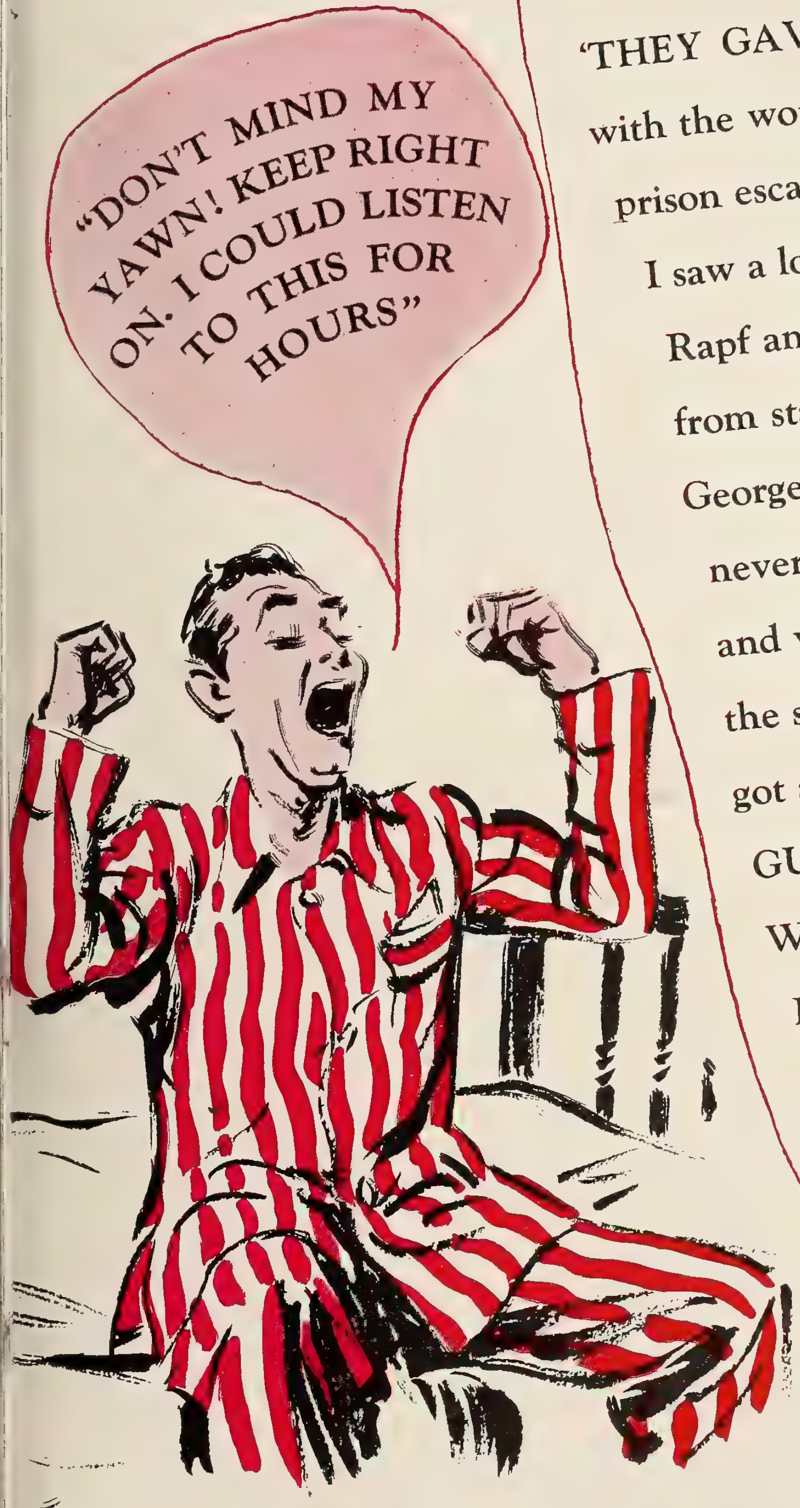
THE MAN FROM CALIFORNIA DESCRIBES A SCENE!

"It was on Stage 19 at the M-G-M Studios and Director George Fitzmaurice was running through a scene from 'THE EMPEROR'S CANDLESTICKS.' I watched Bill Powell and Luise Rainer as they spoke their dramatic lines. It was positively thrilling. Then Director Fitzmaurice took me aside and pridefully said he felt that these two great stars were giving their most inspired romantic performance. This spy story is as exciting as 'Mata Hari,' which Fitzmaurice also directed. Looks to me like 'EMPEROR'S CANDLESTICKS' will be one of biggest sensations of the Spring Season. Seems only yesterday that Bill Powell introduced Rainer in 'Escapade.' Then they co-starred in 'Great Ziegfeld' and now they're together again. A great team!"



Director Fitzmaurice (*left*) says the stars have never been better!

Picture for yourself this scene on the set of "EMPEROR'S CANDLESTICKS" at the M-G-M Studios!


"DON'T MIND MY YAWN! KEEP RIGHT ON. I COULD LISTEN TO THIS FOR HOURS"

"Sleepy? Okay then just one more. Forgive my enthusiasm but *you'd talk in your sleep* if you had been out there at M-G-M. And now is the right time for a SLEEPER! Jot down in your memory the picture 'THEY GAVE HIM A GUN! This dramatic story starts with the world war, then goes gangster, with a wow of a prison escape and just brimming with showmanship. I saw a long, unedited version with producer Harry Rapf and believe me I sat on the edge of my chair from start to finish. Spencer Tracy is grand. Gladys George is a real trouper and Franchot Tone has never been better. W. S. Van Dyke is the director and you know that means the tops. This picture has the sock of 'The Big Parade.' Mark my words you've got a great show coming in 'THEY GAVE HIM A GUN." I'd like to tell you about M-G-M's 'BROADWAY MELODY OF 1938' and GARBO'S next Big Romance with Charles Boyer 'BELOVED' —but it would take a week to do justice to them. What a lucky guy you are to have M-G-M product."

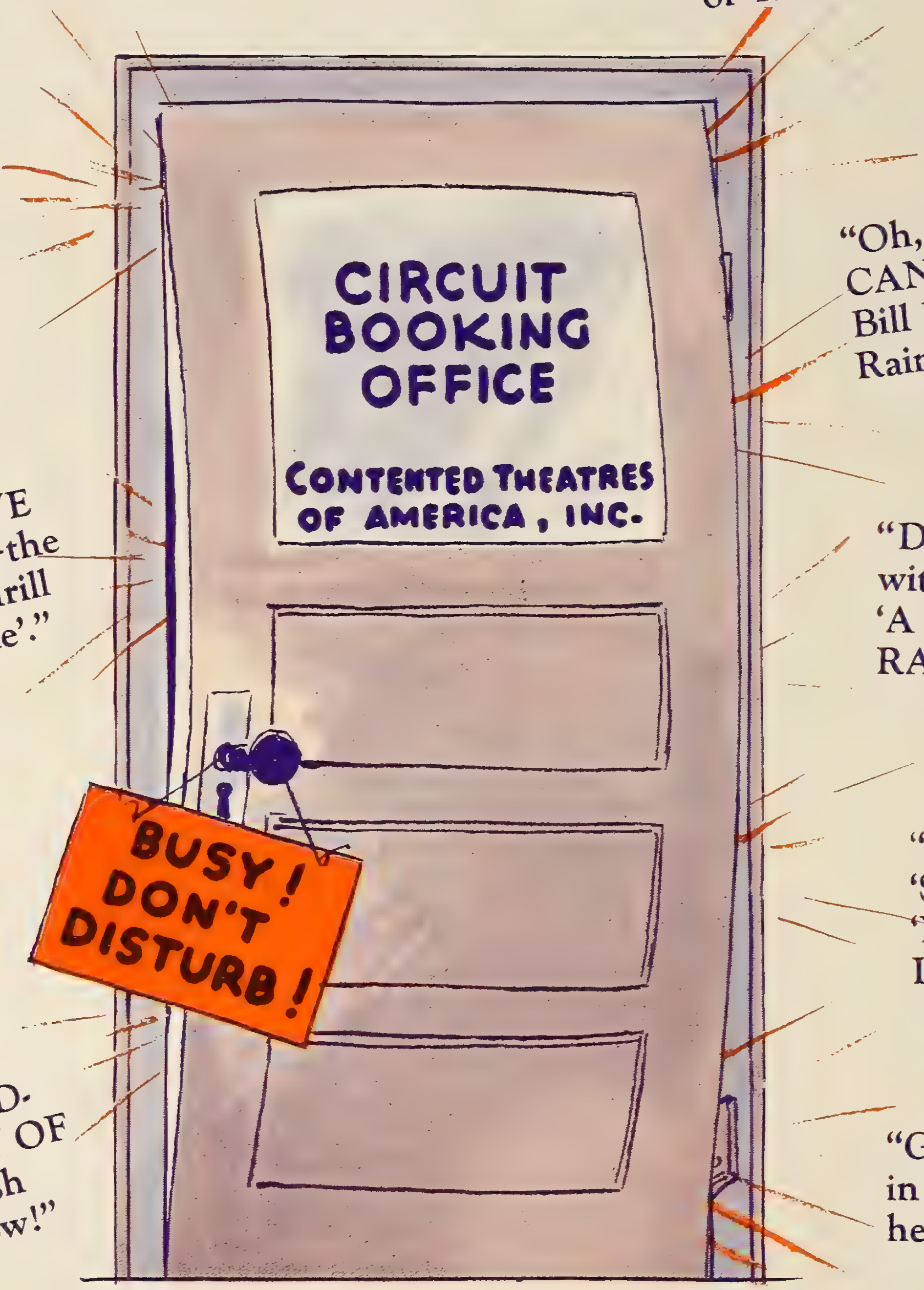
AND SO FAR INTO THE NIGHT!

But the Circuit Booker could scarcely wait to get to his office next morning.

(next page!)

"Tell 'em about Bob Montgomery in 'NIGHT MUST FALL'. Unique! Different! Thriller!"

"M-G-M has a flock of BIG ONES coming! Everybody get busy! Ballyhoo The Parade of Hits!"


CIRCUIT BOOKING OFFICE
CONTENTED THEATRES OF AMERICA, INC.
BUSY! DON'T DISTURB!

"Oh, Boy! 'EMPEROR'S CANDLESTICKS' with Bill Powell and Luise Rainer is a lulu!"

"Start talking it up! 'THEY GAVE HIM A GUN'—the biggest screen thrill since 'Big Parade'."

"Don't let a day pass without a plug for 'A DAY AT THE RACES' Marx Bros."

"Clark Gable will top 'San Francisco' with 'PARNELL'—Myrna Loy's the gal in it!"

"And then comes M-G-M's 'BROADWAY MELODY OF 1938'. Put a flash in the lobby now!"

"Garbo and Boyer in 'BELOVED'! You'll hear plenty about it!"

CAME THE DAWN!

"Maytime" Is Pittsburgh's $22,500 Top

PITTSBURGH, April 22.—The smash of smashes last week was "Maytime" at the Penn, where the operetta ran up a new high for the year, $22,500, more than double average. The picture was moved to the Warner to continue its downtown run and is expected to get at least two weeks there.

Also at the top was the combination of "Marked Woman" and Jan Garber's band at the Stanley, where a $24,500 take was the top figure for this house since Jack Benny played here in person more than a year ago.

Business generally was excellent with the exception of the Alvin, where "Women of Glamour" and "23½ Hours Leave" were pulled after six days to a weak $4,250.

In its second and last week at the Nixon, "The Good Earth" fell to $7,000 after a fine $13,000 opening.

Total first run grosses, exclusive of two-a-day pictures, were $63,700. Average is $44,000.

Estimated takings for the week ending April 15:

"WOMEN OF GLAMOUR" (Col.)
"23½ HOURS LEAVE" (G. N.)
ALVIN—(2,000), 25c-40c, 6 days. **Gross:** $4,250. (Average, 7 days, $5,500)

"LOVE IS NEWS" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days, 2nd week. **Gross:** $6,850. (Average, $4,500)

"THE GOOD EARTH" (M-G-M)
NIXON—(2,100), 50c-$1.50, 14 showings, 2nd week. **Gross:** $7,000.

"MAYTIME" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $22,500. (Average, $11,000)

"MARKED WOMAN" (F. N.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Jan Garber's band, Three Ryans, Crawford and Caskey. **Gross:** $24,500. (Average, $18,000)

"WE'RE ON THE JURY" (RKO)
"ESPIONAGE" (M-G-M)
WARNER—(2,000), 25c-40c, 7 days. **Gross:** $5,600. (Average, $5,000)

"Married Woman" Is Indianapolis Lead

INDIANAPOLIS, April 22.—"Married Woman" pulled an excellent $10,300 to the Lyric in a week that otherwise was quiet among the first runs. This is $2,300 over the line. "Pine Ridge Follies" was on the stage.

"Fifty Roads to Town" was good for $800 upstairs at the Apollo and "Waikiki Wedding" held up well in its second week, turning in about $5,000 to the Circle box-office.

"The Good Earth," roadshowed at Loew's, fell below par by $1,000. The Lyric's take represented a steady pull all week, while the Circle's was principally on heavy Saturday and Sunday business.

Total first run business was $30,300. Average is $28,500.

Estimated takings for the week ending April 16:

"FIFTY ROADS TO TOWN" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days. **Gross:** $4,800. (Average, $4,000)

"WAIKIKI WEDDING" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days, 2nd week. **Gross:** $5,000. (Average, $4,500)

"CLOISTERED" (Best)
INDIANA—(3,200), 25c-40c, 7 days. **Gross:** $4,200. (Average, $5,000)

"THE GOOD EARTH" (M-G-M)
LOEW'S—(2,800), 55c-$1.10, 7 days. **Gross:** $6,000. (Average, $7,000)

"MARRIED WOMAN" (F. N.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: "Pine Ridge Follies." **Gross:** $10,300. (Average, $8,000)

"Fifty Roads" Is Strong in Buffalo

BUFFALO, April 22.—"Fifty Roads to Town" led a tiptop week as all houses went over par. It drew $21,500 at the Buffalo, beating par by $9,500.

The Lafayette's dual, "23½ Hours Leave" and "Woman Alone," did a nice $8,700, up by $2,700. "The King and the Chorus Girl" pulled $9,800 at the Great Lakes, topping average by $2,500. "Nancy Steele" and "Wings of the Morning," dualed at the Century, went $8,500 in a $5,800 house.

"The Good Earth," at the Erlanger, pulled $11,500, over par by $2,500. The original schedule has been cut from three to two weeks.

Total first run business was $53,500. Average is $38,400.

Estimated takings for the week ending April 17:

"FIFTY ROADS TO TOWN" (20th-Fox)
BUFFALO—(3,000), 30c-50c, 7 days. **Gross:** $21,500. (Average, $12,000)

"WAIKIKI WEDDING" (Para.)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $7,000. (Average, $7,300)

"KING AND THE CHORUS GIRL" (W.B.)
GREAT LAKES—(3,000), 25c-40c, 7 days. **Gross:** $9,800. (Average, $7,300)

"NANCY STEELE" (20th-Fox)
"WINGS OF MORNING" (20th-Fox)
CENTURY—(3,000), 25c, 7 days. **Gross:** $8,500. (Average, $5,800)

"23½ HOURS LEAVE" (G.N.)
"WOMAN ALONE" (G.B.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $8,700. (Average, $6,000)

"THE GOOD EARTH" (M-G-M)
ERLANGER—(1,500), 50c-75c-$1.00-$1.50, 7 days. **Gross:** $11,500. (Average, $9,000)

"Velvet" Is Winner In Oklahoma Slump

OKLAHOMA CITY, April 22.—Summer weather and baseball games hit grosses last week with the result that "The Case of the Velvet Claws," with Polly Moran heading a stage show, was the only attraction to get far into the profit column. The take was $3,700 at the Warner for four days. Normal for a week is $5,000.

"John Meade's Woman" and "Flying Hostess" went slightly over the line on a take of $2,560 at the Liberty, but other houses were weak.

Total first run business was $15,047. Average is $16,500.

Estimated takings for the week ending April 17:

"SWING HIGH, SWING LOW" (Para.)
CRITERION—(1,700), 10c-35c-55c, 7 days. **Gross:** $4,400. (Average, $5,000)

"JOHN MEADE'S WOMAN" (Para.)
"FLYING HOSTESS" (Univ.)
LIBERTY—(1,500), 10c-25c-35c, 7 days. **Gross:** $2,560. (Average, $2,500)

"THE KING AND THE CHORUS GIRL" (W. B.)
MIDWEST—(1,500), 10c-35c-55c, 7 days. **Gross:** $3,987. (Average, $4,000)

"CASE OF THE VELVET CLAWS" (F. N.)
WARNER—(1,800), 10c-25c-35c, 4 days. Stage: Polly Moran in person and eight acts vaudeville. **Gross:** $3,700. (Average for week, $5,000)

"TRANSATLANTIC MERRY-GO-ROUND" (U. A.) (Re-Issue)
"RACING LADY" (RKO)
WARNER—(1,800), 10c-25c-35c, 3 days. **Gross:** $400. (Average, 7 days, $5,000)

Move Sterling Managers

SEATTLE, April 22.—Several changes in management of the Sterling suburban theatres have been made by William Forman, new supervisor. Vic Green will be the new maanger of the Beacon, Ralph Smith will move from the Madrona to the Arabian, and will be succeeded by Don LeFevre.

They Had Met

Kansas City, April 22.—A. F. Clark, who will soon open a theatre at Corning, Kan., where he operated one some years ago, dropped in on Film Row the other day. He stopped at the Independent Theatre Supply Co.

"I've seen you somewhere before," he said to Jim Foland.

"I've seen you somewhere before," replied Foland.

Suddenly they both remembered. About 18 years ago Foland was in Corning and sold Clark "The Red Circle," Pathe film starring Ruth Roland.

"Swing" a $15,000 Hit at Cincinnati

CINCINNATI, April 22. — "Swing High, Swing Low" led the town with $15,000, or $3,000 over par at the RKO Albee.

"History Is Made at Night" recorded $2,000 on the plus side with a $12,000 take at the RKO Palace. "Radio Revels," from station WLW, helped "We Have Our Moments" to $14,000 at the RKO Shubert, up $2,000. "Maytime," in its fourth downtown week, gave the RKO Grand $3,900. Average is $2,750.

"Waikiki Wedding" got $6,700 at the RKO Capitol for a second week downtown, compared with $6,500 average and moved to RKO Grand.

Total first run business was $61,300. Average is $58,700.

Estimated takings:

Week Ending April 14:

"MURDER GOES TO COLLEGE" (Para.)
RKO LYRIC—(1,400), 35c-42c, 6 days. **Gross:** $2,300. (Average, 7 days, $6,500)

Week Ending April 15:

"SWING HIGH, SWING LOW" (Para.)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $15,000. (Average, $12,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $12,000. (Average, $10,000)

"WE HAVE OUR MOMENTS" (Univ.)
RKO SHUBERT—(2,150), 40c-60c, 7 days. Stage: "Radio Revels" from station WLW. **Gross:** $14,000. (Average, $12,000)

"WAIKIKI WEDDING" (Para.)
RKO CAPITOL—(35c-42c), 7 days, 2nd downtown week. **Gross:** $6,700. (Average, $6,500). Moved to RKO Grand.

"MAYTIME" (M-G-M)
RKO GRAND—(1,200), 25c-40c, 7 days, 4th downtown week. **Gross:** $3,900. (Average, $2,750)

"NAVY SPY" (G. N.)
RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,400. (Average, $1,250)

"MYSTERIOUS CROSSING" (Univ.)
RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,200. (Average, $1,200)

"HEAD OVER HEELS IN LOVE" (G. B.)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $4,800. (Average, $6,500)

LeRoy Plans Musical

HOLLYWOOD, April 22.—Mervyn LeRoy, who has just finished shooting "Deep in the South," will next direct a musical starring Fernand Gravet and Ethel Merman. In the meantime, he will supervise two other pictures to be made under his own name and released through Warners. These will be "Mr. Dodds Takes the Air," by the author of "Mr. Deeds Goes to Town," which Al Green will direct, and "The Great Garrick" with Brian Aherne. LeRoy plans a European vacation in January.

"Murder Goes" And Show Lead Philadelphia

PHILADELPHIA, April 22. — In a week marked by five holdovers, "Murder Goes to College" turned in the best showing with the help of Ted Lewis and a revue at the Earle. The $16,000 take was up by $2,000.

"Maytime" wound up its fourth week at the Boyd with a $15,000 take, still over the first week average of $14,000. "Marked Woman," with a stage show featuring Jesse and Mrs. Crawford and Little Jackie Heller, garnered $15,500 at the Fox, up by $1,500.

Total first run business was $91,750. Average is $78,355.

Estimated takings for the week ending April 15:

"HISTORY IS MADE AT NIGHT" (U. A.)
ALDINE—(1,300), 40c-55c-65c, 7 days, 3rd week. **Gross:** $7,000. (Average, $8,160)

"DOCTOR'S DIARY" (Para.)
ARCADIA—(600), 25c-40c-50c, 3 days, 2nd run. **Gross:** $650. (Average, 7 days, $2,800)

"MAYTIME" (M-G-M)
BOYD—(2,400), 40c-55c, 7 days, 4th week. **Gross:** $15,000. (Average, $14,000)

"MURDER GOES TO COLLEGE" (Para.)
EARLE — (2,000), 25c-40c-55c, 7 days. Stage: Ted Lewis, with band and revue. **Gross:** $16,000. (Average, $14,000)

"LOST HORIZON" (Col.)
(Roadshow)
ERLANGER—(2,000), 55c-86c-$1.14-$1.71, 7 days, 6th week. **Gross:** $8,500.

"MARKED WOMAN" (F. N.)
FOX—(3,000), 40c-55c-65c, 7 days. Stage: Jesse and Mrs. Crawford, Little Jackie Heller, Kay, Katja and Kay, Art Frank and Vivien Peterson. **Gross:** $15,500. (Average, $14,000)

"HEAD OVER HEELS IN LOVE" (G. B.)
KARLTON—(1,000), 25c-35c-40c, 8 days. **Gross:** $2,600. (Average, 7 days, $4,000)

"SEVENTH HEAVEN" (20th-Fox)
KEITH'S—(2,000), 30c-40c-50c, 6 days, 2nd run. **Gross:** $2,800. (Average, 7 days, $4,000)

"THE GOOD EARTH" (M-G-M)
(Roadshow)
LOCUST — (1,300), 55c-86c-$1.14-$1.71, 7 days, 8th week. **Gross:** $8,000.

"WAIKIKI WEDDING" (Para.)
STANLEY—(3,700), 40c-55c, 6 days, 2nd week. **Gross:** $10,500. (Average, 7 days, $14,000)

"PAROLE RACKET" (Col.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $5,200. (Average, $7,000)

Fox Midwest Plans New Illinois House

ST. LOUIS, April 22.—Fox Midwest plans one new theatre and improvements on two others in this area. The new house, at Mt. Vernon, Ill., will seat 1,200 and will cost $150,000. The circuit's houses in Jacksonville, Ill., and Moberly, Mo., will be extensively remodeled.

F. A. Lambert plans a new house at Princeton, Mo., to replace the theatre recently destroyed by fire. Sam Komm has concluded arrangements for remodeling the Miners at Collinsville, Ill., and Rufus H. Limpp is taking bids for the construction of an addition to his house in King City, Mo.

Open at Grand Island Soon

LINCOLN, April 22. — Opening of Harry Schiller's $85,000 Grand in Grand Island is near but the date is still indefinite. After the new house is in operation, Schiller will become the city manager for Tri-State and will also direct operations of the Capitol and Majestic there.

◂ Purely Personal ▸

SANDOR INCZE, producer from Budapest, arrived from the coast yesterday after making a study of production methods, and will sail on the *Normandie* next Wednesday, en route home.

•

Sam Flax, Washington, and Herman Rifkin, Boston, Republic franchise holders, have returned to their territories after a short visit here.

•

Stanley Ridges, who will appear in "First Lady," leaves for St. Petersburg, Fla., today and tomorrow will head for the coast.

•

Elliott Gibbon, Universal writer, arrived from Hollywood yesterday by plane and will sail next Wednesday on the *Normandie* for England.

•

Broderick Crawford, Helen Broderick's son, is due on the Century. He recently completed a part in "Woman Chases Man."

•

Lowell Thomas has been nominated to succeed H. B. LeQuatte as president of the Advertising Club of New York.

•

Oliver Hansdell, director of the Paramount studio talent department, has left on his annual tour of the country.

•

Alan Friedman of DeLuxe Labs. returned from Detroit yesterday after closing a printing deal with Wilding Pictures.

•

Si Seadler will not leave for the coast until next Thursday with the M-G-M sales convention special.

•

Lynn Farnol will visit Baltimore over the weekend to attend the Maryland hunt.

•

James Clark, head of Horlacher's Film Delivery Service, was in from Philadelphia yesterday.

•

Anne Greenway, M-G-M player, arrived from the coast yesterday via plane.

•

Nicholas Murray, color photographer, got in from Hollywood yesterday by American Airlines.

•

Capt. N. A. Pogson, technical supervisor on "Marco Polo," left yesterday for the coast.

•

Joe Brandt will depart for the coast May 2. His eastern visit, he declares, is purely a vacation.

•

Oscar Doob of Loew's and John Dowd of RKO will return today from Boston.

•

Jo Mielziner, designer left yesterday for Dallas by plane.

•

Nicholas M. Schenck is now in Miami.

•

Eddie Carrier of M-G-M will leave for the coast today.

•

Loretta Young is due from the coast tomorrow morning.

House of Lords Agrees to 10-Year Quota Extension

(*Continued from page* 1)

complete success, and he pointed to the present crises, where floor space for 58 features is occupied by only 13. That number, he said, would not fill the present quota.

He said it is practically impossible for British producers to get their product into the United States, yet he declared American producers could not make profits without England's market.

"Our industry is under foreign domination and control," he said. "Our quickies are made chiefly by American companies, but are held up to derision in the United States."

He declared he shuddered at the thought of Government control of the industry here, and said he would not trust certain members of the Cabinet in control of films. He urged a trade agreement with the United States, including a 20 per cent British film quota there.

Lord Ponsonby spoke of the "nauseous, vulgar bathos" of American films and their bad influence on the language of children, who have learned to say "Yep."

Several other members echoed Lord Moyne's remark, "We must not allow the industry to fall permanently under foreign domination." The quota was described as the only effective protection.

Lord Templemore, speaking for the Government, said it regarded a flourishing industry as essential and was determined to maintain conditions under which it could expand considerably. He repeated Runciman's statement to the House of Commons, and said the Government accepted Lord Strabolgi's motion.

He said the Government is determined to find means to meet the quickie problem. Strabolgi declared certain persons in the American industry thought only of quick profits and did not mind how they were made, and said it was necessary to have weapons to fight such people.

Settle Coast Studio Suit

Los Angeles, April 22.—Acceptance by U. S. District Judge Paul J. McCormick of a check for $4,500 and a promise to pay $3,000 monthly has ended the ouster suit brought by L. A. Young for the Detroit owners of the studios at 516 Sunset Blvd.

Oscar L. Young, temporary trustee, asked for the settlement at the request of the Bank of America, chief creditor.

Columbia Asking Details

Columbia Pictures Corp. will ask Justice Julius Miller in N. Y. Supreme Court today for an order which would require Jack Redmond, the golfer, to supply a bill of particulars in his $50,000 suit against Columbia. Redmond charges that without permission Columbia used a number of scenes of the plaintiff engaged in trick golfing shots in "Golfing Rhythm" and that these scenes were taken from a Fox Movietone reel for which he posed several years ago. The plaintiff would also enjoin Columbia from further distributing "Golfing Rhythm." Columbia asserts that it obtained permission from Fox to use the scene in question.

Sue on "Modern Times"

A charge that Charlie Chaplin lifted whole scenes from "A Nous La Liberte," a French film, for use in his "Modern Times" is made in an accounting suit filed in N. Y. Supreme Court yesterday by the Films Sonores Tobis Societe Anonyme. The defendants, whom the French company also would permanently enjoin from further distribution of "Modern Times" are the Charles Chaplin Film Corp. and United Artists. The plaintiff states that its picture was released in 1931. The conveyor belt scene in "Modern Times" allegedly was taken bodily from the French film.

Anna Miller Sues Paramount

Los Angeles, April 22.—Anna L. Miller, who writes under the pen name of Annyce Barnes, has filed suit in Federal court against Paramount charging infringement of copyright on "Behold My Wife." She insists parts of the film were lifted from her play, "Unknown Friend," and asks for damages in excess of $5,000, an accounting and an injunction against further exhibition.

Would Amend Complaint

A motion by Trans-Lux Daylight Pictures Screen Corp., Trans-Lux Movies Corp. and Percy N. Furber for permission to amend their answer to the complaint of Abraham Felt was adjourned in Federal Court yesterday to April 30. Felt alleges that he was influenced in January, 1934, by the defendants to obtain sites for Trans-Lux theatres in Philadelphia, Baltimore and Washington and that brokerage commissions amounting to $45,409 remain unpaid.

Orders Lowe Examination

Edmund Lowe must submit to a pretrial examination in connection with a suit for $121,750 brought against him by Jenny Robinson and Hattie Blumenson, sisters of the late Lilyan Tashman, Lowe's wife. The examination will be held in June upon Lowe's return from England and was ordered by Justice Julius Miller yesterday in N. Y. Supreme Court.

Reserves Theatre Decision

Justice Ferdinand Pecora in N. Y. Supreme Court reserved decision yesterday on the suit brought by the Lenox Hill Hospital and others to enjoin the owners of the property at 1109 Lexington Ave. from erecting a film house on that site.

Welt Rites Are Held

Funeral services were held yesterday for Mathilde Welt, wife of Isidore Welt and sister of Leon Rosenblatt of the Rosenblatt-Welt circuit. Interment was at Beth-El Cemetery, Cypress Hills.

Harry Harris Dies

Great Neck, L. I., April 22.—Harry Harris, attorney, who was associated with the late Elek John Ludvigh, is dead here. He was 65.

IATSE Signs Pact With Consolidated

(*Continued from page* 1)

negotiations. The agreement places the New Jersey plant's wage scales on the same level as those of New York laboratories.

The new wage schedules range from a minimum of $22 for a 40-hour week for apprentices to a maximum of $88 for eye-timing.

The Fort Lee plant was the scene of a strike four weeks ago. The striking faction recently withdrew from a newly formed organization which had applied for a C. I. O. charter with the explanation that they believed their negotiations and chances of recognition were being handicapped by the prospective C. I. O. affiliation. The organized group moved immediately to join the I. A. local and the new contract was closed within 10 days thereafter. Striking employes were returned to their work.

The same local recently closed a one-year agreement with De Luxe Laboratories here. The organizing moves in the laboratory field are regarded as being in line with the I. A.'s declared intention of organizing non-union workers in exhibition, distribution, production and allied industries along vertical lines. The move is known to have considerable official sympathy throughout the industry.

Organizing of New York exchanges is proceeding rapidly under the direction of Local 306 and will be extended by the I. A. to "every exchange in the country," a union official said yesterday.

Philadelphia Union Meets

Philadelphia, April 22.—Exchange employes here met tonight to discuss plans for unionizing. I.A.T.S.E. representatives will address the meeting. Although the exact organizing campaign is not known yet it is believed here that all local exchange workers will be organized in the near future.

Hod Carriers Labor Complaint Is Filed

Hollywood, April 22. — Charging that the producers, in violation of the Wagner Act, had ignored and otherwise unfairly treated hod carriers who are members of the Building and Common Laborers' Union, Joseph Marshall today filed a complaint with the National Labor Relations Board in Los Angeles. Pat Casey has agreed to confer with Marshall tomorrow for consideration of the complaint. They will meet in the office of Dr. Towne Nylander, regional director of the board.

On Tuesday Casey will meet with Charles Lessing, representing make-up men, scenic artists and painters. The Actors' Guild meetings start on the same day.

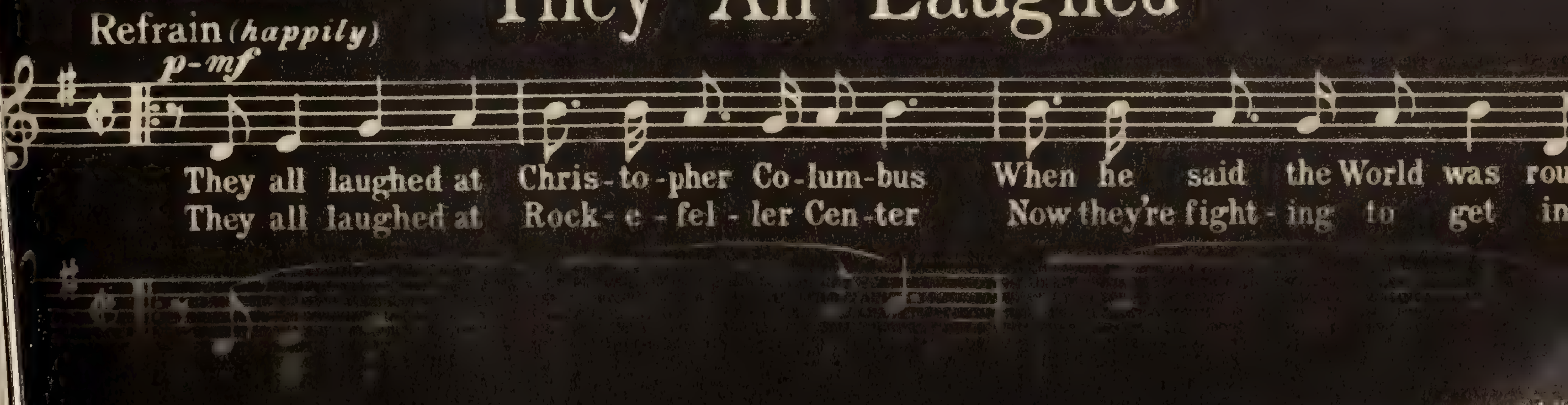
Kenneth Thomson and Aubrey Blair are due here Friday. They are now at Sacramento.

Albany Variety Dropped

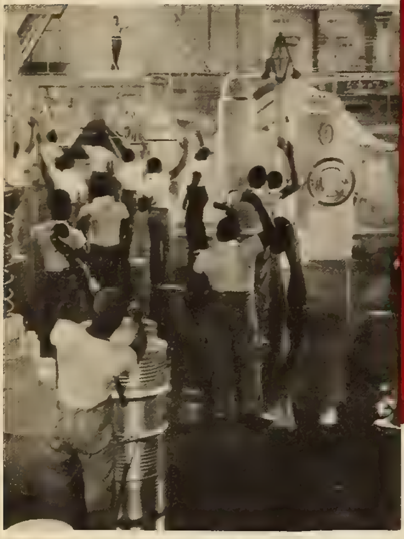
The Albany unit has been eliminated as a member of the National Variety Clubs, according to information received by Motion Picture Daily from national headquarters in Pittsburgh. Lack of interest in the characteristic Variety activities is given as the reason for the withdrawal of the charter.

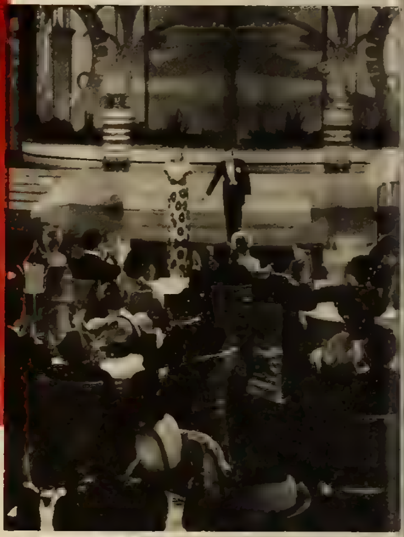
From the Fred Astaire-Ginger Rogers RKO Radio Picture, "Shall We Dance"

They All Laughed


Refrain (happily)
p-mf
They all laughed at Chris-to-pher Co-lum-bus When he said the World was rou
They all laughed at Rock-e-fel-ler Cen-ter Now they're fight-ing to get in

© Chappell & Co





FRED ASTAIRE
GINGER ROGERS

in

SHALL WE DANCE

with

EDWARD EVERETT HORTON ★ ERIC BLORE
JEROME COWAN ★ KETTI GALLIAN
WILLIAM BRISBANE and HARRIET HOCTOR

Music by GEORGE GERSHWIN ★ Lyrics by IRA GERSHWIN
Directed by Mark Sandrich ★ Pandro S. Berman Production

RKO
RADIO
PICTURES

SWEET SWING AND RED-HOT BLUES! THEY'RE HEAD OVER HEELS IN RHYTHM!

Refreshing as an April shower! . . . Exciting as a fire! . . . The world's gay dancing sweethearts, stepping to town higher, brighter than ever in their grandest show of all! . . . Fred and Ginger surrounded by the screen's biggest comedy cast . . . and three-score of Hollywood's hand-picked glamour girls! . . . **AND THOSE GERSHWIN SONGS!** . . . "Let's Call The Whole Thing Off"—"Slap That Bass"—"I've Got Beginner's Luck"—"They All Laughed"—"They Can't Take That Away"—"Shall We Dance."

Rockefeller Claim Hit at RKO Hearing

(Continued from page 1)

Atlas Corp., proponents of the RKO reorganization plan, in objecting to Israel's request, asserted that the validity of the claim is not at issue. He stated that the claim had been fully litigated before Special Master Thomas D. Thacher and that the only question involved was whether the settlement was one which "a reasonable business man would make."

Rockefeller Center attorneys will refuse to relitigate the claim, Rickaby said. He added, however, that negotiations to settle the objections to the plan of the unsecured creditors' committee are now under way, as well as similar negotiations over the objections of the First National Bank of Cincinnati, trustee under a $3,500,000 indenture issued by the RKO Midwest Corp.

Numerous Consents Filed

Consents to the plan were filed by RCA, which holds $4,893,327 of RKO debentures and 605,731 shares of common stock; by a group of secured creditors representing claims of $3,743,633; a second group representing claims of $1,118,500; Bank of America, N. A., with a secured claim of $481,000; Amerex Corp., a secured claim of $114,000; Van Neck, a secured claim of $35,000; Time, Inc., an unsecured claim of $1,198,000; Roy E. Larsen, an unsecured claim of $150,000; the Stillman Corp., unsecured claim of $95,000, and Mary A. Moulton, unsecured claim of $5,000.

In addition, Rickaby said that he had additional consents from unsecured creditors amounting to $2,500,000, presumably referring to the Atlas Corp.-Lehman Bros. holdings. He said that consents of 48 per cent of the common stock had been received from holders.

Three Objections Registered

In addition to the unsecured creditors' committee and the First National Bank of Cincinnati, objections to the plan were filed by John F. Stover on behalf of holders of 1,234 shares of old RKO Class A stock; by Charles Winkelman and George L. Schein, also representing Class A holders, who allege that RCA's consent to the plan is illegal, and by Edward Hickey, another Class A holder who, among other contentions, alleges that Section 77-B of the Federal Bankruptcy Laws under which RKO is being reorganized, is unconstitutional.

Rickaby reported that secured claims against RKO totaled $12,718,500, and unsecured claims, approximately $17,000,000, including the Rockefeller claim.

A. A. Belser of Price, Waterhouse, the first witness called, testified that RKO's net earnings for 1936 were $2,485,911 after deductions for interest on indebtedness but before deduction for arrears of $1,042,010 unpaid dividends on K-A-O preferred stock. RKO Radio Pictures earned $1,088,631 and RKO Pathe Pictures lost $195,000 after deductions for interest. Interest on Radio Pictures debentures was $763,079 for 1936.

KAO and B. F. Keith Officers Reelected

All officers of the Keith-Albee-Orpheum and B. F. Keith Corp., RKO theatre subsidiaries, were reelected for another year at the annual meeting of the boards of the two companies yesterday. The officers of the two theatre companies are identical.

Officers are Leo Spitz, chairman of the board and president; Malcolm Kingsberg, vice-chairman; Leon Goldberg, treasurer; O. R. McMahon, W. J. Kernan, William Murray and H. E. Newcomb, assistant treasurers; Louis Joffe, Harry M. Pimstein and William F. Whitman, assistant secretaries.

The post of secretary and general counsel which has not been filled since the death of James B. Field last year, remains vacant.

"Star Born" Has Big Start at Music Hall

(Continued from page 1)

Born" at the Music Hall, which was attended by the group.

"The Woman I Love" ended a week at the same house with approximately $75,000. The current attraction probably will hit $100,000 on the week.

"Thunder in the City" last night replaced "You're in the Army Now," which tallied about $5,000 at the Criterion. Edward G. Robinson, star of "Thunder in the City," appeared in person at the 9 P. M. performance.

The Capitol garnered $25,750 on "Personal Property." "Good Old Soak" opened there yesterday to good business.

"Marked Woman" begins a third week at the Strand tomorrow.

"Courageous" to Be Roadshown by MGM

After a successful tryout at the Locust St., Philadelphia, Loew officials have decided to roadshow "Captains Courageous" throughout the country. Three dates were set yesterday and several more are now being considered.

On May 11, the picture will open at the Astor, replacing "The Good Earth," and at the Erie, San Francisco. On May 16, it will start a two-a-day engagement at the Colonial, Boston.

Bernstein, Schiller to Go South

David Bernstein and Col. E. A. Schiller will leave Sunday for Atlanta to study the southern territory preparatory to inaugurating Loew's checking system in New Orleans, Charlotte, Dallas and Atlanta.

The latest exchange to adopt the checking plan is Philadelphia. It is expected that the southern offices will begin their own checking as soon as the annual M-G-M sales convention winds up on the coast. When these branches adopt the system, it will be in operation in all of the company's offices.

Irwin Transplants

Hollywood, April 22.—Lou Irwin, after all these years along Broadway, plans to make Hollywood his permanent agency headquarters with trips to New York at three-month intervals. He is now having quarters prepared on "The Strip," Sunset Boulevard center for agents.

Littlefield of Allied Sells Out to M&P

(Continued from page 1)

founded. The Fairmount is an 800-seat house.

Littlefield, a former eastern vice-president of national Allied, was once an independent member of the Boston Film Board of Trade. His withdrawal from theatre operation is expected to result in his retirement from Allied activities. It follows closely upon the contemplated withdrawal from Allied of H. M. Richey, general manager of Allied of Michigan, who stated this week that he was considering "an attractive offer" and would decide on retirement from organization activities in two weeks.

M. & P.'s acquisition of the Littlefield theatres is only one phase of an extensive expansion move on the part of the Paramount affiliate. The circuit recently closed with Edward Rosen for the State at East Milton, and has agreed upon terms for taking over the Waltham, Waltham, from Joe Druker. The Bayside, in Hull, was reopened last Saturday after being taken over from Daniel Murphy. New expansion moves, in addition, are reported to be in work following court approval recently of New England Theatres' purchase of Olympia Theatres' assets for $4,000,000. The purchase added 30 houses to New England's operations under Martin Mullin and Samuel Pinanski.

New first runs are being established throughout the circuit as a corollary to the expansion.

Warners Plan Four Washington Houses

(Continued from page 1)

houses an extension of the building program announced in December, 1935. Since that time, four new houses have been added to the circuit, the Penn, Uptown, Sheridan and Calvert, which will be opened May 6. The exact locations of the four houses planned have not yet been set. With the four, the circuit in this territory will comprise 20 houses.

No "Trust Busting," Declares Cummings

(Continued from page 1)

size of an organization, Cummings indicated, cannot be considered as *prima facie* evidence that it is either a trust or a violator of the anti-trust statutes.

A large number of complaints against distributors are said to have been received in recent months. All have been investigated and there are indications that some have been found sufficiently well based to warrant consideration of action.

Ampa Reservations Grow

Ralph Lund, Ampa secretary, states that 500 reservations for the organization's coming dinner-dance have been sold or "spoken for." He anticipates a record-breaking affair.

Ampa's election of officers will take place at the Hotel Edison next Thursday.

Outlook for Radio Probe Held Fading

(Continued from page 1)

are fearful that the session may be prolonged through August unless action is taken to eliminate all but "must" legislation, in view of the situation developed by President Roosevelt's recommendations for reorganization of the Supreme Court. Eleven weeks have elapsed since the President sent his message to Congress, yet the matter has not progressed beyond the committee hearing stage in the Senate.

It is conceded that a number of weeks will be required to get a court bill enacted, if one is successful, and Administration leaders are anxious that the session be concluded as soon thereafter as possible. For this reason, careful scrutiny is being given every proposal which might tend to delay adjournment.

If an investigation of the broadcasting situation were undertaken, it is expected that it would run for a considerable period since a large number of unsuccessful applications for broadcasting privileges would desire to present their case. The question of monopoly and alleged interest of public utilities in radio also would require much time for exploration.

Marconi's Son Will Study NBC Methods

Giulio Marconi, only son of Guglielmo Marconi, father of wireless, will join NBC next Monday to complete his already extensive broadcasting studies.

Giulio, who is 26, arrived in America last week to complete his apprenticeship. He is expected to remain at NBC for the next two or three years. He will spend several weeks in each of the network's various departments before deciding in which branch he wants to specialize.

He has had three years of study in broadcasting in England and Italy. His decision to become affiliated with NBC was influenced by the close friendship between his father and David Sarnoff, RCA president.

WHN Workers Shift Union Affiliations

In a surprise move disbanding the WHN chapter of the Ass'n of Technical Employes, a company union not recognized by the station, the engineers there swung over in a body to the C. I. O.'s American Radio Telegraphers Ass'n yesterday, and demanded a 40-hour week, a salary boost, and an immediate conference on working conditions.

The station's technical staff, all members of the company union, numbers 18 employes. It is understood the vote to swing over to the C. I. O. was unanimous.

Copies of their demands were forwarded to the National Labor Relations Board.

It is reported that the demands

(Continued on page 22)

More Radio—Page 22

New Shows on the Air

"Drums"

First of WLW's commercial offerings piped to WHN was "Drums," heard yesterday from 2:30 to 2:45 P. M. It was also broadcast, via the WLW line, to the Colonial network stations in New England.

"Drums," a 15-minute program, got off to a particularly bad start hereabouts by offering the longest, windiest, and most insistent commercials heard in quite a spell of listening. Heard on the program were two organ solos, and a vocal number. The balance of the period was devoted to sales spiels. Arthur Chandler, Jr., is featured, in talks. He did little but talk about the sponsor's product.

BANNER.

WMCA Race Series Now on 5 Stations

Webster-Eisenlohr's race results program, "Today's Winners," heretofore heard only on WMCA, has been extended to include stations WOL, Washington; WDEL, Wilmington; WCBM, Baltimore, and WIP, Philadelphia. The program now will be heard Monday through Friday, from 5:45 to 6 P.M., E.S.T. N. W. Ayer & Son is the agency. The contract is for 25 weeks.

Additional business placed at WMCA yesterday included:

Harry Jay Treu Co., through the J. Dresner agency, a new program titled "Happiness Circle," for 52 weeks, effective immediately, Monday through Saturday, 9:15 to 9:30 A.M.

College Inn Food Products Co., direct, 35 announcements, daily except Sunday, ending May 22.

Hecker Products Corp., through Erwin Wasey & Co., 12 announcements, daily except Sunday, effective immediately.

Calder Will Design Annual Radio Award

William S. Paley, president of CBS, has commissioned Alexander Calder, sculptor, to design the first annual amateur radio award. The award will be presented to the individual who through amateur radio has contributed most usefully to the American people either in research, technical development or operating achievement.

Paley's award was first made public in an address by E. K. Cohan, CBS director of engineers, in 1936 at a central division convention of the American Radio Relay League.

To Air Juvenile Program

NBC will air a special program featuring juvenile talent May 1 from 4 to 4:30 P. M., E.D.S.T. on the Red network, in commemoration of National Boy and Girl Week. The talent for the broadcast includes Deanna Durbin, Billy and Bobby Mauch and Gloria Brach, a youngster performing in the Barnum and Bailey circus.

Salzburg Opera for NBC

The Salzburg Opera Guild of Salzburg, Austria, will make its first visit to America this summer to appear on the NBC networks and to go on tour for the NBC Artists Service.

KEHE to Have 4-Day Opening Ceremonies

LOS ANGELES, April 22.—A four-day ceremony, April 26-29, will mark the opening of the new executive offices and studios of KEHE and the California Radio System. Staff, radio press and advertising agencies, clients, and the general public will be feted on succeeding days.

The new KEHE studios comprise the last word in radio facilities. There are seven studios all told, a large "show" studio seating 300 persons; two orchestral studios; two drama studios, an announcers' studio, and a rehearsal studio. A new 5,000 watt high fidelity transmitter has been installed, also.

The opening ceremonies, April 26, will be a closed session of the KEHE staff and CRS officials, culminating in a banquet. Highlight programs to be offered during the dedication include "California Minstrels," "Hollywood Knights," "Captain Dobb's Ship of Joy Music," and others.

Douglas to Be in "Obsession"

HOLLYWOOD, April 22.—Lloyd C. Douglas, author of "Magnificent Obsession," will be cut in from New York on the ether dramatization of the story featuring Robert Taylor and Irene Dunne next Monday on Lux. Barbara Kent and Sara Haden have been added to the radio cast. The other guest spot will be occupied by John Arnold, President of ASC and head of M-G-M's camera department, who will be quizzed by Cecil B. DeMille on the development of pictures.

Miss Verrill in New Series

Virginia Verrill, currently playing in "Vogues of 1938" in Hollywood, will begin a new series on CBS April 26, from 10:30 to 10:45 P. M., E.D.S.T.

Mutual Texas Deal on April 26

Mutual's deferred affiliation with KTAT, Fort Worth, and WRR, Dallas, will become effective April 26.

Wants Facsimile

Prize remark of the week: Bobby Downey, WICC actor, age eight, having listened to all sorts of contest offers on the radio during a recent period of illness, surprised his mother by demanding that she go to the grocery store and buy a "package of facsimile" so that he could enter one of the contests.

WHN Workers Shift Union Affiliations

(*Continued froom page* 1)

were presented to Louis K. Sidney, president of the station, who left for California yesterday afternoon. Neither Herbert Pettey, station executive, nor Gordon Windham, chief engineer, were available for comment yesterday.

Meanwhile at CBS, the meeting of the committees representing the network and the announcers-producers meeting, scheduled for yesterday, was again postponed until today, with a possibility that it may be held over until Tuesday of the coming week.

Sealtest to Change Name

The Sealtest program will drop the name "Saturday Night Party" and will move to a Sunday night hour on the same network, effective either the second or third week in Mav. The new time will be from 10 to 11 P. M., E.D.S.T. on the NBC-Red.

The cast remains intact—James Melton, Bobby Dolan's orchestra, Donald Dickson, Howard and Shelton, and the New Yorkers Chorus. The use of guest stars will be continued. The name of the new program has not been chosen.

Mathisen New Radio Editor

WASHINGTON, April 22.—Chris A. Mathisen, for some time associated with the dramatic department of the *Evening Star* today became the radio editor.

Radio Personals

DEMA HARSHBERGER, in charge of NBC's artists' service in Hollywood, and Jack Votion of the same office are in New York for a brief stay, looking over NBC artists in a search for film possibilities . . . Kay Thompson celebrates her first anniversary on the Chesterfield program April 30 . . . Ross Graham, currently on the Cities Service program, has been signed to an NBC artists' bureau contract . . . Scenes from "Babes in Arms" and "Richard II," by the stage casts, will be offered on Sunday's RCA "Magic Key" . . .

◆

Ethel Waters will be the featured guest on tonight's Fleischmann's Yeast show . . . Natalie Cantor, daughter of Eddie, has resigned her CBS office job in Hollywood to be married early next month to Joe Metzger . . . Estelle Taylor will headline on WMCA's "Paramount Professional" tonight . . . Norman Cloutier will take over the 10:30 to 11 P. M. spot on WJZ beginning tomorrow, in addition to his other activities . . . Thyra Samter Winslow, Warner Bros. writer, and Henry Wadsworth, juvenile screen actor, will appear on Radie Harris' WHN "Movie Club" tonight . . . Guy Lombardo's orchestra begins a series of out-of-town engagements next week and will broadcast en route for two months . . .

◆

Phil Regan returns to the mike May 1 as the guest of Ed Wynn . . . Blanche Yurka, Reinald Werrenrath and Joey Nash will comprise the guest talent on Tuesday's Hammerstein "Music Hall" . . . Jack Haley and Patsy Kelly are added guests on tonight's "Hollywood Hotel" . . . Henny Youngman set for Sunday's "Nine O'clock Revue" on WOR . . . Edward G. Robinson arrived here from Hollywood yesterday morning for his appearance on the Kate Smith show . . .

◆

Niela Goodelle set for a guest appearance on the "Rippling Rhythm" program Sunday . . . Brian McMahon, head of the criminal bureau of the Attorney General's office, will be guest speaker on Mutual's "Forum" show Sunday . . . Fats Waller will guest scat-sing on the Tim and Irene show on Mutual, Sunday . . .

Writers Substituting On Thomas' Program

Four well known authors and journalists have been selected to fill in on Lowell Thomas' NBC-Sun Oil program during the latter's absence in England.

Captain Valentine Williams will be heard April 29, 30, and May 3, 4, with cut-ins by Thomas from aboard the *Europa* on the first two days, and from Paris the last two days.

Upton Close will be heard in the series May 5 to 7.

Edward Tomlinson will provide the talks for the week beginning May 10, except for May 12, Coronation Day, when Thomas will occupy the entire period. George Sokolsky will broadcast during the week beginning May 17, with cut-ins by Thomas May 18 and 21 from aboard the *Queen Mary* at sea.

Because Thomas will be in Hollywood for the Fox convention the week of Mav 24, Upton Close will return to the series for that period.

Radio Shows Gain in Advertisers' Dollar

While newspapers still continued to get the principal share of the national advertisers' average dollar in 1936, radio has been whittling down the percentage steadily, the A.N.P.A. was informed yesterday by its Bureau of Advertising.

The newspapers part was 44 cents. Magazines received 33.6 cents, and chain broadcasting, 14 cents. In the previous five years, the newspapers averaged approximately 45 cents of every dollar, while radio has risen consistently in this period from 5.3 to 14 cents of every dollar.

In 1936, chain broadcasting increased its revenue by 21.1 per cent over the previous year, or from $167,000,000 to $188,000,000.

Gibbons Is Sued on Flood Radio Script

Floyd Gibbons is named defendant in a $250,000 suit filed in N. Y. Supreme Court yesterday by Charles Locke, radio script writer. The plaintiff states that on Jan. 26, last, he arranged with Gibbons to cover the flood scenes at Cincinnati and to write a script on what he witnessed for Gibbons to broadcast the following night.

The broadcast was made and Gibbons allegedly distorted that script, although credit was given the plaintiff for having written it. Gibbons' version of the flood allegedly was "improper and misleading" which damaged the plaintiff's reputation for accuracy as a radio script writer.

Change Photoplay Award Time

The broadcast time for the *Photoplay* award for the best picture of the year on the Mutual network, April 25, has been advanced. The presentation will be heard from 10:30 to 11 P. M., E.D.S.T., instead of from 11:30 to 12 midnight, as was originally announced. The award picture is "San Francisco."

"Funny Things" Tri-weekly

"Funny Things," a new CBS program, will be presented three times weekly beginning April 26, from 5:45 to 6 P. M., E.D.S.T. Nora Stirling will write and appear in the series.

Alert.
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Picture
Industry

MOTION PICTURE DAILY

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Film and
Radio News
Brief,
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and
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VOL. 41. NO. 96 NEW YORK, SATURDAY, APRIL 24, 1937 TEN CENTS

Over 200 at French Meet Of 20th-Fox

Four-day Sessions Will Be Started Wednesday

PARIS, April 23.—More than 200 European and British sales representatives and home office executives from New York will be on hand for the four-day sales convention of 20th Century-Fox, which will get under way here next Wednesday.

Sidney R. Kent, president, will be the principal speaker on April 30, with Walter J. Hutchinson, foreign head, presiding. F. L. Harley, managing director for the British Isles, and Benjamin Miggins, sales manager for Europe, will be in charge of their individual groups.

Col. Jason Joy, who will represent Darryl F. Zanuck, will talk on production; Truman H. Talley, vice-president of Movietone News, will discuss the newsreel in addition to

(Continued on page 3)

Theatre Group and WNYC in Play Deal

The New Theatre League has signed a two-month contract with WNYC, New York's municipal station for a series of dramatic air productions based on the League's outstanding plays. The first play will be presented May 1, from 8 to 8:30 P. M., E.D.S.T.

Among the League's plays scheduled for May and June are radio versions of "Awake and Sing," "Spread Eagle," "Till the Day I Die," "Black Pit," "They Shall Not Die," and others equally well known.

The radio adaptations will be handled by Florence Erskine of the League.

The networks, it is reported, were eager bidders for the New Theatre League presentations.

Talent Lined Up for Will Rogers Program

Tomorrow's memorial broadcast to Will Rogers on CBS, from 5 to 5:30 P. M., E.D.S.T. will feature the following talent from New York: Capt. E. V. Rickenbacker, secretary to the Will Rogers Memorial Commission; Jack Pearl, Jessica Dragonette, Lanny Ross and the Revelers Quartet.

As indicated previously, Fred

(Continued on page 4)

More Radio—Page 4

Pathe Out of Finance Field For Long Time

Monogram Deal to Keep Laboratory Busy

With a financing and printing deal set with Monogram, Pathe has no plans to finance independent production for "a long time to come," it was learned yesterday. Pathe put up $200,000 on the Monogram deal.

On April 10, a one-year deal with Grand National expired. It is understood Grand National will not enter into another printing deal unless the laboratory finances part of its budget. A deal of this kind is understood to have been offered Pathe and turned down.

Reelections of Pathe officers will be held Tuesday or Wednesday of next week. The Bound Brook plant is said to be working at top speed and the company's financial structure is regarded by executives as being in "good shape."

Officers who will be renamed are O. Henry Briggs, president; Robert M. McKinney, vice-president; Thomas P. Loach, secretary and treasurer, and Dan Frenkel, sales manager.

Anti-War Council Hits Navy Film Aid

WASHINGTON, April 23.—Navy cooperation in the production of films today was attacked by the National Council for Prevention of War as offering opportunity for navy propaganda, expending taxpayers' money for private profit and unfair to professional film actors.

The attack, launched by Albert Benham, film director of the council, was precipitated by an article in a recent issue of the *Army and Navy Register,* a service periodical, describing how officers of the aircraft carrier *Ranger* and their wives and

(Continued on page 3)

"Wake Up" Gets Big Start at the Roxy

"Wake Up and Live" opened at the Roxy yesterday to a $7,500 take. Attendance was on a par with "Sing, Baby, Sing," "Three Smart Girls" and "Girls' Dormitory," three of the biggest grossers under Howard S. Cullman's administration.

"A Star Is Born" continues to hold up at the Music Hall after garnering $12,500 on the first day. At noon yesterday, the picture took in $768 more

(Continued on page 3)

Writing and Riding

Hollywood, April 23.—Samuel Goldwyn's writers assigned to do the script for "Love on Wheels" will turn out the job while making a tour on a trailer. Goldwyn has effected a tieup with Curtiss-Arrow, trailer manufacturers, for the use of a vehicle so that the boys can get the actual lowdown on what they will write about.

Siegel Named As President For Republic

HOLLYWOOD, April 23.—With Moe Siegel elected president of Republic Pictures, the company today disclosed plans for producing 48 pictures for 1937-'38 release under a new unit production system.

The company's new season program consists of 32 features to be made by six production units, and 16 westerns and serials from two additional production units. The six feature production units are headed by Herman Schlom, Leonard Fields, Joe Krumgold, Bert Clark, Al Levine and Harry Grey.

The new program represents a reduction of 20 pictures from Republic's program for the season just closing. Last year, 32 westerns and serials were announced, as compared with the new season's 16, and 36 features, four in natural color, were scheduled, as compared with the 32 for next season.

Siegel, new president of Republic, has been associated with H. J. Yates, Consolidated Film head, for a number of years, and was formerly treasurer of Consolidated. He has been associated with the Republic studio in a business capacity for some time and has headed the studio since the resignation of Nat Levine from the presidency recently.

Intervention Denied In the Orpheum Case

A petition by Orpheum Circuit preferred stockholders represented by Isidor J. Kresel, attorney, for leave to intervene in the RKO reorganization proceedings was denied yesterday by Federal Judge William Bondy because of technical deficiencies in the motion papers. Permission to renew the motion was granted, but Judge Bondy observed that Orpheum stockholders are protected for the present

(Continued on page 3)

B. P. Schulberg Leaving Para. For 'A' Films

Will Complete Schedule For This Year

HOLLYWOOD, April 23.—B. P. Schulberg today broke with Paramount, stating that his releasing arrangement would be terminated upon completion of the present year's schedule. Emphasizing the fact that his action was prompted by a desire to make only A pictures, the former production chief at Paramount today stated:

"With the marked trend away from the so-called B pictures and toward exclusive A product, we are desirous of making fewer and more distinguished films in the future. Under our Paramount contract we were required to produce four A and four B pictures. In the future we will direct our efforts to the making of only A product. We have this year developed Edward Arnold into a positive character star occupying the position formerly held by George Arliss and Charles Laughton. We have brought out John Trent, who is hailed as a new important star. We are to launch O'Brien Heyward, whom we predict will be a new star sensation. With these players as a nucleus we believe we can perfect a small but imposing program of pictures comparable to the best A product in the industry."

The present distribution arrangement began last July, Schulberg said at his independently owned and operated Schulberg Studios. The company will continue to produce its pictures at this plant.

Studio Press Agents Reported Unionizing

HOLLYWOOD, April 23.—It is reported here that moves are under way to unionize studio press agents, one of the relatively few groups not organized at the present time.

The provisions of the recently-passed Wagner Act permit press agents to unionize if they so desire and to discuss wage scales and working hours under the established right of collective bargaining.

Claim Half Exchange Workers Back Union

Approximately 50 per cent of the exchange employes in New York have agreed to join a labor organization, it was claimed yesterday by officials of Local 306, I. A. T. S. E. operators' union here, under whose super-

(Continued on page 3)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 24, 1937 No. 96

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Monogram Financing Given SEC Approval

Monogram's registration with SEC became effective yesterday, 20 days after the final papers had been filed in Washington, W. Ray Johnston, president, said yesterday.

Herschel Stuart, treasurer, will leave for Philadelphia and Washington on Monday to sign leases for the company's exchanges in those territories. Branch managers for these offices and the local exchange will be announced next week.

A. J. Sisto & Co., underwriters of the Monogram stock issue, will begin offering the shares next week.

James Whale to Warners

Hollywood, April 23. — James Whale, who has just finished "The Road Back" for Universal, will go to Warners to direct Brian Aherne in "The Great Garrick" for Mervyn LeRoy.

B. & K. in Gary Deal

Gary, Ind., April 23.—B. & K. has acquired an interest in the State Amusement Co., operators of the Grand and New State, according to Peter M. Kalleres, president of the latter company.

Insiders' Outlook

By RED KANN

Hollywood, April 23.

SAMUEL GOLDWYN embarks on what is for him a complete change of pace in "Woman Chases Man." Far removed from such serious vehicles as "Dodsworth," "Come and Get It" and "Beloved Enemy," this is a farce which develops speed and much fun in approximately its first two-thirds and then goes pretty much to pot in its conclusion. As it stands, however, the attraction has much more on its plus than on its minus side, and if it proves anything it demonstrates the inordinate difficulty of keeping a good thing moving its entire way. Other producers have experienced the same trouble.

▼

Charles Winninger is a sort of screwball business man who goes more for gadgets than for sound ideas. His son, Joel McCrea, holds the moneybags through an inheritance and no longer proposes to shell out for his pater's harum scarum promotion. Miriam Hopkins is a graduate architect who barges in on Winninger seeking a job in the development of "Nolan Heights," Winninger's latest brainstorm. The delicate plot thereafter revolves around ways and methods, many of them funny and rib-tickling, of persuading McCrea to advance the necessary $100,000 to launch the scheme.

▼

Leona Maricle provides a minor menace seeking McCrea's fortune on her own account and Erik Rhodes is a foreign conspirator. Miss Hopkins, for the first time in years, is afforded an opportunity to turn comedienne and does well in the sort of role she essayed when Ernst Lubitsch was directing his gilt-edged continental comedies. McCrea plays McCrea very well and Winninger is competently at home. Rhodes, however, does not quite hit it off. The final and too lengthy sequence played out strictly along farce and almost slapstick lines, assembles the principals in and under an expansive tree and gives the branches more of a load to bear than they successfully can carry. John Blystone directed with his usual flair for comedy.

Housamen Leaves to Work on U. A. Units

Crane Housamen of Cecil, Warwick & Cecil, advertising agency, left for Hollywood yesterday to open an office for the handling of special copy for three United Artists' producer accounts, Selznick International, Samuel Goldwyn and Walter Wanger.

While on the coast, Housamen will work on layouts for "Stella Dallas," a Goldwyn picture. He will return in a few weeks, following which several representatives from the local office will be sent out.

Flash Previews

"Thank You, Madame"—A simple story, entertainingly told—plus some excellent singing by Jan Kiepura.

"The Go Getter"—A fast-moving and excellent comedy, being an adaptation of one of Peter B. Kyne's "Cappy Ricks" stories.

These films will be reviewed in full in a coming issue of Motion Picture Daily.

Goldwyn Invites Scribes

Trade paper representatives next Tuesday will attend a special preview of "Woman Chases Man" at the invitation of Samuel Goldwyn. The film will be shown at Loew's Sheridan and will be preceded by a dinner at the Hotel Lafayette.

Brinch to Stay on Coast

Hollywood, April 23.—P. N. Brinch, formerly in charge for 20th Century-Fox in Berlin, plans to make his residence permanent here. He has been succeeded in Berlin by Robert Kreier.

Strausberg Acquires New Rochelle House

Sam Strausberg, Greater New York exhibitor, has closed a deal with Sam Minskoff & Sons, builders, for the new 600-seat theatre which is to be constructed in New Rochelle. The lease is for 21 years at a minimum rental of $300,000 plus a percentage of the gross receipts. The theatre is expected to be opened in October.

Harry Brandt had a deal on with Sam Minskoff for the new New Rochelle theatre which fell through when Loew's took over the Cameo in that city. The project had been offered to a number of independent exhibitors in the local territory who rejected it. Loew's and RKO have a pooling arrangement in the town and the Cameo, a 600-seat house, will become part of it.

The Ward Foundation, sponsored by the Ward Baking Co., also plans a new theatre in New Rochelle. A sign is displayed at one location. An executive of Ward Foundation stated yesterday that negotiations are under way to lease the new project and until that time no information will be available.

Lowe Takes New York Spot

Clarence Lowe, who is associated with Peskay Theatres, has acquired the Glory on the east side. Edward Peskay is not interested in the theatre.

Para. to Do "Butterfly"

Hollywood, April 23.—Paramount will film Puccini's "Madame Butterfly" with Gladys Swarthout and John Boles in the leading roles.

Blum Favors $5,000 Penalty on Records

Special Master Asher Blum rendered a report in Federal Court yesterday recommending $5,000 damages to Joseph H. J. Davilla against the Brunswick-Balke-Collender Co. of New York and the Brunswick Record Corp. for alleged infringement of the plaintiff's song, "You Made Me Like It, Daddy." Federal Court Judge Alfred C. Coxe granted an interlocutory decree and ordered an accounting of the profits on July 23, 1936.

Warner Bros. Pictures, Inc., and the Brunswick Radio Corp. were also named as defendants, but the suit against them was dismissed. Davilla charged that the defendants made phonograph records of his copyrighted song without permission and asked for $27,180 damages.

Denies Buckler Reargument

Federal Court Judge John M. Woolsey yesterday denied the application of Edna Buckler for reargument on her plagiarism suit against Sidney Kingsley, Norman Bel Geddes, Samuel Goldwyn, Random House, Inc., and the 128 E. 37th St. Corp. The suit was dismissed after trial. Her action alleged that Kingsley's "Dead End" was pirated from her play "Money."

The request for reargument was in the form of a personal letter from Miss Buckler to Judge Woolsey who pointed out that he had written a lengthy opinion in the case and said that the only remedy left to the plaintiff was to appeal.

Allied Not to Back Jersey Theatre Bill

Allied of New Jersey is understood to have refused to support the theatre divorcement bill introduced in the legislature recently by Edison Hedges, Atlantic City attorney.

Lee Newbury, president of the local unit, conferred with Hedges early this week in an effort to learn what exhibitors had interested the attorney in introducing the bill.

No names were divulged, it is said, but it was learned that a number of independent exhibitors in Atlantic City and Camden were behind the move. However, Allied is watching the progress of the bill, which is expected to expire in committee.

Allied Reports Slow Buying

Washington, April 23. — Of 170 independent theatres checked, only 13 have contracted for "product approximating their requirements for the ensuing year," it is declared in a bulletin from the headquarters here of Allied States Assn., reporting a product buying survey by Allied.

The statement indicates that 14 houses have signed with one company each, and 23 with two or three companies each. Allied states that 120 of the houses reporting have bought no 1937-38 product.

Twenty-one exchange centers are represented in the report. A final report on the survey will be made public at the Allied convention at the Hotel Pfister, Milwaukee, May 26-28.

To Roadshow 'Make Way'

Hollywood, April 23.—"Make Way for Tomorrow" will be roadshown by Paramount. It will open at the Criterion, New York, May 7. Arrangements for the premiere are being made by Neil F. Agnew.

◂ Purely Personal ▸

LINTON WELLS, publicity head in the east for Samuel Goldwyn, and Beatrice Kaufman, editorial head, returned from the coast yesterday after conferring with Goldwyn.

•

Bill Sussman, who underwent a tonsilectomy at the Professional Hospital, Yonkers, earlier in the week is due back at his desk Monday or Tuesday.

•

Estelle and Leroy, the dance team, leave today on the *Ile de France*. They are booked at the Savoy Hotel in London for Coronation week.

•

Jack Connolly, Rudy Vallee, George M. Cohan, Elsa Buchanan and Eric Maschwitz are sailing today on the *Ile de France*.

•

Edward Schnitzer, Republic district manager, will leave tomorrow for a 10-day trip to Pittsburgh, Cleveland, Cincinnati and Detroit.

•

Jack L. and Mrs. Warner, Lewis and Mrs. Milestone sail from California for New York on the *Virginia* tomorrow.

•

Jack Robbins, head of Robbins Music Co., got back from a visit to the M-G-M studios yesterday.

•

Phil Reisman arrives in New York this weekend from an extended tour of RKO foreign branches.

•

N. H. Brower, Warner coast district head, left for Los Angeles last night by American Airlines.

•

J. J. Milstein will leave the coast tomorrow. He is due here Wednesday.

•

Ed Zabel, assistant to Spyros Skouras, was home yesterday with a cold.

•

J. Cheever Cowdin is expected here from the coast in about a week.

•

J. R. Grainger arrives from the Universal studio today.

•

Robert E. Sherwood sails today on the *Conte Di Savoia*.

•

Sol A. Rosenblatt is due from the coast today.

"Wake Up" Gets Big Start at the Roxy

(Continued froom page 1)

than on the opening day. W. G. Van Schmus has closed with 20th Century-Fox for "This Is My Affair" with Robert Taylor. The tentative starting date is May 27.

The second week of "Marked Woman" at the Strand tallied about $25,000.

Scully Succeeds Segal

Boston, April 23.—Harry Segal, Boston manager for Grand National, will relinquish his position May 3 and will be succeeded by John Scully, now G. B. eastern division manager.

Over 200 at French Meet Of 20th-Fox

(Continued froom page 1)

plans for covering the Coronation; and Stanley S. Crick, managing director for Australia, will address the convention. Robert T. Kane, production head for New World, 20th Century-Fox producing unit in England, will inform the men on six pictures he plans next season.

Kent, Hutchinson, Joy, Talley and Kane are expected to leave London for Paris over the weekend. Kent today announced the signing of Annabella, co-star of "Wings of the Morning" and "Under the Red Robe," for two pictures next season. The first of the two will be made at Movietone City under Zanuck's supervision.

Almost twice as many delegates as attended last year's convention in Chicago will be on hand for the 20th Century-Fox sales meetings in Los Angeles, May 31-June 3, John D. Clark, sales head, stated yesterday.

Every unit of the organization will be represented. Home office executives who will attend include S. R. Kent, W. C. Michel, Sidney Towell, Felix A. Jenkins, Spyros Skouras, Truman H. Talley and others.

RKO Meet to Run 5 Days

RKO sales executives yesterday decided to hold the annual convention for five days, starting June 16, at the Ambassador, Los Angeles. Several surprises are being planned when the convention special leaves June 10.

It is expected that Jules Levy, general sales manager, will announce a program of 54 features, of which six will be George O'Brien outdoor pictures produced by George Hirliman.

20th-Fox Studying Roxy Offer Changes

Twentieth Century-Fox has not rejected the possibility of altering its bid for the Roxy to please security holders and creditors, it was indicated yesterday by W. C. Michel, vice-president, with whom Roxy reorganization principals are negotiating.

"We are still working on the matter," Michel said, but declined to commit himself on the prospects of an agreement in time to present to Special Master Addison S. Pratt on Monday, when hearings on the Roxy reorganization plan are scheduled to resume. The hearings were adjourned last Monday to permit reorganization principals to negotiate a revised offer from 20th Century-Fox.

Intervention Denied In the Orpheum Case

(Continued froom page 1)

by their right to be heard on the RKO reorganization plan without intervening.

The same committee also has a motion pending before Federal Judge Robert P. Patterson to compel Marcus Heiman, Orpheum trustee in bankruptcy, to intervene in the RKO proceedings. The latter motion is not affected by Judge Bondy's denial of the separate petition.

Claim Half Exchange Workers Back Union

(Continued froom page 1)

vision the drive to organize local exchange employes is being carried on. The drive is being handled by Joseph Basson and Frank Ruddock, president and vice-president, respectively, of 306.

The union officials declared that within a short time they expect to have obtained the support of a majority of the exchange employes in New York, at which time an organization will be formed. The I. A. T. S. E. is affiliated with the A. F. of L.

Jurisdiction Question to D. C.

Hollywood, April 23.—Following today's conference, which brought together Pat Casey, representing producers; Joseph Marshall, acting for labor groups, and Dr. Towne Nylander, head of the local labor relations board, the question of jurisdiction, the root of the present misunderstanding, was referred to the National Labor Relations Board at Washington, D. C.

Numerous meetings of labor groups are scheduled over the weekend preceding the Tuesday conference between Casey and the Screen Actors' Guild.

"Thirty-seven White Rats," an I.A.T.S.E. group, have called a meeting for Sunday morning at the Hollywood American Legion stadium.

Start St. Louis Drive

St. Louis, April 23.—The I.A.T.S.E. has begun a local drive to organize all theatre and exchange employes into one union on vertical lines. John P. Nick, first international vice-president, is in charge. He plans to take in Exchange Employes Local No. 16, organized about two years ago.

Owners and managers have been informed of the drive by telephone with word that letters will follow.

Fred Wehrenberg, head of M.P.T.O. unit, said he would take up the matter at a meeting to be held next week.

Expect Defeat for Ohio Tax Increase

Columbus, April 23.—According to present indications in the Ohio legislature, the pending seven per cent increase in the admission tax will not be enacted, and exhibitors are beginning to take a much more optimistic view of the situation.

The House Taxation Committee last week disapproved the one-half cent increase in the gasoline tax with which the admission tax bill was coupled. Observers feel that this is tantamount to defeat of the admission impost.

Senator Keith Lawrence has introduced a resolution for the establishment of a new taxation committee to study the entire tax system, while a bill has been introduced setting up a system of collecting delinquent real and personal taxes, estimated to yield sufficient revenue to care for poor relief, for which the additional taxes were designed.

The legislature is to quit functioning on April 29, and adjourn *sine die* on May 10, according to present arrangements. Meanwhile, the various interests are putting forth every possible effort to avoid new taxes.

Anti-War Council Hits Navy Film Aid

(Continued froom page 1)

enlisted men took roles in a picture.

The organization has repeatedly attacked the part played by the navy in the making of films as a "stream of propaganda" for increasing armament appropriations.

"The navy's generosity to private business saves a private motion picture company the price of hiring actors," Benham asserted.

"There isn't enough work in the whole film industry to keep hundreds of actors and actresses in Hollywood from actual want. Perhaps scores will apply for every job available. Under the present policy of the navy, the Government is actually depriving professional actors of jobs.

"Incidentally, in view of the mounting taxes for tremendous military budgets, isn't it inconsistent with the plea for a larger and larger navy that the time and services of the officers and enlisted men of the navy can be spared for 'emoting' for the movies? Is it the navy's job to protect our shores from invasion, or to develop a carload of Clark Gables?"

Arthur E. Carew Dead

Hollywood, April 23.—Arthur E. Carew, who played minor parts in films from early silent days until last year, was found shot to death here yesterday. Authorities called it suicide. Carew was 52. In 1936 he played in "Charlie Chan's Secret" and "Thunder in the Night."

William Hoffmeister Dead

Baltimore, April 23.—William Hoffmeister died here at the age of 86 years after a short illness. He was treasurer and a director of five Associated Theatres, Inc. houses. He was connected with building and loan companies. Two daughters and several grandchildren and great grandchildren survive.

Wall Street

Paramount Drops 9 Points; Others Off

	High	Low	Close	Net Change
Columbia	34⅛	33½	34¾	— ¼
Columbia, pfd. ...	43¼	43¼	43¼	+1
Consolidated	4⅛	4	4	— ⅛
Consolidated, pfd..	14¾	14¾	14¾	— ⅛
Eastman Kodak .	160	158	158	—2
Gen. T. Equip. ...	27⅜	27⅜	27⅜	+ ⅛
Loew's, Inc.	82	80½	81	—1½
Paramount	24⅜	22¾	23	—1¼
Paramount 1 pfd..	170¾	162	162	—9
Paramount 2 pfd..	21¾	20½	20¾	—1⅛
Pathe Film	8⅛	8	8⅛	— ⅛
RKO	9¼	8⅞	9	+ ⅛
20th Century-Fox.	39½	38¼	38¼	— ¾
Universal, pfd. ...	88	84	88	+4
Warner Bros.	14¾	14⅜	14⅜	— ¼
Warner, pfd.	61¼	61¼	61¼	+ ¼

Sonotone Gains Slightly on Curb

	High	Low	Close	Net Change
Grand National ...	2¾	2¾	2¾	.....
Sonotone	1¾	1¾	1¾	+ ⅛
Technicolor	23⅞	23	23½	— ½
Trans-Lux	4⅝	4½	4⅝	.....
Universal Crp. ..	7⅞	7¾	7¾	.....

Little Bond Movement

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¾	98½	98¾	.....
Loew's 3½s '46 ...	98⅝	98	98⅜	.....
Paramount Pict. 6s '55	100¼	100¼	100¼	— ¼
RKO 6s '41 pp....	119	119	119	.....
Warner Bros. 6s '39 wd	96¼	95¾	95¾	— ¼

(Quotations at close of April 23)

Campana Signs Two For Program Leads

Having built up names like Tyrone Power, Don Ameche, Henry Hunter and Judith Blake, only to lose them to Hollywood or to other radio sponsors, the Campana Sales Co. has signed Barbara Luddy and Lester Tremayne to long term contracts of several years for the lead roles in the company's program, "The First Nighter." The sponsor guarantees the players 52 weeks of work each year for the length of the contract.

Still undetermined is the point of origin for the program. It is being aired currently from Hollywood, but it is believed it will return to Chicago, its former originating point, when Don Ameche leaves the series next month.

Radio in Courtroom Is Banned at Dayton

DAYTON, April 23.—Judge Harrison W. Jewell of Delaware, O., yesterday issued an injunction restraining Dayton city officials from broadcasting Municipal Court proceedings, taking the position that such broadcasts constitute use of public property for private enterprise.

Broadcasting equipment and wires must be removed from the courtroom by the end of the week, it was ordered.

Talent Lined Up for Will Rogers Program

(*Continued froom page* 1)

Waring, Leslie Howard, and others, will open the broadcast in Hollywood, followed by a program switch to Washington, where Annis S. Prall, chairman of the F.C.C., will speak briefly. The remainder of the program originates from New York.

NBC Takes Gilmore Show

HOLLYWOOD, April 23.—The Raymond Morgan Agency has bowed out as producers of the Gilmore Circus, Pacific Coast NBC feature for Gilmore Oil, and NBC has taken over the production. The talent appearing on the program has been changed with the exception of Cliff Clark, announcer, and the Felix Mills orchestra. Heading the new lineup are Cliff Nazarro, Cliff Arquette, Harrison and Elmo, blackface pair; the Paul Taylor Chorus and Jean Noble, comedienne.

Nedick Takes News Series

Nedick Stores, Inc., has contracted for Vincent Connolly's Trans-Radio news broadcasts on WOR, Mondays, Wednesdays, and Fridays from 6:45 to 7 P. M., E.S.T. beginning April 26. Tracy-Locke, Dawson, Inc is the agency.

Time Change Hits Programs

DES MOINES, April 23.—When daylight saving time becomes effective in a number of eastern cities, radio programs in Des Moines, which does not change, will be on an almost entirely new time schedule.

Jack Shelley Is Married

DES MOINES, April 23.—Jack Shelly, assistant news editor at WHO since 1935, was married recently to Catherine Fletcher of Boone, Ia., they are honeymooning in Chicago.

Radio Personals

TOMMY ROCKWELL of the Rockwell-O'Keefe Hollywood office arrived here yesterday . . . Martin Block's eight-year-old son, Gene, will em cee the "Make Believe Ballroom" broadcast on WNEW today at 10:15 A. M. . . . "Bugs" Baer will act as toastmaster at tomorrow's dinner in honor of George Rector, now heard in a series on CBS for the Phillips Packing Co. . . . Tito Schipa will be heard on tomorrow's "Magic Key" broadcast, singing from Italy . . . Mason and Dixon, WMCA songsters, leave the airways for a short vacation, returning May 4 . . . Rudy Vallee, Hildegarde, and Blevins Davis sail for Europe aboard the *Ile De France* this morning . . . Prof. Albert Einstein and Rev. John Haynes Holmes broadcast over WMCA Tuesday evening at 10 P. M. in a tribute to Dr. Stephen S. Wise.

+

Gertrude Lawrence guest appears on "Showboat" Thursday evening . . . Woody Herman's orchestra opens in Boston, May 1, with a Mutual wire . . . Diana Gaylen, of the "Frederika" cast, will be Adam Miller's guest on the "Theatre Guide" program on WINS today . . . Martin Gosch of Warners will accompany Haven MacQuarrie on the 12 week theatre tour of the "Do You Want to Be An Actor?" troupe, beginning May 7 . . .

Bob W. Cottingham has been transferred from NBC's news division in New York to Washington, where he will act as assistant news editor. . . . Two newcomers in NBC's statistical department here are Arthur L. Forrest, from the Hearst Magazine marketing division, and John R. Carnell, from the Albany Business College. . . . Bob Gibson, CBS page boy, has been signed by the network's artists' bureau. A baritone, he will have his own sustaining program beginning next week. . . . Muriel Draper, mother of Paul Draper, the dancer, is being auditioned by NBC. . . . Bud Hassett, Brooklyn Dodger player, will sing on Babe Ruth's CBS series April 28. . . . Ethel Shutta set for a guest role on Ben Bernie's program May 4. . . . Col. Monte Niessen, father of Gertrude, now in New York. . . . Frank Parker succeeds Lily Pons on the Chesterfield program some time in July. . . .

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Hollywood Town Pump

HOLLYWOOD, April 23.—Ken Barton and John Wald are the news commentators selected to succeed Sam Hayes on the Richfield Reporter broadcasts over the NBC Pacific Coast network at 10 P. M., P.S.T., each evening. The United Press service will continue to be used . . . Al Jolson will do an ether version of "Pancho Villa" on May 4 with the author of the story, Pinchon, doing the radio adaptation and appearing in the guest spot on the program.

NBC, Selznick Plan Coronation Air Show

HOLLYWOOD, April 23.—A Coronation broadcast emanating from the studios of Selznick International is planned by NBC for May 11. Douglas Fairbanks, Jr., will be master of ceremonies.

Among prominent members of Hollywood's English colony who will be featured are Ronald Colman, Madeleine Carroll, C. Aubrey Smith, Raymond Massey, David Niven and the cast of "The Prisoner of Zenda." Ray Noble's orchestra will be heard and David O. Selznick will speak.

Prescott's Time Is Changed

Allen Prescott, broadcasting as "The Wife Saver" on CBS for the Manhattan Soap Co., will be heard at a new time, beginning April 26, from 1:30 to 1:45 P. M., E.D.S.T., and Mondays thereafter. Heretofore his program has been offered twice weekly, Mondays and Fridays from 9:30 to 9:45 A. M., E.S.T. The Peck Advertising agency handles the account.

Grant Two Air Fellowships

Two additional university fellowships for the study of broadcasting have been granted by the Rockefeller Foundation. They have been awarded to Harley A. Smith of Louisiana State University and George E. Jennings of Station WILL, University of Illinois. They will begin their studies at Radio City May 5.

Perry Made WTAG Manager

WORCESTER, April 23.—Howard J. Perry has been appointed commercial manager—a newly created post—of WTAG.

FCC Has Pleas for Four New Stations

WASHINGTON, April 23.—Receipt of applications for four new broadcasting stations was revealed by the F.C.C. today as follows: A. L. Beaird, Jasper, Ala., 1,500 kilocycles, 100 watts; United Broadcasting Co., Tulsa, Okla., 1,550 kilocycles, 1,000 watts; Southern Minnesota Broadcasting Co., Rochester, Minn., 920 kilocycles, 1,000 watts night, 5,000 watts day; Decatur Newspapers, Decatur, Ill., 1,550 kilocycles, 1,000 watts.

The commission also has received applications from KTUL, Tulsa, Okla., for increase of power to 1,000 watts night, 5,000 watts day, and WQAN, Scranton, for increase of power to 500 watts.

"Varieties" Starts Monday

"All Star Varieties," a new transcribed program featuring Julia Sanderson and Frank Crumit, will be heard Mondays and Fridays on WOR. beginning next Monday. The time is 11:45 A. M. to 12 noon. The Borg-Warner Corp., for its Norge product, is sponsoring. Cramer-Kasselt is the agency.

Throckmorton Promoted

G. K. Trockmorton, executive vice-president of RCA, has been appointed to assume the duties formerly exercised by E. T. Cunningham, who resigned recently as president of RCA.

Joe Di Natalie Heads Publicity

Joe Di Natalie has been appointed publicity director of the Central States Broadcasting System, of Nebraska.

Commonwealth Tops Radio in Australia

SYDNEY, March 27.—(*By Air Mail Via London*).—One of the biggest deals in the history of the commercial radio industry in Australia has been closed by the Commonwealth Broadcasting Co., which for three years has been operating 2UW Sydney. Owned by Greater Union Theatres, Ltd., and the Albert family, wealthy Australian music publishers, C.B.C. has now either purchased outright, gained control of, or formed an association with a chain of 12 leading "B" class stations in New South Wales, Victoria and Queensland, giving the company a radio coverage of almost 80 per cent of the Commonwealth.

Directors of C.B.C. include Stuart F. Doyle, internationally known in the film industry as managing director of the Greater Union Theatres group of companies.

First Mutual Unit From Coast May 10

The first Mutual network program to be sent east from the coast will be a series, as yet untitled, sponsored by Skol products, beginning May 10. The Peck Advertising agency is now testing talent for the series.

Exactly how far-reaching the tieup will be is not known at the moment, but the agency has confirmed that Grand National Pictures will be involved in the program.

Mrs. Mosier in New KFRU Job

COLUMBIA, Mo., April 23.—The duties of KFRU's traffic manager will be taken over by Mrs. Muriel Mosier, May 1. Mrs. Mosier, wife of Wally Mosier, KFRU continuity chief, has long been associated with the program department of KFRU and was previously at WSUI in Iowa City. She will succeed Josephus M. Todd, who will leave shortly for the east.

Advance St. Paul Newscast

ST. PAUL, April 23.—With the local newspapers in Minneapolis and St. Paul reaching the street between 12:30 and 1 P. M. weekdays, KSTP, in an effort to deliver news to its listeners ahead of the papers, has pushed up its noon hour newstime period from 12:40 to noon each day.

Glenn Condon Resigns

Glenn Condon, managing director of the Oklahoma network, has resigned that post, it is learned here. The Oklahoma network, comprising eight stations, recently affiliated with Mutual. The stations are: KADA, KVSO, KASA, KCRC, KBIX, KTOK, WBBZ and KGFF.

WTBO Signs J. H. McGillvra

Joseph Hershey McGillvra has been signed by WTBO, Cumberland, Md., as national sales representative. WTBO operates on 800 kilocycles, with a power of 250 watts.

R. W. Clipp, formerly of NBC and now business manager of WFIL, Philadelphia, is president of WTBO.

Dow Gets "Dawn Patrol"

CINCINNATI, April 23.—"The Dawn Patrol," conducted by Al Bland over WKRC from 7:30 to 8:30 A. M., E.S.T., daily except Sunday, now is being sponsored by the Dow Drug Co.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 97 NEW YORK, MONDAY, APRIL 26, 1937 TEN CENTS

RKO Drive for Theatres Here Is Continuing

Pooling Deals Expected Before New Season

RKO is continuing its drive for additional theatres, including a number of pooling arrangements which are expected to be set before the new season gets under way.

Tentative agreements are understood to have been made whereby the circuit will take over three Westchester houses within the next few weeks. These are in addition to the Parkway, Mt. Vernon, which was acquired recently and plans for building new theatres at Allerton Ave. and White Plains Rd. and at Sound View and Westchester Aves., Bronx.

The pooling deals are said to affect territories outside of the Greater New York area.

Last year, about this time, the circuit added a number of theatres and also made several pooling agreements.

The moves, it was stated, are not designed to fight independents but rather to build up the circuit's first run situations. In all instances where theatres have been acquired, the units have been taken over from unaffiliated exhibitors.

Production Gains With 47 in Work

Hollywood, April 25.—Production activity here stepped up sharply this week, with 47 features in work as compared to 40 last week. Thirteen new films were started, five more than last week, and 74 features were in the cutting room as against 66. Six were finished, the same as last week, and the 15 in preparation were four under the previous total.

Six shorts were started, as against last week's three, four were shooting

(Continued on page 6)

Jersey Allied Meet To Be Held in June

Allied of New Jersey is planning to hold its annual convention in June, probably at Atlantic City, Lee Newbury, president, stated over the weekend. Last year the annual session was held in September, but this year the meetings are being advanced due to early buying.

The unit will hold a meeting at

(Continued on page 12)

Big Films Keep First Run Grosses Up to $1,716,387

First run grosses held up in 29 key cities last week in spite of the reaction that usually sets in after the Easter rush and the return of children to school after their spring vacations. The total take in 180 first run houses for the week ending April 16-17 was $1,716,387.

This was only $99,463 below the previous week. It was $292,356 below the 1937 high mark of $2,008,743 set up Easter Week.

Some big pictures accounted for the showing. "Maytime," "Top of the Town," "On the Avenue," "Waikiki Wedding," "Personal Property," "Swing High, Swing Low" and "History Is Made at Night" were turning in excellent grosses everywhere. These were exclusive of "The Good Earth" and "Lost Horizon," which were being shown on a roadshow basis and are not counted in the first run tabulations.

Comparative tabulation is listed on page 12.

Seek Release Of Talent for Work on Stage

Arrangements for the release of stars and playwrights from film contracts in order that they may be available to the legitimate theatre will be sought by the American Theatre Council at its convention at the Astor, May 24 to 27, it was revealed on Saturday, with release of the new stage organization's convention program.

The screen figures prominently in the subjects listed for discussion at the meeting, which is designed to devise plans for increasing the public's interest in the stage and reviving the road. In line with these objectives, the opening of film theatres throughout the country to legitimate attractions is proposed by the council and will also be a convention subject. Indications are that the organization realizes that a revival of the road will

(Continued on page 12)

CBS Service Medal to Be Given WHAS

The CBS annual medal for distinguished service to radio this year will be conferred on WHAS, Louisville, Ky., in a special broadcast over the CBS network May 2, from 11:30 P. M. to 12 midnight, E.D.S.T. William S. Paley, president of the network, will present the medal to Barry Bingham, co-publisher of the Louisville *Courier-Journal* and son of U. S. Ambassador Robert W. Bingham. The *Courier-Journal* owns WHAS.

The medal will be presented in recognition of the warnings and messages broadcast by the station during

(Continued on page 15)

Additional developments in radio on pages 14 and 15

Question Need of Kansas Censorship

Kansas City, April 25.—Repercussions from the recent action of the Kansas film censor board in deleting from a "March of Time" issue the remarks of Senator Burton K. Wheeler in opposition to the President's court plan, may lead to agitation for the elimination of film censorship in Kansas.

The *Journal-Post,* declaring the action of the board, which was later rescinded, to have been "thoughtless," poses the proposition: "Kansas may well ask itself whether it needs a state board to say what it can and cannot hear in its motion picture theatres."

The paper goes on to say, "The Kansas board was created to protect

(Continued on page 12)

Report 20th-Fox Will Raise Offer on Roxy

That 20th Century-Fox has agreed to alter its offer for the reorganization and leasing of the Roxy was indicated on Saturday by attorneys for Roxy security holders and creditors who stated that "final approvals are being awaited."

The hearing on the Roxy reorganization plan, scheduled to resume today before Special Master Addison Pratt after a one-week adjournment to permit negotiations for an improved offer from 20th Century-Fox, will be postponed until tomorrow to await the expected approvals, it was said. Attorneys declined to disclose what changes would be made in the film company's offer prior to the receipt of approvals.

Circuits Ask For Long Term Product Deals

Some Distributors Not in Favor of Plan

With the new buying season under way, major circuits are making every effort to enter into long term product deals. Arrangements for playing pictures over a period of years will obviate the need of long conferences on sale of product and will eliminate continued discussions through the summer months.

Some of the major distributors are not in favor of the plan, preferring to settle yearly product problems as soon as conventions are over.

Last year National Theatres concluded a three-year arrangement with M-G-M. The distributor also sold three-year deals to a number of Paramount theatre partners. In addition, National closed a two-year pact for Paramount's output last season.

Film buyers for National are now discussing new deals with Warners, United Artists and Columbia. Although the circuit has offered Warners a two-year agreement, Gradwell L. Sears, general sales manager, has not committed himself to an arrangement beyond next season's product so far. However, deliberations are continuing with the hope a two-year pact will be agreed upon. Talks on Universal pictures await the return of James

(Continued on page 12)

March Ticket Tax Hits $1,539,408

Washington, April 25.—A sharp upturn in admission tax collections in March, bringing them to the highest point so far this year, $1,539,408, is disclosed in the monthly report of the Internal Revenue Bureau.

March receipts were $66,055 above the February total of $1,473,353 and $284,000 above the March, 1936, col-

(Continued on page 12)

Para.'s Quarter May Be Over $3,000,000

Paramount earnings for the first quarter of the current year are estimated to be in excess of $3,000,000, including the company's equity in undistributed profits of theatre company affiliates. This compares with a profit of $718,921 for the corresponding quarter of 1936, reported after the application of $800,000 of a special

(Continued on page 6)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 26, 1937 No. 97

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Legion Approves 12 Of 15 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved nine of the total of 15 for general patronage, three for adults, classed two as objectionable in part and condemned one. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Big Business," "Der Gipfelsturmer" (German), "Good Old Soak," "Guns in the Dark," "The Hit Parade," "Inkognito" (German), "Maria Mover" (Hungarian), "Motor Madness," "Way Out West." Class A-2, Unobjectionable for Adults—"Kimiko" (Japanese), "King of Gamblers," "Der Letzte Walzer" (German). Class B, Objectionable in Part—"You Can't Buy Luck," "A Star Is Born." Class C, Condemned—"Elysia."

Warner Arrives Today

H. M. Warner, president of Warners; Sam E. Morris, vice-president in charge of foreign distribution, and Joseph Bernhard, vice-president and general manager of Warner Theatres, arrive today from Europe on the *Normandie*. Warner and Morris were abroad seven weeks and Bernhard joined them a month ago.

Insiders' Outlook

By RED KANN

Hollywood, April 25.

TALES from the Hollywood Hills:

Walter Winchell to Jack Barrymore at The Brown Derby, gallery including Abe Lastfogel, Johnny Hyde, Abe Waxman, "Curley" Harris, Marc Lachmann, Sidney Skolsky and John Steinberg:

The "blessed event" commentator: "Yes, I have two children."

America's leading profile: "What sex?"

W. W.: "A boy and a girl. Walda says she likes me as a movie actor, not as a newspaper man."

J. B.: "Dear me, what a peculiar choice!" . . .

▼ ▼

Here, as elsewhere, there are postal zones. From at least one point in Hollywood, local mail clears with a two-cent stamp. Those who insist solemnly this story is true, so help them, are chuckling over the efficiency move inaugurated by an official whose lot is outside the two-cent limit. His order of the day provides for the collection of all mail for shipment to a box within the two penny zone by studio car. Gas consumption alone eats up the rate difference. . . .

▼ ▼

"Still with Warners?" your reporter asked Mervyn LeRoy.

"Warners are still with me, you mean," he replied.

This successful director, now a producer with his own setup within that organization, covers a great deal of ground when he says:

"Make pictures for those who walk, not those who ride, and you've got box-office." . . .

▼ ▼

Charles Kaufman, a writer now teamed with Paul Yawitz, née a Broadway columnist, on the RKO lot, has recovered from a rat bite encountered on Billy Wilkerson's tennis court, but not from the suspicion it might have been an agent in disguise. . . .

▼ ▼

The brazier burned brightly. The brandy exuded a blue flame. The ceremony of the crepe suzette was under way. "Fancy, eh!" said Herman Robbins to Hal Horne. "You know me," answered Hal, "I got to have my *lotkas, Hollywood or not." . . .

▼ ▼

These parts embrace a tall and lanky actor who was so unbelievably awkward in his last picture he eventually had his studio officials stopped. They turned reluctant about letting his option slide. They were afraid that what was really rotten acting might represent a new technique.

▼ ▼

The town's beauties are wearing colorful, silk handkerchiefs, peasant fashion, to keep their coiffures in order.

This is the one visible sign in Hollywood that the revolution may be on its way. . . .

▼ ▼

Gabe Yorke to your wanderer: "What's the matter? You don't look so well today. You look as if you've been dragged through a preview." . . .

▼ ▼

Conversation piece:

"That actor! What a ham! The first three days he was terrible. Then he got steadily worse." . . .

▼ ▼

Viola Brothers Shore, the writer, insists that for years she has been living in Hollywood with one foot on The Chief. . . .

---

*Yiddish for pancake.

Check N. O. Theatres

NEW ORLEANS, April 25.—Health Dep't. officials here are visiting neighborhood theatres under orders from Dr. James M. Batchelor, Superintendent of Public Health, who has given theatres 15 days to meet all sanitary regulations. Numerous complaints are said to have been received.

Mrs. Barthelmess Dead

Mrs. Carolina Harris Barthelmess, mother of the actor, died at her home, 1 West 67th St., Friday. She was 70. Her son is the only survivor. He is in London.

Ban Anti-Hitler Film

ST. LOUIS, April 25.—Mayor Bernard Dickman has refused the use of the Municipal Auditorium for the showing of "Der Kampf," Amkino film produced in Russia, after protest by Reinold Freytag, German consul here, who called the film "inflammatory and insulting."

Celebrates 10th Year

BOSTON, April 25.– Helen Fager of the *Boston Traveler* celebrated her 10th anniversary as film editor of the daily last week. Friends gave her an informal party.

ITOA Predicts U. S. Circuit Deal Study

The Federal Trade Commission will inquire into the possible effects on the local subsequent run situation of the current Loew's and RKO expansion moves in the metropolitan area, according to the current issue of *The Independent*, publication of the I. T. O. A.

"Regardless of statements to the contrary," the paper says, "the theatre expansion moves of Loew's and RKO in New York are regarded by independent exhibitors as aimed directly at them and foresee drastic inroads into their business if the expansion goes ahead." The article charges that Loew's objective in expanding and the formulation of its sales and theatre policies "are made purposely with the express view of having an exclusive Loew run on all M-G-M product in New York."

See F. C. C. Aid

"Local exhibitors are not sure what moves they will make to combat the circuit's plans," the article concludes, "but are assured that the Federal Trade Commission will interest itself in the matter."

The publication reports that while the move for the formation of a third national exhibitor organization "has gained momentum, no concerted support has yet made itself evident." It adds that the next step will be to contact independent exhibitor organizations without national affiliations to enlist their support in inaugurating the movement.

Bondy to Hear RKO Claim Issue May 19

Federal Judge William Bondy on petition of the Irving Trust Co., trustees for RKO, on Saturday set May 19 for the hearing on the settlement of claims of the RKO Proctor Corp. and the Security First National Bank of Los Angeles against RKO. The Security claim for $771,000 is to be settled for $350,000.

The claim is based upon a guarantee of a supplemental indenture made by the San Diego Holding Co., Ltd., an RKO subsidiary of the claimants as trustee. This indenture was executed in connection with the transfer in San Diego of office and theatre property known as the Commonwealth Building. The claim of RKO Proctor for $10,431 is to be settled for $10,350 and is based upon income tax refund received by the parent company in 1934 for taxes paid in 1929 and 1930 for the subsidiary.

Authorizes Dividend

Federal Judge Martin T. Manton on Saturday authorized Milton C. Weisman, as receiver of the Fox theatres, to pay five per cent on an interim dividend on the claim of the Lexington Ave. & 59th St. Corp. and the Nandies Realty Corp. and Theatre Builders, Inc., creditors of the Fox theatres whose claims have been adjudicated.

Upholds G. B. Summons

LOS ANGELES, April 25.—Superior Court Judge W. Turney Fox yesterday refused to quash the serving of a summons on Gaumont British Pictures Corp., Ltd., of America and England in the $65,000 suit filed by Constance Bennett.

"WAKE UP AND LIVE" GIVES ROXY, N.Y. ALL-TIME RECORD!

★ **6,371 people crowd house to overcapacity at midnight preview. Boxoffice had to stop selling tickets. 171 people stand 90 minutes to see show!**

★ **1,500 people in line at 10 a. m. opening day (Friday) storming the doors.**

★ **Doors forced to open at 9 a. m. Saturday for first time in history of theatre to accommodate extra-show crowds.**

★ **Watch for more record-breaking news!**

No wonder Mae Tinee says in the Chicago Daily Tribune: "'Wake Up and Live' goes on must list. Read the ads. Believe 'em. Go see for yourselves!"

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

MARK THESE WORDS

WRITTEN TO 17 MILLION NEWSPAPER READERS BY

MARK HELLINGER

ABOUT THE BEST-LOVED OF ALL STORIES BY

MARK TWAIN

(a good writer, too!)

EXCLUSIVE!

First behind-the-typewriter scenes ever taken of Mark (Twain) Hellinger, most popular story-teller of the day! Nearly half the movie fans in the country will see the great rave Hellinger wrote for this show — Warner Bros. scoop the world with these candid close-ups on how he wrote it!

THE PRINCE AND THE PAUPER

WHICH WILL BE RELEASED TO 275 THEATRES ON MAY 8th BY WARNER BROS., PRODUCERS OF

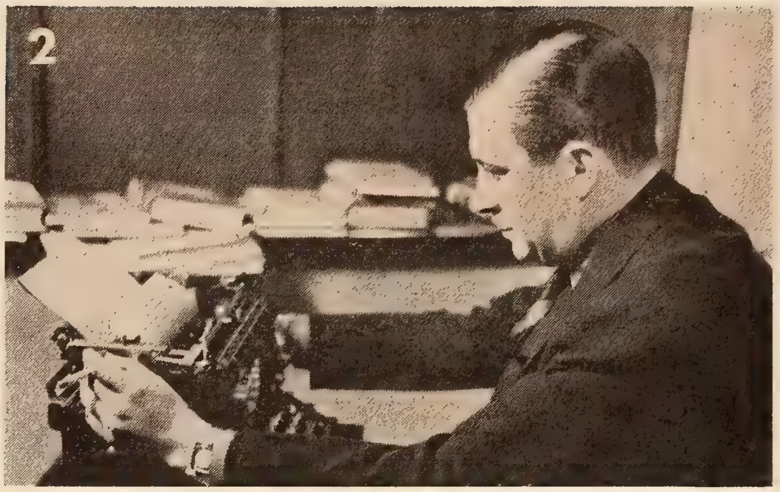
"MARKED WOMAN"

with

ERROL FLYNN
CLAUDE RAINS
HENRY STEPHENSON
BARTON MACLANE
and the
MAUCH TWINS
BILLY & BOBBY

Eric Portman and Thousands of Others • Directed by WILLIAM KEIGHLEY • Music by Erich Wolfgang Korngold • A First National Picture

warming and richly human film
s "THE PRINCE AND THE PAUPER",
e popular Mark Twain classic
at has been brought to the
reen by Warner Bros. . . . .



. . . Twain's story of the
impoverished lad who, through
a case of mistaken identity,
was about to be crowned
King Edward VI, has been . . .

. . handled with wisdom and
ct by all concerned in the
king of the film. "THE PRINCE
D THE PAUPER" runs for two
ll hours, and never once . . .

. . . did I get the feeling that
the pace was too heavy or the
action too slow. The Mauch Twins,
Billy and Bobby, are ideal in
the picture's title roles, . . .

. . while Errol Flynn, Claude
ins, Barton MacLane and
ntagu Love all score heavily!
d-timer Love's portrayal of
ng Henry VIII is just as . . .

. . good as Laughton's was-and in
some spots it is better. All in
all, "THE PRINCE AND THE PAUPER"
is sincerely recommended to
all audiences, everywhere!

◂ Purely Personal ▸

ACOB KINZLER, father of Morris, publicity and advertising head for the Roxy, on Friday sustained a broken leg when he was run down by a car as he left the theatre. He is at Polyclinic Hospital for treatment. It was the first time Kinzler's father had visited him at his office in the four years he has been on the job.

•

David O. Selznick's arrival from the coast next week is uncertain. John Hay Whitney is planning a trip to Hollywood, which may mean that Selznick may cancel the trip east for the time being.

•

Billy Halop, Huntz Hall, Bernard Punsley, Bobby Jordan, Bernard Gorcey and Gabriel Dell left yesterday for the coast. The sextet have parts in the forthcoming "Dead End."

•

Sol Edwards, eastern sales manager for Grand National, will leave for California May 7, in advance of the local forces heading west for the annual sales convention.

•

Stanley Kolbert, general manager of the Straussberg Interboro Circuit, Brooklyn, is the father of an eight pound "exhibitor" born at Jewish Hospital on Friday.

•

Al Selig will leave for Baltimore tomorrow to prepare a campaign for the "Silent Barriers" opening at Keith's on May 4.

•

Moe Sanders, office manager for the local 20th Century-Fox exchange, will return from a week's vacation today.

•

H. G. Knox, Erpi vice-president in charge of engineering, is en route to the coast for producer discussions. He will return here June 8.

•

Charles Skouras will leave today for Baltimore where he will enter Johns Hopkins Hospital for a tonsil operation.

•

Jules Levy, general sales manager of RKO, is visiting Philadelphia and Washington for exchange conferences.

•

William C. White, short story writer, has returned from the British West Indies after a three-month visit.

•

Jo Mielziner returned from Dallas via American Airlines over the week-end.

•

George E. Browne, head of the I. A.T.S.E. is now on the coast.

•

Stanley Ridges left for the coast by plane Saturday.

•

. . . New Haven

Phil Sherman has resigned from the local Imperial exchange.

Sam Weiss recuperating at home after a minor operation at the Stamford Hospital.

Irving Bonoff also on the recuperating list in Madison.

Robert Joyce is the father of a girl, his third child.

Philip Gravitz will marry Jessie Boxer of Brooklyn on May 29.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Go Getter"

(*Warners*)

Hollywood, April 25.—This is excellent entertainment for all. It is fast moving comedy and drama with first rate performances. The intelligent direction is aimed for comedy and emotional reaction. The story is an adaptation from Peter B. Kyne's "Cappy Ricks" stories and moves swiftly with many unusual twists. The names of George Brent, Anita Louise and Charles Winninger should prove good box-office news for showmen in all spots.

The story is somewhat familiar, but incidental situations accentuate the entertaining highlights. Brent emerges from a naval dirigible disaster with a wooden leg. With sheer nerve he forces his way into a job with a lumber company and into the hearts of Charles Winninger, the company owner, and his daughter, Miss Louise. Competitive friction results when he goes over the head of John Eldredge to secure the job. A brief romantic triangle results when Brent engages the interest of Miss Louise away from Eldredge. In routine fashion Brent proves himself a real go-getter by selling lumber no one else could peddle. He thereby attracts Winninger's attention. The climactic break comes when Brent mentions marriage and Winninger backs water on his daughter's intentions. Winninger places obstacles in Brent's way which he overcomes and which finally culminate in his promotion to company manager. Eldredge is dispatched to an oriental location. The impetuous Winninger is still blustering at the fadeout.

The leads turn in splendid performances. Busby Berkeley's direction is well balanced and effective. The Delmer Daves screenplay leaves no dull spots. Arthur Edison's photography is above the average. Well turned supporting parts are given by Joseph Crehan, Gordon Oliver and Eddie Acuff.

Production Code Seal No. 2,934. Running time, 90 minutes. "G."

"Angel's Holiday"

(*20th Century-Fox*)

Hollywood, April 25.—A spicy bit of laugh entertainment for any bill. Jane Withers delivers her particular brand of comedy in her delightful, pleasing style.

As "Angel," a cute and devilish kid on a holiday, little Miss Withers succeeds in almost wrecking a romance, gets people in jail, makes headlines and rounds up a band of racketeers singlehanded. Things move fast when Ray Walker's disappearing publicity stunt for Sally Blane, a film star, backfires through the efforts of Miss Withers and Robert Kent, a reporter. Kent smears the fake hideout story over the front page. Miss Withers shows her jealousy by stealing unflattering pictures of Kent and Miss Blane before success came and slipping them to the editor. There are the obvious romantic repercussions. The series of comedy situations are climaxed when the town's gangsters headed by Harold Huber move in on Miss Blane and her girl friend, Joan Davis. They hold the girls at Al Lydell's farm and start their shakedown negotiations. Miss Withers and Kent soon arrive and spoil their plans, however. The film has the usual romantic finish.

Miss Withers' imitation of Burns and Allen is a riot. Joan Davis stands out with comedy-dance numbers. Lydell plays the hayseed expertly. The performances of Miss Withers, Kent, Miss Blane, Huber and Frank Jenks are carried off in expert style. James Tinling's direction is workmanlike for its blending of speed and its comedy balance. Frank Fenton's and Lynn Root's screenplay packs plenty of chuckles.

Production Code Seal No. 3,201. Running time, 75 minutes. "G."

(Additional Reviews on Page 11)

Gomez Goes to Santiago

Max Gomez, manager of RKO's exchange in San Paulo, Brazil, has been appointed head of the Chilean office at Santiago, succeeding Walter Reich, resigned. Pedro Esperanza, former assistant to Gomez at Sao Paulo, is now in charge of the office.

Ampa Exhibit Today

The second annual exhibit of entries for the Ampa awards for advertising, publicity and exploitation goes on display today in the Loew's State Bldg. The exhibition will be open until Friday.

Seek IA Affiliation

Cleveland, April 25.—Cleveland shippers, inspectors and poster clerks who originally voted to join the packers' and wrappers' union have asked for an auxiliary charter to Local 160, I. A. T. S. E. operators' union. It is understood that the group has been completely signed up.

Goldstone in G. N. Deal

Hollywood, April 25.—Phil Goldstone has set a national distribution deal with Grand National for release of "Damaged Goods."

Production Gains With 47 in Work

(*Continued from page 1*)

compared to none before, and four were in preparation as against 13 last week.

The features started were: "A Gentleman After Midnight," "The Angle Shooter" and "Varsity Show," at Warners; "Taxi War" and "Professional Juror" at Columbia; "You Can't Beat Love," "Vivacious Lady" and "Easy Going," at RKO; "Rhythm in the Clouds" and "It Can't Happen to You," at Radio; "Wild Money," "Forlorn River" and "Rustler's Valley" at Paramount.

Of the 74 in the cutting rooms, 29 were at Warners, 11 at Paramount, seven each at Columbia and 20th Century-Fox, six at Republic, five each at RKO and M-G-M and one each at Goldwyn, Roach, Selznick and Universal. Twelve of the 47 shooting were at Paramount, seven at Columbia, six at Warners, five each at Universal and RKO, four at M-G-M, two each at Republic and 20th Century-Fox and one each at Wanger, Selznick, Roach and Goldwyn. The 15 in preparation included four at M-G-M, three at Columbia, two each at 20th Century-Fox, RKO and Paramount and one each at Warners and Republic. Four at Paramount and one each at Republic and RKO accounted for the six finished.

The 11 shorts in the cutting rooms included four at Columbia, three at M-G-M, two at RKO and one each at Roach and Warners; shooting, three at M-G-M and one at Warners; in preparation, one each at Columbia, M-G-M, RKO and Roach; started, three at M-G-M and one each at Warners, Columbia and Radio; finished, one each at Radio, M-G-M and Columbia.

Para.'s Quarter May Be Over $3,000,000

(*Continued from page 1*)

inventory reserve set up out of earnings from the preceding year.

The company's final statement for 1936 is expected to be released with the annual report of the president, Barney Balaban, following the April meeting of the Paramount board today. Advance estimates place 1936 earnings at approximately $5,800,000.

Balaban is scheduled to leave for Europe Wednesday on the *Normandie* to inspect Paramount properties abroad. He will be away about five weeks.

Expect $62,000 for "Wake Up" at Roxy

"Wake Up and Live" is expected to tally $62,000 for the first week at the Roxy. The picture may hold for three weeks.

After a new record opening day on Friday, "Wake Up and Live" garnered $15,000 Saturday. The house opened at 9 A. M. and closed at 3 A. M. yesterday morning. Two extra film shows and one stage performance were added to the regular schedule.

Because of an agreement between the Hays organization and churches, the theatre could not open before noon yesterday, thereby tapering the take of the previous day.

"A Star Is Born" continues to hold up well at the Music Hall.

"A STAR IS BORN"

The best picture of the week is "A STAR IS BORN" . . . A five-bell picture . . . I recommend for the entire family the five bell picture, "A STAR IS BORN." —Jimmy Fidler
NBC Movie Reporter

One of the year's best shows, "A STAR IS BORN" will find the Music Hall's treasurer turning cartwheels in the streets . . . good entertainment by any standards, including the artistic . . . The Music Hall is spreading a feast again.
—Frank S. Nugent N. Y. Times

When I heard Jimmy Fidler call this a "five-bell picture", I thought he was exaggerating . . . Now after seeing it I say it should have been called a ten bell picture . . . One of the best pictures of all times.
—Alice Tildesley
Philadelphia Public Ledger Syndicate

David O. Selznick has given the industry one of its most outstanding films . . . In "A STAR IS BORN" he has a masterful production . . . Brilliant action . . . Triumph at the box office.
—Joe Blair
Hollywood Motion Picture Review

This Selznick International Production is destined to make box office history . . . Of universal appeal to all classes of entertainment seekers . . . Truest, cleverest, most subtly satirical portrait ever filmed of that alluring capital, Hollywood.
—Ivan Spear Associated Publications

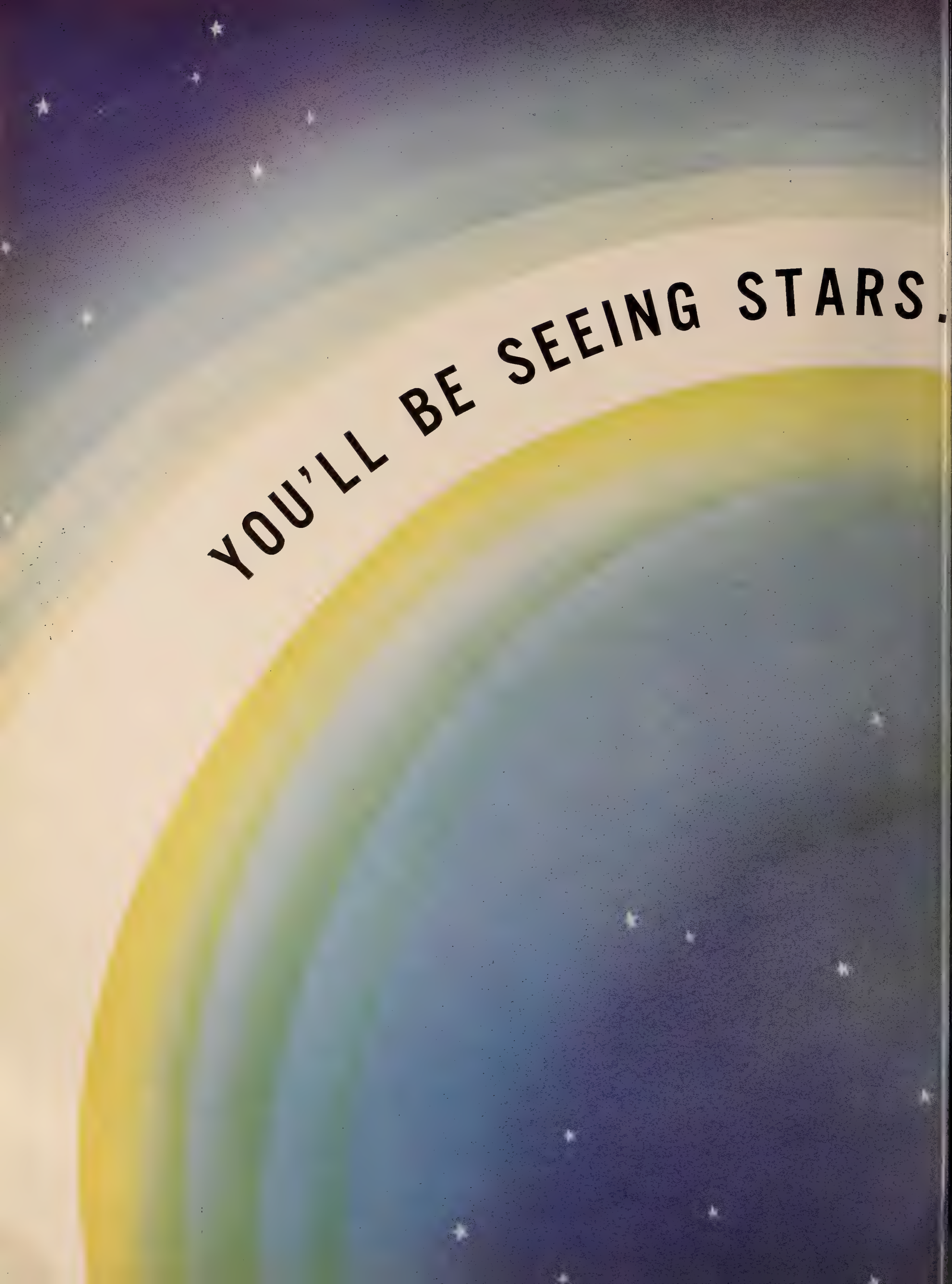
The most remarkable account of picture making that has yet reached the stage or screen . . . An excellent document of the world's biggest show business, and an engrossing entertainment . . . Clothed in rich language, telling performances and splendid directorial fluency . . . vital and revealing . . . A first-rate example of showmanlike screen collaboration . . . The technical work throughout is masterly.
—Howard Barnes
N. Y. Herald Tribune

Magnificently produced by David O. Selznick . . . Sympathetically acted . . . Vigorously directed . . . Something every cinema devotee will clamor to see.
—Harry Mines
Los Angeles Daily News

I recommend that you lose no time in going to see this delightful human interest drama.
—Louella O. Parsons Universal Service

Thoroughly delightful . . . Janet Gaynor gives the outstanding performance of her career . . . Acting is excellent and the story is unusual . . . "A STAR IS BORN" is Hollywood's dream of what Hollywood ought to be . . . You couldn't ask for a pleasanter dream than that.
—Robert Garland N. Y. American

TO BREAK RECORDS!


YOU'LL BE SEEING STARS.

.AND LOVE IT!

SELZNICK INTERNATIONAL *presents*

Janet **GAYNOR**
Fredric **MARCH** *in*

A Star Is Born

with **ADOLPHE MENJOU** · **MAY ROBSON** · **ANDY DEVINE** · **LIONEL STANDER**
in **TECHNICOLOR**

Produced by DAVID O. SELZNICK • *Directed by* WILLIAM A. WELLMAN
Released thru UNITED ARTISTS

"A STAR IS BORN"

Sure-fire, gay fun, and vastly pretty . . . The production is saturated with the quality known as "box-office glamour" . . . Sure to delight any audience! An unusual entertainment Acted brilliantly, directed with inspiration, novel in theme and treatment . . . It is not only a thoroughly good film but a daring and exciting one.

—Bland Johaneson
Daily Mirror

A powerful picture which David O. Selznick has given grand production . . . Fredric March gives the most real performances I have ever seen.

—W. E. Oliver
Los Angeles Herald-Express

Selznick International's "A STAR IS BORN" is the best color picture ever made . . . It is the best picture on Hollywood ever made . . . It is one of the best pictures ever made in a season resplendent with pretentious films.

—Clark Wales Detroit Free Press

Movie fans should be vastly entertained by "A STAR IS BORN" . . . Handsomely produced and charmingly Technicolored . . . Janet Gaynor and Fredric March, co-starred, give excellent performances.

—Rose Pelswick N. Y. Evening Journal

The Cinema City is turned inside out in "A STAR IS BORN," to the utter satisfaction of the audience at the Music Hall, where the latest and most successful example of Technicolor is on display . . . Gives Miss Gaynor an opportunity to display her considerable talents as a comedienne and as an emotional actress, too . . . Her co-star, Fredric March, gives one of the best performances of his career.

—Kate Cameron Daily News

A thoroughly enjoyable picture . . . I liked everything . . . Best picture ever done in Technicolor . . . Starts Janet Gaynor anew . . . Fredric March grand.

—Sidney Skolsky
N. Y. Daily News
Chicago Tribune Syndicate

David O. Selznick's veritable epic of Celluloidia . . . Will interest all audiences.

—Edwin Schallert
Los Angeles Times

The best of the dramas in many a preview is "A Star is Born", a Selznick-International big-timer. It will tighten the cords in your throat and heart, make you sniffle (yes, you) and do other things to your emotions. Fredric March and Janet Gaynor perfectly cast.

— Walter Winchell

All America will want to see this Selznick hit. Perhaps the great American novel may never have been written, but at last the great story of Hollywood has been screened by David O. Selznick.

—Ted Magee Screen Book

Close to the heart of all movie fans . . . Tailormade for the millions interested in Hollywood . . . David O. Selznick's swell picture that will swell box office receipts in any man's theatre.

—Warren Stokes
Jay Emanuel Publications

TO HOLD OVER!

SECOND WEEK AT JAM-PACKED RADIO CITY MUSIC HALL, N. Y.

Short Subjects

"Stranger Than Fiction No. 35"

(*Universal*)

Among the eight items that make up this reel are a Swampscott, Mass., man who has a striking facial resemblance to President Roosevelt, a blind watch maker, a northern Ontario schoolhouse on wheels, and a fire-ball fight between cotton pickers in North Carolina. Varied and interesting material. Production Code Seal No. 01,300. Running time, 9 mins. "G."

"Vitaphone Pictorial Revue No. 7"

(*Vitaphone*)

Here is a collection of interesting, behind-the-scene glimpses of phonograph record manufacture, women polo players and the processes in the making of lipstick. The latter is in color. Basil Ruysdale does the narration. Interesting material. Production Code Seal No. 01,442. Running time, 11 mins. "G."

"Bridal Griefs"

(*Radio*)

A fair domestic comedy offering. The story concerns the mixup Ford Sterling gets involved in when his nephew seeks his inheritance through phoney marriage and fatherhood. Uncovered, in a lie, the tables are reversed and the piece ends in pleasant fashion. Production Code Seal No. 2,980. Running time, 19 mins. "G."

"Paramount Pictorial, P. 6-8"

(*Paramount*)

The tides of the Bay of Fundy, rainbows filmed in natural color in Hawaii, and a delightful musical interlude by the seven young Loria Brothers are presented in this issue. There is good variety and the subjects are tastefully done. Production Code Seal No. 01,502. Running time, 10 mins. "G."

"New News"

(*Columbia*)

Effective slapstick comedy is injected into the plight of Monte Collins and Tom Kennedy when they blunder into a newspaper office and get an assignment. They deliver a scoop after many entertaining scenes. Production Code Seal No. 3,069. Running time, 17½ mins. "G."

"California Missions"

(*Van Beuren-Radio*)

A brief but interesting tour of the famous missions of southern California. There is a tasteful and informative narrative spoken by Alois Havrilla and splendidly filmed related scenery. Production Code Seal No. 01,511. Running time, 11 mins. "G."

"Going Places No. 34"

(*Universal*)

The blessings of Oxen in Mexico and Death Valley scenes are covered in this issue. The latter part is composed of many interesting and revelatory glimpses of "Death Valley" Scotty, his castle, and the mineral wealth of the place. Additionally, Lowell Thomas' narration highlights the "hole's" history. Production Code Seal No. 01,307. Running time, 8 mins. "G."

'Rhythm on the Rampage'

(*Radio*)

An innocuous little story and lilting music by Ted Fiorito and his band make this short reliably entertaining. A member of the band impersonates the leader while "on the make." He gets involved with the girl's convict boy-friend. The situation is solved when the band plays a benefit in a prison and returns the escaped one. Production Code Seal No. 3,010. Running time, 18½ mins. "G."

Looking 'Em Over

"The Late Mathias Pascal"

(*French M. P. Corp.*)

The French version of Luigi Pirandello's novel develops interesting drama. The portrayals and novel story material should be found provocative by foreign enthusiasts. It is superbly acted.

Mathias Pascal is married to the conniving Romilda in Miragno, an Italian town. He is thought to be wealthy by her mother, who soon is aware of his poverty. She becomes irksome and creates tension at their home. Pascal's mother loses her dwindling estate and dies. She is buried in a pauper's grave.

Pascal tires of his predicament and disappears. While traveling to Marseilles he meets an adventurer and the pair go to Monte Carlo. Luck is with Pascal and he makes a "killing" at the tables. Financially secure again, he returns to Italy. He visits his mother's grave one day and learns from a gravedigger that he is believed to be a suicide and is to be buried in a little while. He views "his" funeral procession and observes the hypocricy of his relatives. In disgust he goes to Rome. At a boarding house where a strange assortment of characters live he meets and falls in love with Adrienne. His apprehensions about his identity cause him to return to his home town where he finds his wife, or widow rather, remarried. His return causes consternation and fright which he uses to further his own ends. He compels his brother-in-law to forge new credentials and finally he departs for happiness with Adrienne.

English subtitles will be inserted when the film is released here. The cast includes Pierre Blanchar, Isa Miranda, Robert Le Vigan, Marcel Vallee, Palau, Catherine Fontenay, Sinoel and Margo Lion.

Previewed without production code seal. Running time, 90 minutes. "A."

"The Gold Racket"

(*Grand National*)

A moderately exciting drama that has to do with the breaking up of a gold smuggling ring capitalizing on the high prices the Government is paying for the yellow gold. It unfolds along the time-tried and familiar G-man lines.

Conrad Nagel is assigned to bring in the gang. He gets a lead on a Mexican mine and is soon joined across the border by Eleanor Hunt. Miss Hunt, his colleague, poses in a night spot as an entertainer. She gains the confidence of a member of the gang and soon has enough information to make arrests. The scene switches to the states. Nagel and Miss Hunt establish themselves near the receiving end of the illegal activities, and with a series of routine situations the film ends with the outlaws in the hands of the law.

The supporting cast includes Fuzzy Knight, Frank Milan, Charles Delaney, Warner Richmond, Ed Le Saint and Earl Hackett. Louis J. Gasnier directed.

Production Code Seal No. 3,140. Running time, 65½ minutes. "G."

"Bar Z Bad Men"

(*Republic*)

From its opening sequences to the final fadeout this western packs action, excitement and movement into a tale of cattle-rustling, murder, and general skullduggery which is solved and avenged in good style by Johnny Mack Brown.

Tom London is changing the brand on Frank LaRue's herd and shifting the animals to graze on Jack Rockwell's pastures when Brown arrives on the scene. Shortly after Rockwell, Brown's partner, is murdered. The evidence points to LaRue. Lois January, his daughter, attempts to shield her father and meets Brown. But Brown senses something strange in London's quick appearance on the scene of the murder and does a little investigating. There follows many brawls and shootings which eventually result in the capture of London and his gang.

Sam Newfield directed. The original story is by James P. Olsen. Bert Longenecker photographed.

Production Code Seal No. 2,913. Running time, 51 minutes. "G."

Lowe Adds Another To Kansas Circuit

Kansas City, April 25.—F. L. Lowe has taken over the Nueva at Stafford, Kan., from E. A. Briles. This brings Lowe's string in Kansas to five. He operates also in Sterling, Hays, Lyons and Lucas. The Nueva is being rebuilt following a bad fire several weeks ago. Brile edits the Stafford newspaper and is a representative in the Legislature.

F. D. Morris plans to open his new 400-seat house at Meade, Kan., this month. Valentine De Temple has purchased the Lee at Lees Summit, Mo., from Wayne Jenkins. Jenkins is remodeling his Peoples at Pleasant Hill, Mo.

Approximately $10,000 is being spent by W. J. Gable and Glen W. Dickinson on the Dickinson in Beloit, Kan., on new seats, cooling system, carpets, drapes, canopy, etc. Gable manages the house and is part owner.

Earl Shutt and W. A. Sams will open their new 850-seat house at Clinton, Mo., about May 15. The partners are spending approximately $40,000 on the theatre. H. Hanson and Elmer Kunz are planning a new spot at Burlingame, Kan., for opening next month.

Editorial Pen Joins Kansas Film Battle

Kansas City, April 25.—Civic pride in Kansas City, Kan., just will not down and, fed by such incendiary editorials as the one which affirms "The interests of Kansas City, Kansas, . . . must be served," it may yet force a rezoning of the territory which would place its two first run houses on an even footing with the first runs of Kansas City, Mo.

The declaration that the city's interests must be served was made in a two-column, first page editorial in the Kansas City *Kansan*, which warned that the civic ignominy of being a "second run town" would not be tolerated much longer.

Kansas City, Kan., is separated from Kansas City, Mo., only by the Kaw River and an ephemeral state line. Its Electric and Granada, which it contends should rate as first runs, follow the Missouri city's first runs by 28 days. An additional 10 houses which are now third runs, should be advanced to second runs, the Kansans contend.

Portable Gains Fail To Disturb Midwest

Kansas City, April 25.—Theatre men in this section appear to be little concerned over the rapid growth of portable circuits. It is said that at least 15 new circuits of this kind have been opened this spring, raising the total in this exchange area to about 40. This is three times as many as there were two or three years ago.

The circuits appeared during the depression, but the depression is not regarded as the direct cause. Except in rare instances, the towns they serve are not theatre towns and are not likely ever to be. The exceptions are those spots where some adventurous exhibitor has taken a chance and has failed at some past time. The towns have a population of 600 or 700.

A rough estimate indicates that almost 200 small towns and villages are being served by the portable operators.

Circuits Ask For Long Term Product Deals

(Continued from page 1)

R. Grainger, general sales manager, from Hollywood.

Loew circuit executives have been holding a series of meetings with United Artists and Paramount sales heads on long term deals. The circuit has 10-year franchises with both distributors which expire this summer. No agreement has been reached on the period of years the new deals will cover, but this angle is expected to be set within the next few weeks.

Last season, Nate J. Blumberg and John J. O'Connor of the RKO circuit completed arrangements with Warners on a four-year pact. This deal was for the distributor's entire lineup in the circuit's Greater New York houses.

Recently, RKO signed the Schine circuit of approximately 80 theatres in New York, Ohio and Kentucky for three years. J. Meyer Schine and George Lynch of the independent circuit have similar arrangements with a number of other film companies.

RKO's metropolitan circuit and Metropolitan Playhouses have 10-year deals with 20th Century-Fox which have some time to run.

March Ticket Tax Hits $1,539,408

(Continued from page 1)

lections of $1,255,393, the Bureau reported.

For the first quarter of the current year, collections totaled $4,518,437, against $4,119,924 in the corresponding period in 1936, it was stated. For the first nine months of the current fiscal year a gain of $1,743,819 was shown, receipts being $14,738,614 against $12,994,795 a year ago.

Indications that the bulk of the improved theatre business in March was largely outside the Metropolitan centers are seen in figures for the Broadway district of New York, where total tax collections were but $511,185 compared with $558,620 in February.

Admission tax collections in the third New York district were $448,549 against $476,932 in February, other collections being as follows: Free or reduced rate admissions, $2,939, against $7,552; tickets sold by brokers $13,922 against $14,047; tickets sold by proprietors in excess of established prices, $2,458 against $5,052; permanent use or lease of boxes and seats, $29 against $14; admissions to roof gardens and cabarets, $43,287 against $55,023.

Jersey Allied Meet To Be Held in June

(Continued from page 1)

the Lincoln tomorrow, when plans will be discussed for the Allied national convention to be held in Milwaukee, May 26-28. About 15 members of the local unit are expected to be on hand for the Wisconsin sessions. A special car will leave New York on May 25.

Big Films Keep First Run Grosses Up to $1,716,387

Comparative grosses for the latest available periods:

	Week Ending April 16-17		*Week Ending April 9-10*	
	No. Theatres	***Gross***	***No. Theatres***	***Gross***
Boston	8	$101,400	8	$113,300
Buffalo	6	67,000	5	50,100
Chicago	8	106,100	9	148,600
Cincinnati	8	61,300	8	64,700
Cleveland	6	69,000	6	68,000
Denver	6	41,500	6	42,500
Detroit	7	85,100	7	89,500
Houston	4	24,100	4	25,200
Indianapolis	5	30,300	4	36,100
Kansas City	6	47,900	6	52,800
Lincoln	5	9,700	5	11,200
Los Angeles	9	97,540	9	106,500
Louisville	7	25,200	7	29,500
Milwaukee	5	34,300	5	28,600
Minneapolis	5	33,500	5	31,250
Montreal	5	46,500	5	39,500
New Haven	4	27,800	4	21,400
New York	10	254,200	10	299,300
Oklahoma City	3	10,947	3	20,500
Omaha	3	28,400	3	20,800
Philadelphia	10	91,100	10	106,000
Pittsburgh	6	63,700	6	48,750
Portland	6	40,800	6	37,200
Providence	5	51,000	5	42,200
San Francisco	9	88,200	9	96,400
St. Louis	5	49,750	5	60,500
St. Paul	4	17,400	4	13,500
Seattle	8	42,650	6	34,350
Washington	7	70,000	8	77,600
	180	$1,716,387	178	$1,815,850

Key city grosses from September to the week ending April 16-17:

	No. Theatres	***Gross***
Sept. 4- 5	163	$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2- 3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6- 7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4- 5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1- 2	178	2,037,040
Jan. 8- 9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5- 6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5- 6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2- 3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387

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Monogram Incorporates

DOVER, Del., April 25.—Monogram Distributing Corp. has been formed here, listing capital stock of 100,000 shares.

Another incorporation here was National Talent Pictures Corp., to deal in films, listing capital of $250,000, and 2,000 shares no par value. Pacific Theatres, Inc., was dissolved.

Shift Branch Personnel

CLEVELAND, April 25.—Changes in the local Warner office include: Walter Brandt from Toledo to city salesman, Edward Catlin from booker to Toledo territory salesman, and Judd Spiegle, formerly of the Paramount ad sales department in Pittsburgh, to local Warner booker, and the resignation of James Mooney, office manager.

Seek Release Of Talent for Work on Stage

(Continued from page 1)

depend to a large extent on the availability of modern film theatres, as no new legitimate theatre construction has been undertaken in recent years and few of the existing legitimate houses have either modern acoustical or air conditioning equipment.

In connection with the discussions for facilitating the release of film talent from contracts in order to make them available to the stage during regular periods of the year, the convention is also scheduled to discuss the effect on the stage of picture option contracts.

Other subjects scheduled for discussion include admission scale levels for the road, types of plays suitable for the road, subsidization and dramatic education for aspiring dramatists, methods for increasing play production, play financing, new theatres and improved physical conditions for existing theatres, Governmental financial aid for the stage, how the legitimate theatre may benefit most from the expenditure of WPA funds, the national theatre and other topics.

The American Theatre Council was formed recently by the League of N. Y. Theatres, Actors' Equity Assn., the Dramatists' Guild and labor organizations affiliated with the stage.

Question Need of Kansas Censorship

(Continued from page 1)

the morals of Kansans from the supposedly evil designs of Hollywood. It is a long jump from a Mae West bathtub scene to the expression of political opinion, but the board managed to negotiate it.

"Not without reason they detect in it (the censors' action) a viewpoint which might be molded to condone dictatorship, for censorship is the basis of dictatorship."

The Kansas City *Star* called the reversal of the board's decision a "victory for good sense," and excused the deletion order as "merely a lapse in judgment, rather than any deliberate attempt at political censorship.

"At the same time it would be a mistake to minimize the importance of the principle involved," the paper continued.

The *Star* noted that the "state organic law provides that 'the liberty of the press shall be inviolate,' while apparently freedom of speech on the screen could be—and was about to be—violated."

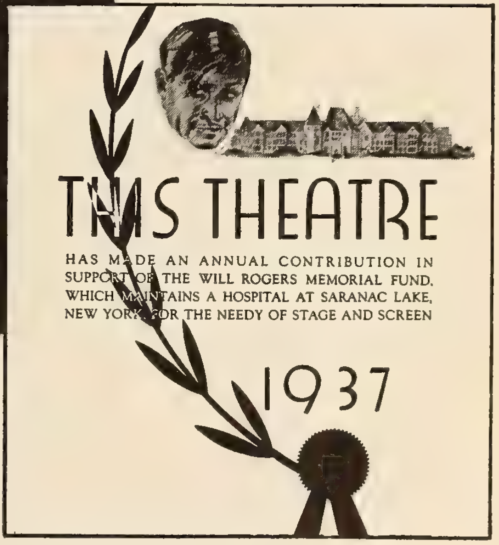
Wisconsin Measure Affects Billboards

MADISON, Wis., April 25.—The Risser bill, regulating outdoor advertising, has been introduced in the state Senate. The measure would require a placement permit for such advertising ranging from $1 to 50 cents for each placement structure.

No outdoor advertising would be permitted under the bill except on a licensed placement and violators would be subject to a fine of not more than $100 plus prosecution costs.

The memory of this beloved American is your inspiration once each year to help the Will Rogers Memorial Fund. This Fund maintains a hospital at Saranac Lake, N. Y. for the needy of stage and screen.

BELOW:
Scroll of Honor for your theatre



THIS THEATRE

HAS MADE AN ANNUAL CONTRIBUTION IN SUPPORT OF THE WILL ROGERS MEMORIAL FUND, WHICH MAINTAINS A HOSPITAL AT SARANAC LAKE, NEW YORK, FOR THE NEEDY OF STAGE AND SCREEN

1937

"Deep in the hearts of his countrymen—"

NATIONAL THEATRE WEEK STARTING APRIL 30TH UNITES THE INDUSTRY IN TRIBUTE TO THE BELOVED WILL ROGERS

For Immediate Booking Gratis To All Participating Theatres.

"LEST WE FORGET"

A Beautiful One-Reel Film of Thrill and Sentiment starring

ROBERT TAYLOR · GARY COOPER
ALLAN JONES · HARRY CAREY

Available Free of Charge at the following Exchanges: Metro-Goldwyn-Mayer, Warner Bros., Paramount, RKO, United Artists, 20th Century-Fox, Columbia, Universal, National Screen Service

For further information: Will Rogers Memorial Fund, 570 Lexington Avenue, New York City

FCC Hearings Set on Pleas For Stations

By CLARENCE LINZ

WASHINGTON, April 25. — The F.C.C. will hold a hearing before examiners tomorrow on the application of Frank M. Stearns, Salisbury, Md., for a 1,200-kilocyle, 250-watt daytime station, and on April 29 on the application of Robert R. McCulla, Oak Park, Ill., for a 1,500-kilocycle, 100-watt daytime station.

The broadcast division on April 29 will hear oral arguments on the applications of George Harm, Fresno, Cal., for a 1,310-kilocycle, 100-watt station; and WAAB, Boston, for increase of day power to 1,000 watts, and KWBG, Hutchinson, Kan., for change of frequency to 550 kilocycles and increase of power to 250 watts.

Hearings, Chronologically

The commission has made public a tentative calendar of examiners' hearings for early June, as follows:

June 1—Applications of Waterloo *Daily Courier,* Waterloo, Ia., for 1,420-kilocycle, 100-watt station; and competing applications of Petersburg Newspaper Corp. and John S. Bryan, Petersburg, Va., for 1,210-kilocycle station, 100 watts night, 250 watts day.

June 2—Applications of Radiotel Corp., San Diego, Cal., for 920-kilocycle, 500-watt station; competing applications of Provo Broadcast Co. and Dan B. Shields, Provo, Utah, for 1,210-kilocycle, 100-watt station, and KMJ, Fresno, Cal., for increase of night power to 1,000 watts.

June 8—Applications of Enterprise Co., Beaumont, Tex., for 1,400-kilocycle, 500-watt station; Phillip Jackson, Brunswick, Ga., for 1,420-kilocycle, 100-watt daytime station, and KGA, Spokane, Wash., for change of frequency to 950 kilocycles.

June 9—Application of Leon M. Eisfeld, Burlington, Ia., for 1,310-kilocycle, 100-watt station.

June 11—Applications of Fields McCarthy Co., Poplar Bluff, Mo., for 1,310-kilocycle, 100-watt daytime station, and C. P. Sudweeks, Spokane, Wash., for 950-kilocycle station, 500 watts night, 1,000 watts day.

Western Union on WHAS

LOUISVILLE, April 25.—Western Union is sponsoring a new program over WHAS, the *Courier-Journal* station, which, station executives say, is the first venture of the company in the broadcasting field over a local station.

The talent includes Herbert Koch, organist; Charles Hurta, violinist, and Foster Brooks, who handles the commercial copy and recites bits of poetry. The 15-minute program is titled "Yellow Blank Salute," and is heard daily except Sunday at 2:15 P. M., C. S. T.

Start New Baseball Story

MILWAUKEE, April 25. — "Lefty Culpepper," new baseball story, makes its bow tomorrow over WTMJ. Sponsored by the Gridley Dairy Co., the program will be broadcast Monday, Wednesday and Friday at 5 P. M., C.S.T.

◂ Radio Personals ▸

BOB CARTER, WMCA's chief announcer, has been screen tested by Paramount. . . . Sybil Jason, screen player, set for the Valleeless Vallee show this Thursday. . . . Amparo Iturbi, sister of Jose, will make her first concert appearance in America in the "Everybody's Music" series over CBS May 2. . . . Misha Auer, Grete Steuckgold and Madeleine Carroll set for the Kraft "Music Hall" session Thursday evening. . . . Dale Carnegie's first program for the Emigrant Savings Bank on WOR will be piped here from WSMK, Dayton, where he will be lecturing April 30.

✦

Favorite program of the CBS network engineers is the recorded show of Arthur Godfrey heard by them over the network each Saturday morning. Networks have a ruling against recorded programs; therefore the above requires explaining. Godfrey conducts recorded programs over WJSV, Washington. However, he is in New York Fridays for the announcing job on the "Professor Quiz" program, and is unable to return to Washington in time for his local program. He therefore broadcasts from the CBS studios in New York. The program is carried over the full CBS line, but is only released over WJSV. The engineers are his sole audience on all the other stations. . . . Count Alexis de Sakhnoffsky will be the guest on "Esquire on the Air" tomorrow on WOR. . . .

✦

Eb and Zeb return as guests on "Watch the Fun Go By" May 4. . . . Rhoda Arnold, Joe Howard and Arthur Carron will be the principal guests on the Hammerstein "Music Hall" May 4. . . . Emery Deutsch has finished his recording job for Brunswick. . . . Herman Bernie's office has booked "Aunt Jemima" for the Hammerstein "Music Hall" May 11. . . .

✦

Louisville Town Pump

LOUISVILLE, April 25.—WGRC is now picking up Harry Diekman's band from the Rathskeller of the Seelbach Hotel. . . . WAVE has acquired a mobile short wave transmitter for emergency work, and to enable the station to make pictures where telephone lines are not available. . . . Herbert Koch, WHAS organist, has returned from St. Louis, where he conferred with factory officials of the Kilgen Co. on details of his new four-manual studio organ. . . . Joe Pierson, former WHAS announcer and KNOX program director, is spending a few days in town, prior to leaving for Dallas, where he will handle special exposition broadcasts. . . .

Rodríguez Upset

Los Angeles, April 25.—José Rodríguez, manager of KFI-KECA, enjoys a name as common in the Spanish-language nations as John Smith here. This week "A Star Is Born" was opened in Hollywood. One of the sequences presented a police-court scene. The burliest, most disreputable of the malefactors in the dock is named José Rodríguez. The day after the opening day Manager Rodríguez was the recipient of many 'phone calls. The first six he regarded humorously; the next six not so humorously. When 18 had rung in he called up his attorney and a letter was sent post-haste to David O. Selznick demanding that the name José Rodríguez be deleted from the sequence.

✦

San Antonio Town Pump

SAN ANTONIO, April 25.—Bill Condit of the team of Ted and Bill on KONO each noon is on the sick list. . . . Aside from his agency duties, Steve Wilhelm of Payne Advertising Co., is announcing over KONO. . . . Nationally known orchestra now airing on local stations include Glenn Lee, Charles St. Clair, Jerry McRae, Johnny Fielder and Jay Whidden. . . . KTSA now maintains an artists' bureau. . . . Latest rumor along Radio Row here is that WOAI will remain as NBC's outlet. . . . Bill Watson has been added to KONO's announcing staff.

✦

San Francisco Town Pump

SAN FRANCISCO, April 25. — Bill Bowen, pioneer radio technician, who handled the Amos 'n' Andy pickups from Palm Springs last year, has taken leave of absence from KPO, due to illness . . . Pending return of Claude Sweeten, probably this summer, KFRC's studio orchestra has been pared from 18 to 12 men, with Chester Smith conducting . . . Walter Smith, veteran songwriter, is organizing an all-girl orchestra for radio and personal appearances. All lasses will be between 12 and 16 years . . . Marta Golden Duffy, veteran actress, was made guest of honor by more than 20 radio performers, at a dinner following her opening in "Swing Parade," at the Alcazar.

Sport Program Sponsored

LOS ANGELES, April 25.—Frank Bull's "Sports Bullseyes," a sustaining program on the Don Lee Mutual coast network six times a week, has been sponsored by the Brown and Williamson Tobacco Co., advertising Viceroy cigarettes. It will be heard three times weekly from 6:30 to 6:45, P.S.T.

Heatter Going with Goodall

Beginning May 19, Gabriel Heatter will be sponsored by the Goodall Co. over WOR, Wednesdays, Thursdays and Fridays from 9 to 9:15 P. M., E. D. S. T. Lawrence C. Gumbinner & Co. is the agency.

L. B. Wilson Back on Job

CINCINNATI, April 25.—L. B. Wilson, president and general manager of WCKY, NBC basic Blue, has returned from a vacation in Florida.

Timothy S. Goodman, general manager of WKRC, Columbia outlet, is back at his desk after a month at Miami Beach.

March, Gaynor on April 30

Fredric March and Janet Gaynor will offer a radio adaptation of "A Star Is Born" on "Hollywood Hotel" April 30.

Gracie Fields, English comedienne, will make her belated "Hotel" appearance the same evening

O'Keefe Signed to Allen Summer Spot

Walter O'Keefe has been signed to take over the Fred Allen period for the summer period, beginning early in July. O'Keefe will head a variety show as "em cee." Peter Van Steeden's orchestra will remain on the program throughout the summer.

The new berth marks the first steady assignment for O'Keefe since he walked out of the "Saturday Night Party" cast some months ago because of differences with the agency handling that series.

Reports Big Spot Air Gains

This year has seen a tremendous increase in the amount of spot radio broadcasting, reported Jack Latham, in charge of spot broadcasting at Young and Rubicam, in a talk at the Advertising Club Saturday last.

"The small advertiser is rapidly learning broadcasting is not only for the big fellow," he said, "and the national advertiser is finding out that he can use spots to overcome local situations and do a high powered local sales job in contrast with the more or less institutional advertising used nationally."

Gladys Miller Leaves Bigelow

Gladys Miller, merchandising authority, has resigned from the Bigelow-Sanford Carpet Co. to form her own organization, Service Programs, Inc. Miss Miller will continue to handle "Hollywood Home Recipes," the Bigelow-Sanford co-operative radio program.

Actual production of the programs promoted and conceived by Service Programs, Inc., will be done, under contract, by Radio Events, Inc., with Joseph M. Koehler of the latter organization acting as account executive.

Rabin Co. Plans Series

The Rabin Co., through Hays MacFarland Co., will sponsor a new series over WOR, New York, and WAAB, Boston, beginning May 2, from 11:15 to 11:30 P. M., E.D.S.T., and over WGN, Chicago, and WLW, Cincinnati, from 12:15 to 12:30 P. M., E.D.S.T. The program titled "Just Between Us," will feature Pat Barnes, Nat Brusiloff, Bela Rosza and Brick Holden.

Gas Machine Has Records

The American Gas Machine Co., through the Greve Advertising agency, begins a new transcribed musical series over WOR May 1, and Tuesdays, Thursdays and Saturdays at 8:20 A. M., E. D. S. T., thereafter.

Harker With General Tire

Thomas Harker, formerly a sales executive with the General Tire and Rubber Co., has joined the Edward Petry Co., radio representatives, in the New York office.

Hope to "Rhythm" Show

Bob Hope has been signed to take over the comedy role on the Jergens-Woodbury "Rippling Rhythm" show, confirming reports to that effect. He takes over May 9.

To Air "Prince" May 7

HOLLYWOOD, April 25.—"The Prince and the Pauper" will be broadcast May 7 on the "Hollywood Hotel" program, with Errol Flynn and the Mauch twins featured.

CBS Service Medal to Be Given WHAS

(*Continued from page* 1)

the recent floods. Reenactments of the warnings and messages broadcast by the station during the flood crisis will be heard on the program.

Previous winners of the CBS medal, beginning in 1929, have been Sir John C. W. Reith, director general of BBC; Col. Charles A. Lindbergh, Amelia Earhart Putnam, Leopold Stokowski, Nino Martini and Rear Admiral Richard E. Byrd.

KGB Studio to Be Revamped

San Diego, April 25.—Three months and several thousand dollars will be spent by Don Lee on a complete studio overhaul for KGB.

A major operation will be the construction of an announcers' booth and monitor room in the main studio. The announcers' microphones and turntables at present are in an adjoining room from which only one corner of the studio is visible. This has necessitated a complicated system of hand and light signals, particularly during dramatic skits requiring sound effects. The station at present is airing something like 100 local shows a month. Because of this it will take about three months for painters and carpenters to complete their work without disrupting schedules.

Make Emergency Recording

Los Angeles, April 25.—KHJ's technical forces met an emergency condition very successfully when it was found that the quarter hour allotted to Bryan Field, turf commentator at the Jamaica Racetrack, New York, would have to be signed off before he had concluded his customary foreword anent field, starting positions, breeding and probable chances of each entry, Field's description was recorded and half an hour later, when there were no "previous commitments" to interfere, the transcription was broadcast over the same Mutual coast-to-coast network.

H. B. Humphrey to Be Honored

Boston, April 25.—Henry B. Humphrey, chairman of the board of the H. B. Humphrey Co., will be the guest of the New England Council, American Ass'n of Advertising Agencies at a dinner here May 19, recognizing his 50th anniversary as head of the agency bearing his name. William H. Johns of Batten, Barton, Durstine and Osborn, New York, will be the toastmaster.

Dale Carnegie to Go on WOR

Dale Carnegie has been signed for a series of new programs on WOR by the Emigrant Industrial Bank, through N. W. Ayer & Son. The program will be aired Fridays, from 8:30 to 8:45 P. M., beginning April 30.

KMTR to Start Building

Hollywood, April 25.—Victor Dalton, owner of KMTR, will start construction on new studios within 10 days. The new quarters will cost $100,000 and will include a radio theatre on Cahuenga Ave.

Directors Named for Western Agency Unit

Chicago, April 25.—"The Western Council of the American Ass'n of Advertising Agencies has elected the following board of governors: chairman, M. H. Needham, president, Needham, Louis & Brorby, Inc.; vice-chairman, E. G. Marchutz, president, Gardner Advertising Co., secretary-treasurer, H. Havermale, vice-president, McCann-Erickson; D. M. Noyes, executive vice-president, Lord & Thomas; G. Page Wood, vice-president, Campbell-Ewald Co.; H. M. Dancer, vice-president, Henri, Hurst, & McDonald Co.; P. Blackmore, president, Coolidge Advertising Co.; L. Burnett, president, Leo Burnett & Co., and J. M. McDonald, treasurer of the Buchen Co.

To Broadcast China Flight

San Francisco, April 25.—Carlton E. Morse, "One Man's Family" scripter, who will be a passenger in the China Clipper's first flight to China, April 28, will broadcast a description of the trip after he reaches Hong Kong.

The program will be shortwaved to Point Reyes, 30 miles north of San Francisco, and relayed to one of the NBC coast-to-coast networks. NBC will air Morse again on his return.

Portions of the flight may be incorporated in a new series of radio scripts by Morse.

Increase Thompson Coast Staff

Hollywood, April 25.—The local J. Walter Thompson office staff will be boosted to 35 with this week's arrival of writer-producers to work on national network shows. Dwight Cook, formerly with *Time* Magazine and the air and picture dramatizations of *Time,* arrived here recently to work with Shirley Ward on the new Chase and Sanborn show. Richard Mack is due this week to write the Edgar Berger and Charley MacCarthy gag stuff for the same show. Arriving Thursday will be Whitten Badger to work on the Grace Moore-Nash airing.

KMMJ Has Rooster

Clay Center, Neb., April 25.—The only rooster crowing for radio is boasted by Station KMMJ here in "Old Trusty," a White Wyandotte owned and trained by Dent Holcomb, local hatchery manager and announcer for the station's Sunday morning gospel and song service. Holcomb has taught that rooster, which opens the 7:15 morning programs, to crow at his command.

Federal Theatre to Go on KYA

San Francisco, April 25.—Radio and theatre have made a new tieup here, with plans for KYA to broadcast several times weekly from the Alcazar. The skits will be staged especially for radio by members of the Federal Theatre Project, which uses the house for its stage productions.

A special radio studio will be constructed in the theatre basement. Broadcasts will start early in May.

CKY, Winnipeg, Crew Moves

Winnipeg, April 25.—The CKY office staff has moved into the new station headquarters in the Telephone Bldg. Programs, however, are still originating in the old studios half way across town. The new studios will be ready by May 1.

Out Hollywood Way

Hollywood, April 25.—Melville Burke, here from New York, intends to transport Hollywood talent to the Maine woods . . . He has the following under contract to appear at Skowhegan: Sally Rand, Sam Byrd, Hardie Albright, Taylor Holmes, Blanche Yurka, Edith Barrett, James Rennie, Arthur Byron, Tom Keane, Grace Stafford, Erin O'Brien-Moore, Mary Servoss, Katherine Alexander, Mary Philips and Jean Dixon.

Maurice Conn getting set to start "Anything for a Thrill," with Frankie Darro and Kane Richmond . . . "Make a Wish," RKO, to start early in May . . . Sylvia Sidney back at the Samuel Goldwyn lot for "Dead End" . . . Oliver Hinsdell, Paramount, off to Dallas and New Orleans for talent hunt in colleges . . . William H. Pine in hospital for minor operation.

Larry Crabbe and Virginia Held observe their fourth wedding anniversary . . . Camera work finished on "The Road Back," Universal . . . Mack Gordon and Harry Revel turn in seven songs for "You Can't Have Everything," 20th Century-Fox . . . Charles Gould made first assistant director on "West Coast Limited," Universal.

✚

Casting—Janna, Kathleen and Sheila Andrews, seven-month-old triplets, in "Saratoga," M-G-M . . . Edgar Kennedy, Richard Lane, Gordon Jones, Joan Woodbury and Alan Bruce in "Super Sleuth"; Harriet Hilliard feminine lead in "Three on a Latchkey," and William Brisbane in "Vivacious Lady," all at RKO . . . Armand Wright and Ferdinand Gottschalk in "Carnival in Paris," musical short, M-G-M . . . Spencer Charters in "The Emperor's Candlesticks," M-G-M.

✚

Directors—Erle Kenton signed by B. P. Schulberg to direct "Stranger Than Fiction," Paramount . . . Ben Stoloff on "Super Sleuth," RKO . . . Erroll Taggart signed to new term contract, M-G-M.

✚

Writers—Robert Benchley back at M-G-M to work on "How to Figure an Income Tax" . . . Dudley Nichols on "Gunga Din" and Gertrude Purcell on "Fight for Your Lady," RKO . . . Houston Branch finishes "Wallaby Jim" series, Condor-Grand National.

✚

Story Buys—"Navy Blue and Gold," by George Bruce, M-G-M . . . "Curtain Call," by Howard J. Green, RKO for Jesse L. Lasky.

✚

Title Change—Warners' "Life of Zola" back to "Life of Emile Zola."

Theatres Will Hear Coronation Program

London, April 17.—Official notice has been issued by the British Broadcasting Corp. that public reproduction by loud speaker of the broadcast of the Coronation will be permitted without restriction, except on the actual route of the procession. Similar permission has been granted by the Earl Marshal and by the Performing Rights Society.

Theatres throughout the country will take full advantage of the opportunity. Practically every establishment in the U. K. will feature the broadcast, which otherwise would keep a large percentage of patrons at home. In the great majority of cases film programs will include one or two of the special patriotic features released at Coronation time.

The news films of the Coronation, which will be flown to hundreds of British theatres the same day, will be the attraction of later performances at practically all large theatres and a great number of them will remain open until 2 or 3 A. M. Permits to stay open until 4 A. M., are being asked for news theatres.

All London West End houses will retain the extended opening hours throughout Coronation week.

Newsreels Complete Coronation Details

London, April 17.—Representatives of the five newsreel companies, meeting in the Pathe offices, completed their plans for cooperation on the Coronation picture.

Of main importance was the decision that it was technically possible to obtain good quality pictures of the ceremony in the Abbey itself, despite the dim light.

The possibility of filming the Abbey ceremony in Technicolor is still being explored, and trial shots have been made during a rehearsal of the ceremony.

Movietone has imported a number of special wide-aperture Technicolor cameras in order to meet the difficult lighting problem, for color, presented in the Abbey, which will not be specially lighted for the Coronation.

Wall Street

Losses Continue on Board

	High	Low	Close	Net Change
Columbia	33¼	33	33	— ¾
Consolidated Film.	3⅝	3⅝	3⅝	— ⅜
Consolidated, pfd..	14½	14½	14½	— ¼
Eastman Kodak..	158	157½	158	.....
General Theatre Equipment	27⅜	27⅜	27⅜	.....
Loew's, Inc.	80⅜	79½	79½	—2½
Paramount	22⅞	21⅝	22⅝	— ⅜
Paramount 1 pfd..	154	154	154	.....
Paramount 2 pfd..	20¾	19¾	20½	— ¼
Pathe Film	8⅛	8	8	— ⅛
RKO	9	8⅞	9	.....
20th Century-Fox.	38⅛	37⅝	38⅛	— ⅛
Warner Bros., pfd	14¼	14⅛	14¼	— ⅛

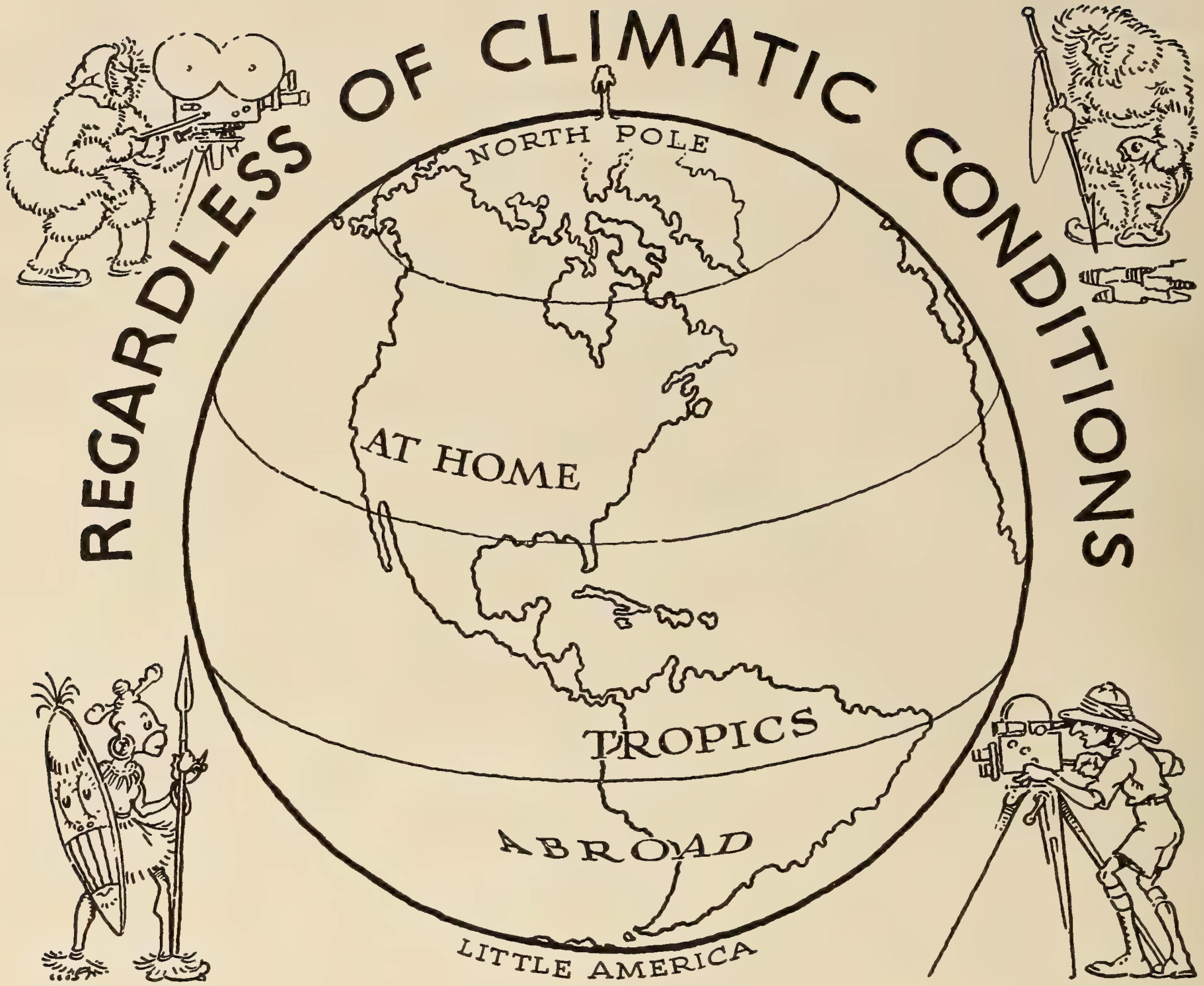
Light Curb Activity

	High	Low	Close	Net Change
Grand National	2¾	2¾	2¾	.....
Sonotone	1¾	1¾	1¾	.....
Technicolor	23½	22¾	23½	.....
Trans Lux	4½	4½	4½	— ⅛

Warner Bonds Gain

	High	Low	Close	Net Change
Paramount Pictures 6s '55	100¼	100¼	100¼	.....
Warner Bros. 6s '39 wd.	96	95½	96	+ ¼

(Quotations at close of April 24.)



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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 98 NEW YORK, TUESDAY, APRIL 27, 1937 TEN CENTS

Meet Today to Settle Coast Union Problem

Session First of Series on The Situation

By MILT WATT

HOLLYWOOD, April 26. — Tomorrow production and union forces will meet for the purpose of settling the labor rumblings which for the past three years have added a fuzzy tone to the otherwise euphonious film industry sound track. Producers for some time have cautiously observed unionism asserting itself in the cinematic scene, more conscious of the labor child's spectacular growth within the last two weeks than at any former period in the industry's history.

Several days ago the Supreme Court cast the die that shifted the weight of the union-producer scale to the labor side when it ruled favorably on the validity of the Wagner Act. Producers immediately held hurried conferences with their attorneys and discovered that the film business is interstate and not intrastate commerce and came under the terms of the Wagner Act. Simply, this meant that

(Continued on page 6)

Technicians in East Form Separate Union

Film technicians employed in eastern laboratories have broken away from the I.A.T.S.E., the A.F.L. affiliate, and have formed a new union, the Film Technicians' Independent Union.

The action was taken Saturday, when at a regular I.A. meeting, certain demands of the technicians were refused by I.A. officials. The new group claims a total of 600 members, which, they contend, amounts to a majority of the technicians working in the eastern plants. At the I.A. meeting the technicians complained to Richard Walsh, vice-president, of undemocratic leadership, and the vote

(Continued on page 6)

Monogram Offering 350,000 $1 Shares

Monogram Pictures Corp., through J. A. Sisto & Co., today makes public offering of 350,000 shares of its $1 par value common stock listed in the published prospectus at $3.75 per share. The offering is in line with the company's recently announced policy of expansion.

The consolidated balance sheet as of Jan. 31, 1937, after giving effect to

(Continued on page 5)

"Wake Up" Passes Attendance Mark of "The Cockeyed World"

"Wake Up and Live" attracted 38,825 persons who paid $35,700 to the Roxy cashiers over the weekend. The opening hour has been advanced to 10 A.M. from 11 A.M. this week. The attendance figure, according to the management, is a new record and exceeds by 284 the former mark set by "The Cockeyed World" in 1929.

"The Good Earth" in its 12th week at two-a-day prices garnered $11,500. It will bow out of the Astor on May 10 to make way for "Captains Courageous."

"Swing High, Swing Low" and Louis Armstrong and his band on the stage is slated to tally $38,000 for the second week at the Paramount, ending tonight.

The world premiere of "The Prince and the Pauper" will be held at the Strand, May 5.

No Decision on Theatres Abroad, Says H. M. Warner

No decision has been made on setting up Warner show windows in key centers of the world, Harry M. Warner, Sam E. Morris and Joseph Bernhard stated yesterday upon their return from abroad.

"We've been looking and talking, but there is nothing definite," the Warner executives said.

Bernhard emphatically denied Warners were interested in the G. B. circuit. "There is no truth to the reports," he added. Bernhard was away four weeks and limited his trip to London and Paris.

Warner said there was nothing new to report on the trip. However, Morris stated that theatres all over are doing a big business.

"Construction on the new Teddington studios has just been completed," Morris said, "and 20 pictures will be made there next season."

No foreign representatives from abroad will attend the annual sales convention May 10-13 at the Waldorf-Astoria here, he said.

Warner and Morris visited France, Italy, Sweden, Norway, Denmark and England. They were away seven weeks. The return crossing was

(Continued on page 9)

Wins Decision in William Fox Case

By BERTRAM F. LINZ

WASHINGTON, April 26.—Hiram Steelman, trustee in the bankruptcy of William Fox, today won a decision from the U. S. Supreme Court reversing the third Circuit Court of Appeals and affirming a decree of the New Jersey Federal District Court suspending a suit brought in the Eastern Pennsylvania District Court by the

(Continued on page 9)

Montana Ascap Case Briefs Due May 30

Attorneys for Ascap and the State of Montana have until the end of May in which to exchange and answer briefs in connection with the test of the new Montana law barring Ascap from music licensing within the state, Louis D. Frohlich of Schwartz & Frohlich, attorneys for Ascap, said yesterday on his return to New York from Helena where a Federal court

(Continued on page 9)

Koenig Reported Out of 20th-Fox

By PIERRE AUTRE

PARIS, April 26.—Ernest Koenig, manager in France for 20th Century-Fox for the past two years, is reported to have resigned on the eve of the company's European sales convention, which will start here Wednesday and continue through Saturday.

All 20th Century-Fox branch managers and leading salesmen from England, the Continent and the Near East

(Continued on page 9)

Legislative Session In Minnesota Ends

ST. PAUL, April 26.—The Minnesota legislature adjourned Saturday night, virtually ending the chance of any action this year on the Allied-sponsored theatre divorcement measure, which has been before the legislature.

It is considered extremely unlikely that the bill will be considered at the special taxation session May 24.

Reisman Calls Quota Serious Sales Problem

May Compel Withdrawal From Australia

The increase in number and stringency of quota laws throughout the world was cited as one of the most serious problems of the industry's foreign operations by Phil Reisman, RKO Radio foreign sales head, on his return to New York yesterday from a four months round-the-world trip.

Discussing the New South Wales quota act specifically, Reisman said that if its provisions could not be relaxed, American companies would be forced from the market entirely. He stated, however, that he believes a satisfactory solution can be worked out with the arrival here in the near future of a delegation headed by Frederick Daniell, which the New South Wales government is sending to New York to discuss the act's provisions.

Reisman pointed out that American companies lost approximately $3,500,000 on production activities in England under the quota requirements of that company, and estimated that the same companies would lose approximately $3,000,000 in 1939 if the Australian quota is enforced. The American

(Continued on page 5)

Para. Quarter Net Up to $2,011,000

Paramount yesterday estimated its consolidated earnings for the first quarter of 1937, ended April 3, at $2,011,000, exclusive of approximately $640,000 representing the company's interest in undistributed earnings for the quarter of partially owned companies.

The estimate was made following the April meeting of the company's

(Continued on page 5)

MPTOA Radio Group Will Meet Thursday

The M.P.T.O.A. film-radio committee will hold its first meeting Thursday afternoon in the office of Walter Vincent, committee chairman. Out of town members of the committee were not available for a meeting tomorrow, as planned earlier.

The meeting will study complaints

(Continued on page 10)

More Radio—Page 10

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 27, 1937 No. 98

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

M-G-M's Executives Arrive in Hollywood

Hollywood, April 26. — Al Lichtman, Howard Dietz, Louis K. Sidney, J. S. MacLeod and William Ferguson arrived from the east yesterday. Lichtman stopped over a day in Chicago en route. Eddie Carrier and Irving Goodfield got in today.

The advance arrival of the Loew executives is preparatory to the annual sales convention which gets under way next Monday at the Ambassador, Los Angeles. The convention special will leave New York on Thursday, picking up numerous sales executives and personnel on the way.

M-G-M Moving Office

Seattle, April 26.—M-G-M is moving its local office into the new exchange directly across the street. A formal opening is scheduled for this week.

Ampa Exhibits Opened

Ampa yesterday opened its display of advertising material submitted for the second annual awards at the Loew Bldg. All major companies have booths with exhibits of advertising copy and novelties used in production. The exhibit will be continued until Friday.

Insiders' Outlook

By RED KANN

Hollywood, April 26.

DAVE SELZNICK is in a quandary and admits it. Strictly a business quandary, the indecision rampaging through his mind these warm and sunshiny Hollywood days is where to take his 1937-'38 distribution. A deal has been discussed with Metro, or rather Metro has broached a deal, using "Gone with the Wind" as a springboard. That much was piped into New York as far back as three weeks ago. Now Selznick takes himself east in a few days accompanied by Jock Whitney, one of his partners, who include Sonny Whitney, a socialite like Jock; Robert Lehman of Lehman Brothers, John Hertz of the same banking firm, Dave's brother, Myron, and Norma Shearer, who holds a sizeable block of Selznick International stock. . . .

▼

Selznick has no quarrel with the United Artists sales machine. It's done a job for him on "Little Lord Fauntleroy" and "The Garden of Allah" and his expectancy is it will be a repeat performance on "A Star Is Born," which, according to infiltration through the mountains, may do as much as $100,000 at the Music Hall in New York this week. He does speculate, however, on the cost of his distribution and refuses to be content that United Artists may reap as much as $700,000 for its share on a Selznick-anticipated $2,700,000 international gross on "Allah." That, Selznick contends, will net more return than he will earn as the producer. . . .

▼

The understanding in these parts is that Selznick, therefore, has been approached on the suggestion that he become a United Artists owner-member which, in turn, suggests Walter Wanger one of these minutes may get the identical thought if he has not already. On such a basis, Selznick would earn whatever profits his pictures may earn, but also get his split of the net of United Artists Distributing Corp. There's the one possibility. Another, your scout learns, toys with the excitement of buying an existing organization. About that Selznick breaks down sufficiently to remark "it is only the shell of an organization now and besides I don't know if I want the headaches of running a large studio and making a lot of pictures each year." A sort of 20th-Century-amalgamation-with-Fox-idea, it is. . . .

▼

The Metro bait, there is reason to credit, sprang out of Al Lichtman's head. Not only would it give Selznick Clark Gable for the Rhett Butler role, but $2,000,000 to make the picture, a percentage of the profits and distribution at twenty per cent. The difference between this extremely low selling cost and the thirty per cent or more which prevails in other directions on a picture like "Gone with the Wind," for which almost as many millions in gross as you have fingers are assumed automatically around the Selznick camp, becomes, even at quick glance, a formidable item of which Dave is fully alive and aware. . . .

▼

The cost of distribution, at a moment when he is endeavoring to determine his future association, causes him to remark about the lack of advance with which he views that one angle of this three-cornered industry. "Not a bit of progress has been made in that direction. Selling costs are brutal insofar as the producer is concerned. It is strange that, in many cases, the man who creates the product without which the distributor would have nothing, gets less for his labor than the machine that sells it. It seems fantastic. I recall my father [Lewis J. Selznick] once had a plan under way with the American Railway Express whereby that company would build central exchanges, handle each film shipment at so much per, but, of course, in no wise interfere with individual company sales enterprise. It would save millions for this industry. Why it has not been, and is not done is something beyond my understanding." . . .

▼

And beyond our own, let us interrupt Selznick's story long enough to interpose. The film delivery services now carry the prints of all companies, dumping the cans with no regard to label beyond its message telling where the consignment goes. In parcel post, railway express and airmail, obviously the procedure is identical. What possible difference what inspectors in whose exchange inspect so long as the job is thorough, is not clear unless it is to preserve pride of extended organization and keep distribution payrolls swollen beyond a necessary point. However. . . .

▼

Making a limited number of pictures a year—Selznick has done only three this season, although "The Prisoner of Zenda" is in work—and at a very fancy negative cost, per each, this aggressive producer who sets the pace in Hollywood preview swagger naturally must be opposed to double features. Unlike the school of thought, concentrated in and about the studios which turn out anywhere from thirty-six to sixty-five each year, Selznick scoffs with a mighty scoff the theory B product helps develop new and raw talent. Listen: "Duals are like giving away a second pair of pants with each suit. Product aimed at the double feature market never has made a star. In fact, the practice of using the same personality as many as five or six times a year, is very apt to ruin that personality." . . .

▼

Keen for biography, last year, Selznick has not changed his mind this. However, and as he puts it, he first wants to see the costume picture slip into the background. Therefore and so far as he is concerned, he will do no more for the time being after completion of the Margaret Mitchell novel and "The Adventures of Tom Sawyer." On the matter of costs, which occasion groans and eyes turned appealingly toward Heaven no sooner are they mentioned, he admits quickly enough that Hollywood is going broke. But talking about it and doing something thereafter continue to be two different things and so, while Selznick realizes the danger, he cannot see what can be done about it. There was a time here about a year ago when certain players were described as members of a charmed circle that earned $150,000 a picture. "Now," quoting Selznick, "the $200,000 division is beginning to assert itself. Labor costs are rising. It's simply up all along the line and there it is." . . .

20th-Fox to Present Changed Roxy Offer

A "slightly changed" offer in connection with the reorganization of the Roxy will be presented by 20th Century-Fox to Special Master Addison S. Pratt today, W. C. Michel, vice-president of 20th Century-Fox, said yesterday.

It is understood that while the altered terms under which 20th Century-Fox would obtain a 20-year lease on the Roxy will represent a slight improvement over the company's original offer, the new proposal makes no provision for Roxy stockholders.

To Honor McCormick

Pittsburgh, April 26.—A. W. McCormick, office manager at 20th Century-Fox who will resign next week to become an exhibitor in Beaver, Pa., will be honored by his associates and friends here at a testimonial dinner in the William Penn Hotel Friday night. The committee includes Al Weiss, William Walker, Tony Stern, Carl Pohe, John McGreevey, Edward Beedle, C. C. Kellenberg and Norman Huhn.

Preview 'Woman Chases'

United Artists will hold a preview of "Woman Chases Man" at the Sheridan tonight.

Purely Personal

MITCHELL LEICHTER of Advance Pictures returned yesterday from a sales trip through the east and mid-west during which he closed several deals. He will leave Friday.

•

Dennie Moore, stage player, is en route to the coast. She has a part in Paramount's "Angel."

•

Sol A. Rosenblatt, who just returned from the coast, will go to Washington the end of the week.

•

Donald Novis and **Irving Sherman** flew to the coast last night via American Airlines.

•

Sam Rosen of Fabian Theatres left for Albany last night and will return Thursday.

•

John Hay Whitney arrived on the coast yesterday for conferences with **David O. Selznick**.

•

Linton Wells, publicity head for **Samuel Goldwyn** in the east, will attend the three U. A. regionals.

•

Sidney Meyers, circuit operator in Miami, has arrived for a two-week vacation.

•

Edward Schnitzer, Republic district manager, left yesterday on a 10-day swing of eastern exchanges.

•

Charles Stern of U.A. is back from a short trip to Washington.

Fabian Denies Deal

Simon Fabian yesterday denied he had taken over the New Amsterdam on 42nd St. He said he has had several talks with a broker regarding the site, but the meetings have not advanced further than preliminary stages. If, and when, he does take the house it will not be converted to a film policy, but purely for investment purposes, Fabian asserted.

The Rialto, Cohoes, N. Y., has been acquired by Fabian.

Renowned to Open Office

Renowned Artists is expected to open an eastern office later in the year. The company was formed recently on the coast to make from three to four pictures for U. A. release.

D. L. Weaver Dead

SPOKANE, April 26.—Daniel L. Weaver, 66, Montana exhibitor, died here today.

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MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"You Can't Buy Luck"

(RKO)

HOLLYWOOD, April 26.—Many different entertainment ideas have been flung into this and they all jell. A Class B film, it can hold its own with many an A. In the smaller houses it can serve as a program leader. It should bolster almost any program.

What starts out to be the story of a racetrack gambler who believes the good will of everyone will bring him luck turns into a romance and finally becomes a crime melodrama. Skillful adaptation of Martin Mooney's original by himself and Arthur T. Horman and clever direction by Lew Landers as well as convincing acting by the leads and support give the film unique interest. As it unfolds there are colorful glimpses of racetrack action, a circus-vaudeville show in an orphanage, a romance, a murder, conviction, prison escape and a dash of smart detective work that forces a confession from the killer.

While the production may not be strong from the standpoint of name values, the quality of work delivered by Onslow Stevens, Helen Mack, Vinton Haworth, Maxine Jennings, Paul Guilfoyle and Murray Alper is sufficiently worthy to satisfy those who are primarily interested in being entertained. All are convincing.

Production Code Seal No. 3,143. Running time, 60 minutes. "G."

Para. Quarter Net Up to $2,011,000

(Continued from page 1)

board to which the annual report of Barney Balaban, president, was submitted but not made public.

The first quarter earnings include approximately $391,000 of dividends from non-consolidated subsidiaries and are computed after all charges, including interest, depreciation, reserves and Federal taxes with the exception of undistributed profits taxes.

The company reported that annual interest charges have been reduced by approximately $850,000 as compared with Dec. 28, 1935, largely through the conversion of preferred stock into common and the exchange of the company's six per cent debentures for new three and one-half per cent debentures. The total annual interest charges on Jan. 2, last, amounted to approximately $1,950,000, contrasting with $2,800,000 on Dec. 28, 1935.

Earnings $1 per Share

There were outstanding as of April 3, last, 155,890 shares of cumulative convertible $100 par value six per cent preferred stock and 597,651 shares of cumulative convertible $10 par value six per cent second preferred stock. After deducting $323,482 of dividends accrued for the quarter on these outstanding preferred shares, the remaining $1,687,518 represents 72 cents a share on the 2,330,449 shares of common outstanding on April 3. Computed on the aggregate of estimated consolidated earnings, amounting to $2,651,000, the earnings would be $1 per common share.

Consolidated earnings for the first quarter of 1936 amounted to $718,921 after applying $800,000 of the special inventory reserve set up out of 1935 earnings.

Paramount's net interest as stockholder in the undistributed earnings for the quarter of partially owned companies totaled $480,000. The quarter's results do not include earnings of Olympia Theatres and subsidiaries which were in receivership during the period. Completion of the reorganization of this theatre company is expected within a few months.

Monogram Offiering 350,000 $1 Shares

(Continued from page 1)

the present financing, to the issuance of 83,333⅓ shares for cash and other assets and to proposed issuance of 66,666⅔ shares in liquidation of a five-year promissory note to Pathe International Corp., shows total current assets of $1,392,530 and current liabilities of $15,845.

Monogram will make application for the listing of its stock on the New York Curb Exchange.

Korda Sails Wednesday

LONDON, April 26.—Alexander Korda, head of London Films, will sail Wednesday on the *Queen Mary* for New York. He will bring with him the first print of "Knights Without Armour." There is a possibility he will visit Hollywood to look over production material.

Sidney R. Kent, president of 20th Century-Fox, is tentatively booked to sail on the *Normandie* on May 5.

Nathanson Going Abroad

N. L. Nathanson, president of Famous Players Canadian, will accompany Barney Balaban when the latter sails on the *Normandie* tomorrow for England.

Sandor Incze, Hungarian producer, will be on the same ship.

Lee Delays Sailing

Scheduled to sail tomorrow on the *Normandie*, Arthur Lee, vice-president of G. B., has delayed his departure until next week when he will sail on the *Queen Mary*.

While abroad he will confer with the Ostrers on 24 pictures expected next season, he said yesterday.

W. F. Barrett Returns

William F. Barrett of Ameranglo returned yesterday from a three-month trip to London where he concluded a deal with General Film Distributors for the handling of Chesterfield and Invincible product.

Twickenham up to three months ago was the distributor for the two products.

Reisman Calls Quota Serious Sales Problem

(Continued from page 1)

companies' profit in Australian is about $3,750,000 annually, he estimated. He asserted that the situation would compel American distributors to withdraw from that market, regardless of their inclinations.

The New South Wales quota, now in its second year, was not enforced against American companies last year, but efforts are now being made by the Government there to apply it. The act imposes a seven and one-half per cent quota this year, graduating to 15 per cent in 1939. It duration is five years. It would require the production of four pictures by RKO this year and from 50 to 70 by all American companies, Reisman said.

He pointed out that other nations throughout the world are considering similar laws, which if enacted would amount to an American subsidy for the film industry of every country in the world. New Zealand, Reisman said, is now discussing the appointment of a commission to regulate film rentals in that country.

Stepin Fetchit Injured

Stepin Fetchit, whose real name is Lincoln Perry, was seriously injured Sunday when a tire on his car burst and it crashed into an elevated pillar at 135th St. The actor was taken to Harlem Hospital, where it was found he had sustained a fractured skull.

Fire Damages Theatre

OLYMPIA, Wash,. April 26.—The Capitol here was damaged yesterday by a fire which started in the lounge and spread to the projection booth, as it was fanned by the ventilating system. Damage was estimated at $70,000.

Wall Street

Few Decline Sharply on Board

	High	Low	Close	Net Change
Columbia	33	32	32	—1
Consolidated	3¾	3¾	3¾	+ ⅛
Consolidated, pfd.	14½	14	14	— ½
Eastman	156⅝	155	155	—3
Gen. T. Equip.	27⅛	26	26	—1⅜
Loew's, Inc.	78	76	76½	—3
Loew's, pfd.	107½	107½	107½	+1
Paramount	22⅜	21¾	21⅞	— ¾
Paramount 1 pfd.	155	153	153	—1
Paramount 2 pfd.	20¼	19⅝	19¾	— ¾
Pathe Film	8⅛	7¾	7¾	— ¼
RKO	9	8½	8⅝	— ⅜
20th Century-Fox	38⅛	36⅞	37	—1⅛
20th Century, pfd.	46½	46½	46½	—3
Warner Bros.	14	13¼	13¼	—1
Warner, pfd.	61	61	61	— ¼

Curb Off

	High	Low	Close	Net Change
Grand National	2⅝	2½	2½	— ¼
Sonotone	1⅝	1⅝	1⅝	— ⅛
Technicolor	23	21¾	21⅞	— ⅛
Trans-Lux	4½	4¼	4¼	— ¼
Universal Crp.	7⅜	7⅜	7⅜	— ⅜

Bonds Drop

	High	Low	Close	Net Change
Loew's 3½s '46	98½	98	98	— ⅜
Paramount B'way 3s '55	73½	73	73	— ½
Paramount Pict. 6s '55	100¼	100¼	100¼	.....
Warner Bros. 6s '39 wd	95¼	95¼	95¼	— ¾

(Quotations at close of April 26)

Meet Today to Settle Coast Union Problem

(*Continued from page* 1)

production heads were forced to negotiate all along the line.

Bearing in mind that the negotiation stipulations in the Wagner Act do not force film producers to accept and adhere to all demands thrust upon them by unions, observers are now speculating on whether tomorrow's meeting, the first of a series of labor-producer negotiations, will be the deciding factor in labor's long struggle for a strong position in Hollywood or whether it is merely the calm before the storm, presaging a labor situation similar to that which has rocked the big industrial concerns in the country during the past year.

The primary question now is exactly what do the union affiliates of the American Federation of Labor and the Screen Actors' Guild want from the film producers?

I. A. the Pioneer

The I.A.T.S.E. was the first A.F.L. organization to successfully organize the technical branch of the industry. They struck quickly via the location route, forcing producers to use I.A.T.S.E. men on locations and following through with the threat to call out on strike all theatre projectionists.

The Screen Writers' Guild strike fiasco was the next move. They demanded a Guild shop, certain credit stipulations, the abolition of writing for films on speculation and many other similar points. A split in Writers' Guild ranks, following refusal of the producers to be bluffed, resulted in the Guild's end. Subsequently the Screen Playwrights was formed and an harmonious agreement with the producers was reached.

Although the individual demands of the principal labor groups totaling close to 50 now seeking producer recognition will not be known until negotiations get well under way it is obvious that most of them are seeking wage increases and shorter hours.

Actors Seek 100% Shop

The Screen Actors' Guild seeks a 100 per cent Guild Shop and is understood to be angling for working hour regulation and specific salary guarantees for lower bracket players.

Now, after gaining a temporary victory in the matter of obtaining producer recognition for negotiations, another split in union ranks may be a stumbling block for labor. The Studio Utility Employes' Union, with a membership of approximately 500, has forwarded a jurisdictional complaint against the I.A.T.S.E. to the National Labor Relations Board in Washington. Simply, the argument concerns the classification of laborers and grips. Undoubtedly the I.A.T.S.E. is endeavoring to absorb the Studio Utility Workers through this channel and the latter group plans to fight out the jurisdictional battle.

"Federation" a Factor

Meanwhile, as an off-shoot of the recent producer-labor conference in New York at which the Actors' Guild and Painters' and Scenic Artists' group were left out in the cold, a new union federation boasting approximately 16 unions with A.F.L. affiliation, has been formed. The Actors' Guild is a part of this federation.

The story behind this new organization merely tells of a new drive for union strength. Several years ago, painters, paperhangers, scenic artists and makeup artists solidified their strength by combining in one union. Later the salaries of makeup artists graduated to a higher plane than that of their brother crafts and the makeup men drifted, although no definite break in the combine was chronicled on paper. Then in New York, recently, the painters refused to become a part of the basic studio agreement unless the makeup artists were included. Mass meetings on the coast followed and the federation, which includes many other crafts, resulted. The Studio Utility Employes, currently, are on the verge of becoming a part of this federation.

Future union solidity in Hollywood studios is now contingent on the following questions, inasmuch as almost all of the union groups have proved to have the majority of studio employes, thereby becoming eligible for producer negotiation under the Wagner Act.

Labor Cooperation Indicated

In case no agreement with producers is reached and film executives force a showdown, will Actors' Guild members allow a non-union makeup artist to assist in making him up for a scene? Will they put up with "scab" hairdressers? If the new federated union group should throw a picket line around major or independent studios, will I.A.T.S.E. workers refuse to go through the line? The consensus of opinion among union and guild heads is in the affirmative and predicts 100 per cent co-operation from all labor factions.

Meanwhile it is understood that the Los Angeles sheriff's office and city police department are not completely unaware of the acute studio labor situation and have mapped plans to preserve order.

The earlier threat of the C.I.O. to move into studio territory meanwhile has dwindled due to the entrenchment of A.F.L. unions.

An early settlement of the labor situation in Hollywood does not appear likely, as negotiations with the various union locals is being handled individually by the Producers' Ass'n and obviously it will be some time before all of the negotiation dates are calendared.

In the meantime union workers in the studios, from culinary help, plumbers, machinists and stationary engineers, on up the line to the white collar workers, including art directors, publicists and others, are being organized for labor's most powerful thrust at the industry.

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Tri-States to Make Double Bills Test

Des Moines, April 26.—Double features vs. single features having become an important question in this territory, the Tri-States Theatre Corp. has decided to conduct a test starting April 29 at the Des Moines and Roosevelt to determine the preference of audiences.

The present policy of the two theatres is a single feature presentation with newsreels and shorts, offering two-hour shows.

During the test a single feature will be shown at the Roosevelt, a suburban house, continuing the present policy. At the downtown Des Moines theatre, the same feature picture will be presented with an additional feature. Ten cents more will be charged for the double feature program.

The policies of the other Tri-States houses will not be changed during this experiment.

Declare Holder Has No Right to Prizes

Denver, April 26.—When the case of Helen Slagle, who sued the Construction Progress Exposition for possession of an automobile, claiming she held the lucky ticket, was taken to the Colorado Supreme Court, the ruling handed down was that holders of "lucky number" admission tickets have no legal right to the gift prizes offered.

The only legal question involved, the court said, was whether there was a complete gift, and it found that "there was no gift, for a gift presupposes an effectual delivery."

B. N. Decision Reserved

Beatrice, Neb., April 26.—District Judge Messmore here on Saturday took under advisement the Nebraska Bank Night test case. The court promised an early decision.

It was indicated by both parties that the case would be taken to the state Supreme Court immediately, regardless of the decision. The single point at issue is the determination of whether a consideration is given for eligibility to win. The Attorney General has contended that the patron's time, the effort at registration for Bank Night and his presence at the theatre constitute a consideration.

Sedgwick to Roach

Hollywood, April 26. — Edward Sedgwick has been signed as a producer and director of Roach comedies.

'Wake Up' Out Front on Loop With $21,000

Chicago, April 26.—Three 20th Century-Fox pictures topped the Loop last week, with "Wake Up and Live" leading the way to gross $21,200 at the Roosevelt. This was $10,200 above average. At the Apollo "Seventh Heaven" was good for $8,200 and the Oriental, with "Midnight Taxi," showed $18,100 for the week which was well over average.

"Criminal Lawyer" at the State-Lake did well at $15,200. The Garrick played "Waikiki Wedding" following a three-week engagement at the Roosevelt and business continued strong, the house getting $9,200 which was $2,700 above normal.

Total business was $130,600. Average is $118,000.

Estimated takings:

Week Ending April 22:

"SEVENTH HEAVEN" (20th-Fox)
APOLLO—(1,400), 35c-55c-75c, 7 days. **Gross:** $8,600. (Average, $6,500)

"HISTORY IS MADE AT NIGHT" (U. A.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Roy Atwell and revue. **Gross:** $29,500. (Average, $32,000)

"MIDNIGHT TAXI" (20th-Fox)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Vaudeville revue. **Gross:** $18,100. (Average, $15,000)

"WOMAN I LOVE" (RKO)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Phil Regan and revue. **Gross:** $15,400. (Average, $19,000)

"CRIMINAL LAWYER" (Para.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $15,200. (Average, $13,000)

Week Ending April 23:

"WAIKIKI WEDDING" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $9,200. (Average, $6,500)

"WAKE UP AND LIVE" (20th-Fox)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days. **Gross:** $21,200. (Average, $11,000)

"MAYTIME" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 4th week. **Gross:** $13,400. (Average, $15,000)

Technicians in East Form Separate Union

(*Continued from page* 1)

on a new, independent organization followed.

Vito Marcantonio, former Congressman, who has been named business counsel for the group, declared the union has no quarrel with the film companies and is planning no strike. He said that the union would move for recognition and collective bargaining under the National Labor Relations Act.

The officers of the organization, elected Saturday, include: John H. Rugge, president; John Race, vice-president; Murray Stern, secretary; William Vermont, treasurer, and Marcantonio, business counsel.

Stagehands to Vote on Offer

Members of Stagehands' Local No. 1 will meet shortly to decide on acceptance of the circuits' offer for three six per cent increases in wages. Local 4, which is affiliated with Local 1, has already agreed to the plan and before it becomes effective the second union must accept.

Under the terms of the circuits' proposal, the first six per cent boost will become retroactive to March 1. The second will start Sept. 1 and the third will come due Sept. 1, 1938.

From the Fred Astaire-Ginger Rogers RKO Radio Picture, "Shall We Dance"

They Can't Take That Away From Me

6 NEW HIT MELODIES!

"Slap That Bass"—"Let's Call The Whole Thing Off"—"I've Got Beginner's Luck"—"They All Laughed"—"They Can't Take That Away"—"Shall We Dance."

FRED ASTAIRE
GINGER ROGERS

in

SHALL WE DANCE

with

EDWARD EVERETT HORTON ★ ERIC BLORE
JEROME COWAN ★ KETTI GALLIAN
WILLIAM BRISBANE and HARRIET HOCTOR

Music by GEORGE GERSHWIN ★ Lyrics by IRA GERSHWIN
Directed by Mark Sandrich ★ Pandro S. Berman Production

RKO RADIO PICTURES

TURN ON THE HEAT!...

Here come the queen and king of song and swing in their gayest dancing mood . . . romancing to the teasing tunes of GEORGE GERSHWIN . . . Liquid lyrics by IRA GERSHWIN . . . Bunches of beauties hand-picked in Hollywood—and a screen full of big comedy names to help the fun!

LITHO U.S.A.

Wins Decision in William Fox Case

(*Continued from page 1*)

All-Continent Corp. as a Fox creditor.

The suit had been brought to remove cloud on the title to certain securities caused by a third party order in proceedings by the Capital Co., also a Fox creditor. Steelman contended he was not liable to Pennsylvania jurisdiction and obtained a stay of proceedings from the Bankruptcy Court which was reversed by the Circuit Court upon appeal by All-Continent. Thereupon, Steelman brought the matter to Washington and obtained a temporary stay from the Supreme Court pending review of the case.

Behind the Pennsylvania suit, it was charged, was alleged fraud in the transfer of securities and other assets by Fox to the Corporation, which it was claimed was the creation of Fox, who supplied all of its capital.

Wins Judgment in Suit

Alexandre D'Arcy failed to appear before Justice William T. Collins in N. Y. Supreme Court yesterday in defense of a suit brought against him by Sylvia Sanders and the court directed a judgment of $83,330.61 aginst him. Miss Sanders said she was responsible for D'Arcy's coming to this country a year ago and that she obtained roles for him with Warners. In return the plaintiff alleged she was to act as his manager over a period of 10 years and to receive 25 per cent of his earnings. This agreement allegedly was not kept.

Object to Fox Brooklyn Claim

The Continental Bank & Trust Co. of New York as successor trustee of the Flatbush Ave. & Nevins St. Corp., owners of the Fox Brooklyn office and theatre building, filed objections in Federal Court yesterday to the $2,296,797 claim against the corporation filed by Milton C. Weisman, receiver of Fox Theatres. Continental asserts that under the order issued on April 23 by Judge William Bondy approving the plan of reorganization, Fox Theatres, being an unsecured creditor, is not entitled to participate in the plan.

Griffith Bids Accepted

The $5,000 bid made by Woodson Ogelsey, attorney for D. W. Griffith, for the Mamaroneck real estate owned by D. W. Griffith, Inc., was accepted yesterday by Federal Judge Vincent L. Leibell. Bids of $500 for 21 films and $100 for office equipment, also made on behalf of Griffith, were likewise accepted. The sale was held in Federal Court on April 19. Judge Leibell rejected the offer of Griffith to surrender notes of the corporation in exchange for a general release.

Joseph Gans, receiver for the corcoration, was ordered to seek the instructions of the court concerning a possible action against Griffith and other officers and directors for alleged "unlawful and illegal diversion of assets of D. W. Griffith, Inc." to Frank D. Reynolds, who allegedly acted as "dummy" for Griffith. The real property was sold subject to a $120,000 tax lien and a $29,000 claim of Leewood Shaw, assignee of Griffith. Vigorous objections of Harris W. Klein, who stated he had appraised the property at $250,000 and that he was prepared to bid $50,000 if the Shaw lien was removed, were overruled by Judge Leibell.

Get 500 of 'Em

Hollywood, April 26.—The publicity forces working for Sol Lesser, after combing Hollywood thoroughly, have located 500 chickens' wishbones and are shipping them to RKO exchanges, so they say, as exploitation propaganda for "Make a Wish," starring Bobby Breen.

M-G-M Answers Fuller Suit

New Orleans, April 26.—M-G-M, in its answer filed today to the suit of George Fuller charging monopoly, not only denied the charges but stated that its business arrangements with Fuller proved to be unsatisfactory.

Miller Sues on "Clitterhouse"

Los Angeles, April 26. — Gilbert Miller has filed suit against Carl Laemmle, Jr., in Superior Court here seeking a decree confirming title to "The Amazing Dr. Clitterhouse."

World Pictures in Expansion Program

World Pictures Corp., distributor of foreign product, plans a program of 26 features, eight three-reelers and 13 one-reelers for 1937-38, as part of an expansion plan. The company intends to sell on a franchise basis in key cities, and to open theatres in eight key cities.

A deal has been completed with George Kraska, heading Foreign Pictures Corp., to release Kraska's eight films. Irving Shapiro, general manager of World, will visit Europe during the summer to acquire new product. Upon his return, branch offices will be opened.

Koenig Reported Out of 20th-Fox

(*Continued from page 1*)

will attend. Executives will include Sidney R. Kent, president; Walter Hutchinson, in charge of foreign distribution; Frank Harley, manager in England; Stanley S. Crick, manager in Australia; Jason S. Joy; Truman Talley, head of the newsreel, and Les Whelan, assistant to Hutchinson.

Koenig's resignation was unofficially confirmed. It is reliably reported that William Morgan, former manager in Spain for United Artists, who joined the 20th Century-Fox French branch four months ago, and who is considered the right hand man to Benjamin Miggins, general European manager with headquarters here, will replace Koenig.

Exhibitors with whom Koenig has been very popular have expressed themselves as at a loss to understand the resignation. The company's business is said to have shown unusual profit under Koenig's management during the past two years.

Hutchinson arrived this afternoon from London, and Kent is due on Wednesday.

Missouri Sale Tax Advanced in Senate

Kansas City, April 26.—The Missouri Senate Ways and Means Committee has voted out the two per cent sales tax measure passed by the house, with recommendations that it pass. This means the bill very likely will become a law.

Of interest to exhibitors is the amendment allowing retail merchants, which include exhibitors, three per cent for trouble and losses in collecting, if the tax is paid before due date.

No Foreign Theatre Decision—Warner

(*Continued from page 1*)

stormy all the way and Bernhard was sick one day as a result.

Meeting the Warner contingent on the pier were Albert Warner, Stanleigh Friedman, Joseph Hummel, Stewart MacDonald, Karl MacDonald, Harry Charnas, I. J. Hoffman, Jim Feder, Robert W. Perkins and Joseph Hazen.

Warner will leave for the coast in July for his annual summer trip, while Morris will precede him in June. Edwin (Buddy) Morris, son of Sam and head of Warners' music companies, was not at the dock to meet the arrivals. He is ill at his home in California with an ear infection, having been discharged from the Good Samaritan Hospital after 10 days.

Montana Ascap Case Briefs Due May 30

(*Continued from page 1*)

heard initial arguments in the case late last week. A decision is expected some time in June.

The Montana law prohibits an agent, such as Ascap, from representing more than one copyright owner for commercial licensing purposes in the state. The law, which has completely stopped Ascap operations in Montana, is being attacked as unconstitutional. E. C. Mills, Ascap general manager, who testified at the hearing, is expected back in New York at the end of the week.

Oregon Censors Lenient

Portland, April 26.—The censor board here has turned down only three films of 115 viewed during the past year. In each case preponderance of the sex element was the reason.

This advertisement appears as a matter of record only and is under no circumstances to be construed as an offering of these securities for sale, or as an offer to buy, or as a solicitation of an offer to buy, any of such securities. The offering is made only by the Prospectus.

350,000 Shares

Monogram Pictures Corporation

(A Delaware Corporation)

Common Stock

Par Value $1.00 Per Share

Price $3.75 per share

Copies of the Prospectus may be obtained from the undersigned:

J. A. SISTO & CO.

Members New York Stock Exchange

68 Wall Street New York, N. Y.

April 27, 1937

New Shows on the Air

Norge Variety Series

The Norge Refrigerator Co. unwound the first recording of its new "Variety" series on WOR yesterday afternoon, from 11:45 to 12 noon. The initial guests were Julia Sanderson and Frank Crumit.

The session provided routine air entertainment, Sanderson and Crumit, offering several numbers in their well known style. The irritating Sanderson giggle was much in evidence throughout her song numbers, but we've been told that many listeners are partial to her trick vocal technique. We're not.

A portion of the platter was devoted to a "Kitchen Meeting" department, wherein troublesome household problems, such as how to keep bread from becoming mouldy, how to lift a cake from the baking pan without breaking, etc., were solved by an authority.

"Norge Varieties" will probably perform an efficient selling job for the sponsor, despite its uninspired pattern. It is heard Mondays and Fridays.

BANNER

MPTOA Radio Group Will Meet Thursday

(*Continued from page* 1)

of radio competition received from exhibitors and will consider plans which have been submitted for regulating the appearances of film stars on radio programs and the use of motion picture material in broadcasts. Neither the production nor broadcasting representatives will be asked to attend the meeting, Vincent said.

Members of the committee, in addition to Vincent, are Lewen Pizor, Philadelphia; Samuel Pinanski, Boston, and Arthur Lockwood, Middletown, Conn.

M-G-M Goes on WFIL

PHILADELPHIA, April 26.—M-G-M through Donahue & Coe, has bought over WFIL to plug roadshow attractions at the New Locust. For the premiere of "Captains Courageous," which opened Sunday, M-G-M is using two 100-word spot announcements daily for the full week. Similar contracts will be made for future M-G-M pictures to be shown at the Locust.

Broadway Bill in New Series

Broadway Bill, racing commentator, began a new series on WMCA yesterday, and will be heard each week day afternoon at 6 P. M., E.D.S.T. Barney's Clothes is the sponsor, through the Schillen Advertising Corp.

The sports commentator comes to WMCA from the Yankee network, and from the Don Lee network.

LEO SAYS:
Tonight — don't miss the WHN original amateur hour on the air from 7 to 8 P.M.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Radio Personals

RADIO Editors Hershell Hart, of the *Detroit News,* and Norman Siegel, *Cleveland Press,* are in town for brief stays . . . Sheila Barrett set for a guest solo on the Schaefer Beer "9 O'Clock Revue" this Sunday . . . Ted Streibert, Mutual executive, off to Virginia the past weekend to attend the Ass'n of National Advertisers convention . . . The Virginia Barr who reads the commercials on Mrs. Roosevelt's program really is Rosalin Green . . . Edith Dick, long a vocalist on the "Hit Parade" is understood to be leaving the programs . . . Dobby Dolan's wife is ailing in a local hospital. She's Vilma Ebsen, Buddy's sister . . .

✚

Tito Guizar booked for an appearance at Loew's State here the week of April 29, and for the Metropolitan Theatre, Boston, the following week . . . Gertrude Niesen set for a week at the Mayfair Club, Boston, and for a guest appearance on Ed Wynn's program May 8. CBS artists bureau booked the above dates . . . Regina Schuebel, of the Biow agency, confined home through illness . . . Ditto Charles Kullman, who will be replaced in the "Beauty Box" program Wednesday by Thomas L. Thomas . . .

✚

Bob Crosby has turned down a five-week London date for the Coronation. preferring to remain here. . . . Ralph Wonders, for Rockwell-O'Keefe has closed talent booking for the Winterland Ice Carnival at the Great Lakes Exposition. . . . C. M. Tremaine, secretary and founder of National Music Week, will herald this year's observance of the event when he appears on Mutual's "Symphonic Strings" program as guest speaker, May 2. . . . W. C. Handy, composer of "St. Louis Blues" will make one of his rare radio appearances on "Cavalcade of America," May 5. . . . "Broadway Varieties" celebrates its fourth year on the air this Friday. . . . Dick Himber will present Howard and Shelton as his guests May 3; James Melton May 10. . . . "America's Town Meeting of the Air" concludes its third annual year on the air this Thursday. It will return in the fall. . . .

✚

San Francisco Town Pump

SAN FRANCISCO, April 26.—Commonwealth Club luncheon talks, four years on KGO, shift to KYA April 30. . . . Griff Williams' band checks out at Mark Hopkins this week, heads for Chicago's Trianon by way of two weeks' engagement in Dallas. . . . Jim Walsh, former trombonist with Anson Weeks, has signed with MCA and is organizing his own band. . . . Hal Neides, manager of the Orpheum, revealed his talent as a composer by penning a new theme tune for Ed Fitzpatrick's orchestra. . . . Ran Wilde's orchestra, heard coast-to-coast on NBC, is celebrating a solid year at Club Deauville with an extension of its engagement, until the end of June. . . . March mail response to KPO-KGO set an all-time monthly high of 151,124 letters. . . . Zella Lane has joined KFRC's staff, sings on Feminine Fancies, Morning Merrymakers. . . . Walter Thompson of Omaha, a tenor, has joined KYA's singing staff.

That Bulova Story

Revived again is the often-repeated rumor that Arde Bulova, of watch fame, is negotiating for the purchase of WLWL, local station owned by the Paulist Fathers, for the purpose of joining it with his station WOV, and, F.C.C. willing, turning the combined two part-time stations into one full-time unit.

No confirmation of this report could be obtained yesterday. Bulova is the owner of a half-dozen stations, and half-owner of WNEW, New York.

Governor to Be on N. Y. State Program

Governor Lehman and representatives from the fields of radio, advertising, publishing and municipal government will appear on the first birthday party celebration of the New York State Broadcasting System tonight, from 8 to 9 P.M., E.D.S.T.

Guests other than state and city officials who will appear include Grover Whalen, H. B. LeQuatte, president of the Advertising Club of New York; Robert Davidson, vice-president *Pictorial Review;* and Jerome J. Karpf, managing editor of the *New York American.* Louis Katzman's orchestra will supply the music.

WINS is the key station of the network. The other member stations are WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. Burt Squires is general manager of the network.

Gillette Returning East

The Gillette Razor Co.'s "Community Sing," currently heard from Hollywood, returns to New York the second week in May for a summer of broadcasting here.

Demonstrates Power Transmission by Air

PHILADELPHIA, April 26.—Dr. W. F. G. Swann, director of the Bartol Research Foundation at the Franklin Institute, demonstrated the transmission of electric power by radio before members of the American Philosophical Society meeting here. To demonstrate the progress made during the last year at the institute's laboratories, Dr. Swann lit a small light bulb at one end of the room by "juice" sent from a high-frequency wireless set at the other end of the room, no wires connecting the set and the bulb.

The power required to switch on the lamp was about half a watt. The difficulty with carrying out the experiment on a large scale, he said, was to develop a method to get enough power into the wireless set to broadcast it again in large amounts. As a result, he warned the public not to jump to conclusions about the practical possibility of lighting their homes by radio broadcasts.

E. C. Olson Joins Presbrey

Edwin C. Olson, formerly with Erwin-Wasey Co., has joined the Chicago staff of Frank Presbrey Co.

NBC Closing 10-Year Deal on WTAM Plant

A 10-year lease with extending options on the new location for WTAM, owned and operated in Cleveland by NBC, is now being drawn up in New York. The station will occupy the first four floors of the Guarantee Title Bldg. shortly before Jan. 1. According to present plans, the name of the new premises will be changed to the NBC Bldg.

The move of WTAM to the new studios is part of the extensive building and expansion plan announced by NBC last week. The cost of the new studios is estimated to be between $250,000 and $300,000.

Seven studios, the largest seating 400 persons, are planned. Engineering equipment and controls will be located in the basement.

WTAM now has an application before the F.C.C. for the erection of a new vertical radiator antenna. The station's power is 50,000 watts.

Plan Child Health Program

A two-way program from New York and Hollywood on CBS, May 1, will be aired in connection with the celebration of the ninth birthday of National Child Health Day. The performers will include Edwin C. Hill, David Ross, Joe E. Brown, Rose Bampton, Bob Ripley, Joe Penner and Leo Reisman's orchestra. The program will be broadcast from 2:15 to 3 P. M., E.D.S.T.

Gibbons Asks Dismissal

Floyd Gibbons filed papers in the N. Y. Supreme Court yesterday asking dismissal of the $250,000 suit filed against him last week by Charles Locke, newspaper man and radio script writer, who claimed Gibbons' broadcast on the floods in January distorted the script prepared by Locke, thus injuring his reputation.

Report Pickens to Sealtest

While J. Walter Thompson yesterday refused to confirm the report, it is believed that Jane Pickens, slated for a guest appearance on the Sealtest "Saturday Night Party" this week, has been signed permanently for the program.

NBC Mail at New High

Audience mail at NBC set a new high for March this year with a total of 1,140,580 pieces of mail. The previous all-time high was recorded March, 1936, when 1,015,372 pieces of mail were received.

George Fields Dead

George Fields, "Honeyboy" of the radio team of "Honeyboy and Sassafras," died suddenly Sunday of a heart attack while on his way to take a medical examination. His widow survives.

"Hands" for Lux Program

The Lux "Radio Theatre" presentation May 3 will be an etherized version of "Hands Across the Table," with Claudette Colbert and Joel McCrea in the lead roles.

To Speak on Television

E. P. H. James, NBC sales promotion executive, will talk on television before the members of the Mendelssohn Glee Club May 3.

"Owed to a shelf-conscious gentleman..."

Advertising Support—*right through the Summer!*

TODAY as never before, advertisers know that dealer support must be *year-'round*. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers ring for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running a straight 52-week schedule. People respond to this by the millions—and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to *your* dealer... to *your* product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at *some* hours, there are *more* listeners than in winter!

... 92 out of every 100 adults are at home in any one summer week all summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

"WAKE UP AND LIVE" AT ROXY, NEW YORK, GREATEST RUN IN ALL HISTORY OF SHOW BIZ!

READ THESE AMAZING RECORD-BREAKING FACTS:

★ **New all-time world's attendance record on Saturday! 33,145 paid admissions compared with 32,861 for "Cock Eyed World" on August 7, 1929** (*previous world's record*)*!*

★ **Broke Roxy all-time attendance record for Friday, for Saturday and for Sunday!**

★ **Set new all-time record for week-end attendance!**

★ **Played** *continuously* **to jam-packed, overflow crowds from 9 a. m. Saturday to 3 a. m. Sunday** (*18 solid hours*)*!*

★ **Squads of police, on foot, on horse, in radio cars needed to handle unprecedented crowds!**

★ **As we go to press, Monday is beating Friday's record-breaking opening-day business! WOW!!!**

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 99 NEW YORK, WEDNESDAY, APRIL 28, 1937 TEN CENTS

Para.'s 1936 Net Profit Is $6,012,250

Compares to $3,153,167 Profit for 1935

Consolidated net profit of $6,012,250 was reported by Paramount Pictures yesterday for 1936. The figure includes the application of $2,000,000 of a special inventory reserve of $2,500,000 set up out of 1935 earnings and compares with net profit of $3,153,167 reported for 1935 before the special inventory reserve.

The 1936 net is after all charges including interest, Federal taxes, depreciation, contingency reserves of $632,500, and includes $331,819 and $123,230 representing respectively net capital gains and profit on acquisition of the company's six per cent debentures acquired for sinking fund purposes. Approximately $331,000, representing Paramount's net interest as a stockholder in the combined undistributed earnings for the year of partially owned companies, is not included, nor are the operating results of Olympia Theatres, in receivership.

Cash and marketable securities on Jan. 2, 1937, amounted to $10,782,171, of which $3,158,490 represented balances in Great Britain and Dominions,

(*Continued on page* 16)

Pathe Nets $59,000 For Initial Quarter

Pathe's net earnings for the first quarter of the year are expected to total $59,000, O. Henry Briggs, president, told the stockholders yesterday at the annual meeting of the company. This is exclusive of dividends to be received from DuPont and which are expected to boost the Pathe profits to approximately $130,000.

The posts of chairman and vice-president were not filled at the elections. Frank F. Kolbe, former chairman, resigned some months ago. No successor was named to replace Robert M. McKinney as vice-president. New

(*Continued on page* 15)

Fox Met. Has a Loss Of $38,984 for 1936

A net loss of $38,984 for the year ended Jan. 31, last, was reported yesterday by Metropolitan Playhouses, Inc., and wholly owned subsidiaries. The statement does not include the company's equity in the undistributed net income of its 50 per cent-owned affiliated companies, amounting to $260,019.

Metropolitan Playhouses leases to

(*Continued on page* 15)

Altered Roxy Plan Betters Part of Offer

Stockholders to Get No Benefit, However

Amendments to the proposed plan of reorganization of the Roxy Theatre were presented yesterday to Special Master Addison S. Pratt. The amendments which favor bondholders and noteholders are a result of extended negotiations between W. C. Michel, 20th Century-Fox executive and counsel for the various security holders' protective committees.

No provision for stockholders has been made under the plan or its amendments. First mortgage bondholders are to receive four per cent on their bonds instead of three and a half per cent for the first three years and four per cent thereafter as proposed under the plan before it was amended. Provisions for amortization have been changed to $65,000 annually for the first 10 years and $70,000 thereafter. This represents an increase

(*Continued on page* 4)

No Strike Likely as Casey, Unions Meet

Hollywood, April 27.—The possibility of an immediate labor strike in the studios diminished here today with the opening of negotiations between studio unions and Pat Casey, representing the producers. All indications pointed to a continued and lengthy series of meetings. Although individual demands have not been made public either by unions or producers,

(*Continued on page* 15)

Studio Lot—Free

Milford, Del., April 27.—Edward M. Davis, Milford and Philadelphia financier, has bought a 48-acre tract near here, and will present it to the first film company which elects to locate in Delaware under the new tax exemption law, effective for 15 years.

Staff of NBC To Operate on Five-Day Week

NBC's announcers, production and sound effects men will be placed on a five-day week as soon as a satisfactory schedule can be worked out and additional personnel trained. They have been operating on a six-day week. All NBC divisions are included.

Commenting on the change, NBC President Lenox R. Lohr stated yesterday: "Because of irregular hours which production men, announcers and sound effects men are frequently called upon to put in in the course of their duties, we feel that the benefits to be derived from two full days of relaxation a week will immeasurably increase the efficiency of these men, and through them the efficiency of NBC in its service to the public and its clients."

Meanwhile at CBS, where the an-

(*Continued on page* 15)

Additional developments in radio on pages 14 and 15.

M-G-M Convention Special Leaves Tomorrow for Coast

M-G-M's "convention special" will leave New York tomorrow afternoon, carrying a large part of the eastern contingent bound for the company sales convention at the Hotel Ambassador in Los Angeles. The train will pick up groups of men at Albany, Buffalo, Chicago, Kansas City and Albuquerque, N. M., arriving on the coast Sunday morning, the day the convention opens.

The home office group of 23 men will include: William F. Rodgers, Thomas J. Connors, Edward M. Saunders, Silas Seadler, Joseph Vogel, Charles J. Sonin, Ernest Morrell, Herbert Morgan, Jay A. Gove, M. L. Simons, Harold Postman, E. W. Aaron, Joel Bezahler, William Brenner, Alan F. Cummings, Carlton Duffus, Charles Deesen, Charles B. Fogle, Harold Goldgraben, Jerry J. Jonas, Arthur Lacks and William D. Kelly. On the same train will be branch office delegations from Boston, New Haven, New Jersey, Philadelphia and Washington and the New York exchange delegation with William A. Scully and John J. Bowen.

Al Lichtman, Howard Dietz and William R. Ferguson went on from New York ahead of the convention special, to make advance preparations. Charles K. Stern, J. S. MacLeod and Edward Carrier also went on to the

(*Continued on page* 4)

M-G-M to List 44-52 at Sale Meet on Coast

Leeway to Be Left for Timely Developments

Hollywood, April 27.—Loew's will announce a minimum of 44 and a maximum of 52 pictures for next season at the annual sales convention which gets under way at the Ambassador, Los Angeles, next week, it was learned following the arrival from New York of Al Lichtman, Howard Dietz, Louis K. Sidney, William R. Ferguson, Eddie Carrier, J. S. MacLeod and Halsey Raines.

The company has more than 100 properties from which to select the schedule. Adhering to a policy adopted some time ago, about half of the titles only will be announced at the sales sessions. This will give the company sufficient leeway to produce new plays and timely stories from time to time.

Among the "A" pictures definitely scheduled will be "Pride and Prejudice" and "Marie Antoinette" with Norma Shearer, "The Return of the Thin Man" with William Powell and Myrna Loy, "Broadway Melody of 1938," "The Foundry," "Girl of the Golden West," "The Firefly" and "Idiot's Delight."

More than 300 sales and home office personnel will arrive here on the Super Chief Sunday to attend the six-day meetings.

In addition to "The Firefly" and "Girl of the Golden West," musicals slated for next season will include "Rosalie," "Hats in the Air," "B Before High C," "Johann Strauss," "Great Day" and "Show Shop."

Salary Publicity Ban Passed by the House

By CLARENCE LINZ

Washington, April 27. — The House of Representatives today passed the Doughton Bill repealing the Revenue Law provisions which require the publication annually of the names of officials and employes receiving compensation in excess of $15,000 a year.

The bill will now be sent to the Senate for concurrence.

Momand Suit to Be Argued in Boston

Boston, April 27.—Loretta L. Momand's anti-trust suit for $100,000 against major companies for alleged conspiracy and restraint of trade against the Odeon Theatre, Shawnee,

(*Continued on page* 4)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 28, 1937 No. 99

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Twentieth-Fox Paris Confab Starts Today

By PIERRE AUTRE

PARIS, April 27.—More than 160 delegates, representing 29 countries in Europe, Asia, Africa and Australasia, have arrived for the four-day sales convention of 20th Century-Fox which opens here tomorrow at 3 P. M. in the Hotel George V.

Sidney R. Kent, president, will be host on Thursday at a luncheon for managing directors, branch managers and salesmen.

General meetings are scheduled for Friday with addresses by Kent, Walter J. Hutchinson, foreign manager, and Col. Jason Joy.

Closing sessions will be held on Saturday. The British delegation will tender a luncheon in the afternoon and a gala dinner will follow on Saturday evening.

Eleven of the latest 20th Century-Fox films will be screened during the convention.

Odeon Issue Expected

LONDON, April 27.—The Odeon Circuit is expected shortly to float a security issue amounting to £4,000,000.

Insiders' Outlook

By RED KANN

Hollywood, April 27.

THERE couldn't be a showman in America who wouldn't settle for that and let the rest go by default, if you pressed him hard enough. But he need not be and is not in "Shall We Dance?" Another in a lengthening list of Astaire-Rogers musicals and well up front among the best.

By this time nobody can be seriously concerned with the devious obstacles which keep Fred from winning Ginger until the footage clocks about an hour and forty-eight minutes as this does. The boy-meets-and-gets-the-girl formula in its most naive form again and, of course, prevails. . . .

▼

RKO exhibitors will wait long and patiently for each succeeding member of this series to head their way. They expect Astaire to dance and he does alone several times, once with Harriet Hoctor in one of those marriage-of-ballet-and-jazz conceptions and a couple of times with Miss Rogers. He dances rhythmically and magnificently in a ship's engine room with machinery guiding his tempo and his ballet with Miss Hoctor shows him in a different but not one whit less competent mood. He does a dance with Miss Rogers on skates in a Hollywood idea of Central Park, and while he is constantly at full mastery of his facile legs here Ginger appears uncomfortable and uncertain. . . .

▼

Anyhow Astaire is an American dancer dubbed with a Russian name for professional purposes. He dances ballet and prefers jazz. Miss Rogers represents the modern idea. He meets her, falls in love and finally marries her. While the story is as simple as that, the adaptation by P. J. Wolfson and the screenplay by Allan Scott and Ernest Pagano are ingratiating and light. They added sure fire gags and Edward Everett Horton and Eric Blore play them out. . . .

▼

There is a telephone sequence which finds Blore in jail and trying to get out by explaining to Horton where he is. Hardly new, yet so nonsensically and so expertly done it becomes the big roar of the picture and, after Astaire's taps, is easily the standout bit of the show and another demonstration complete that it is not what you do so much as how you do it. . . .

▼

Astaire has considerable of a solo appearance this time and there is substantially less of Miss Rogers who is to star individually in a couple of pictures this year anyway. Production values are of course what is expected and of Mark Sandrich's direction the observation likewise holds. George Gershwin wrote the music and his brother, Ira, fabricated the lyrics. The score is the major minor effort of the entire enterprise. . . .

"Star Born" Pulls $100,000 for Week

"A Star Is Born" will wind up a first week at the Music Hall tonight with approximately $100,000 for the seven days.

"Wake Up and Live" chalked up another record at the Roxy on Monday when 18,344 persons were admitted to the theatre, making the total admissions for the first four days 97,169 for a gross of $42,500. Not only did the Monday attendance top "The Cockeyed World," but the four-day total also is a new high mark.

The Rivoli last night ended a four-day holdover of "Love from a Stranger" with about $9,500. "Cafe Metropole" will open there today. "A Family Affair" at the Rialto took in close to $6,000.

Delay Boston Ad Jumps

Boston newspapers have indefinitely postponed putting into effect plans for increasing theatre advertising rates by 10 cents an inch. Oscar Doob of Loew's and John Dowd of RKO last week conferred with the business managers of the Boston papers and were successful in getting a delay in rate boosts for a second time.

No U. A.-Renowned Deal Closed as Yet

HOLLYWOOD, April 27.—United Artists has closed no distribution deal as yet with Renowned Artists which holds contracts with John Ford, Tay Garnett and Ronald Colman, although it is considered a deal is likely.

Renowned Artists, which, incidentally, may change its name to avoid confusion with United Artists, is understood to be at work rounding out its own organization and arranging financial detail for production.

Ampa to Hold Election

The election of Ampa officers will be held at the organization's meeting tomorrow at the Edison. The executive setup is as follows: Ralph Rolan, president; Paul Lazarus, Jr., vice-president; Paul Benjamin, treasurer; Lester Thompson, secretary. The gathering will be entertained by Bernard Zufall, a mental magician.

Berg Predicts Sellout

Herb Berg, well known fisherman and chairman of the Ampa ticket committee, is predicting a sellout for the annual dance at the New Yorker Saturday night.

Jersey Legislative Moves Please Allied

Allied of New Jersey has accomplished more in Trenton this year than ever before, Sidney E. Samuelson, a director of the unit, told the membership at a meeting yesterday at the Lincoln. Several inimical bills affecting the industry have been warded off, he said, through concerted efforts of the members.

Criticism was voiced by some members of the manner exchanges are handling refunds of the sales tax collected some time ago. A committee will be appointed to go into the matter and report back at a later meeting. The Allied national convention also was discussed.

Next Tuesday a beefsteak dinner will be held by the unit at the Ritz restaurant, Passaic, N. J.

Savannah Tax Passed

SAVANNAH, April 27.—The City Council has passed an ordinance levying a two per cent retail sales tax, effective May 15. The measure exempts only foods sold in grocery stores, ice, water, newspapers and periodicals. However, the new ordinance does not tax amusements which are already taxed under the ordinance adopted last December.

Advance Ascap Bill

LINCOLN, April 27.—The anti-Ascap bill was advanced to third reading by unanimous vote of the unicameral legislature today.

Preview 'Woman Chases'

James A. Mulvey, vice-president of Samuel Goldwyn, Inc., was host last night to reviewers at an informal dinner at the Lafayette Hotel and a preview screening of "Woman Chases Man" at the Sheridan. The film was reviewed in MOTION PICTURE DAILY April 24.

Among those present were George J. Schaefer, Sam Rinzler, Ed Swazey, Max Fellerman, Don Mesereau, Chester Bahn, Jack Harrower, Terry Ramsaye, A-Mike Vogel, Floyd Stone, Joseph Gallagher, Ben Shylen, Abe Bernstein, Barry Baremore, Pete Harrison, Charles "Chic" Lewis, W. G. Van Schmus, A. W. Smith, Jr., Charles Leonard, Harry Gold, Harry Buckley, Mulvey, Linton Wells, Monroe Greenthal, Sam Cohen, Myer Beck, Burt Champion, Lynn Farnol, James A. Cron, J. W. Jerauld, Leo Justin, Jack Schlaifer, Gus Eysell and John Wright.

Amateur Contests Back

BOSTON, April 27.—Radio amateur contests are again back in New England film theatres. One master of ceremonies, Wesley Fraser, is working seven nights a week. His routine takes him to the Eggleston Square in Roxbury, the Broadway in Somerville, the Park in Everett, the Coolidge Corner in Watertown, the Waltham in Waltham, the Fellsway in Medford and the Empire in Salem on successive nights.

Famous Boosts Kershaw

TORONTO, April 27.—Frank Kershaw, supervisor of theatres at Vancouver, B. C., for Famous Players Canadian Corp., has been promoted to district manager at Winnipeg, his former home. Kershaw took over his new post on returning from his honeymoon in California.

FOR 4th CONSECUTIVE DAY "WAKE UP AND LIVE" SMASHES ROXY HOUSE RECORDS!

And it's the same story everywhere:

CHICAGO: Holdover week equalling 1st week of "Lloyds"! **BALTIMORE:** Way bigger than "One in a Million"! **DES MOINES:** Held over after day-and-date 1st week (2nd time this happened in history of this Exchange)! **SAN FRANCISCO:** Biggest of all 20th pictures at this house! **DETROIT:** Topping "Lloyds" and "On the Avenue"! **PORTLAND:** Beating "Million", "Lloyds", "Avenue." **LOUISVILLE:** Bigger than "Lloyds." **BUFFALO:** Topping "Lloyds." **INDIANAPOLIS:** Leading "One in a Million." **ST. LOUIS:** Beating "Lloyds." **SPRINGFIELD (ILL.):** Topping "One in a Million." **KANSAS CITY:** Chosen to inaugurate day-and-date policy. Smash business! **DALLAS:** Beating "Lloyds." And so on . . . and on . . . and on!

GREATEST RUN IN THE HISTORY OF SHOW BUSINESS

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

Altered Roxy Plan Betters Part of Offer

(*Continued from page* 1)

from the previous setup which provided for an increasing schedule with a $65,000 maximum. A new provision has also been inserted which prohibits the new company from declaring dividends except out of earned surplus after creation of a $110,000 annual depreciation reserve. 20th Century-Fox is to have complete control of the reorganized company according to the amended plan with "uncontrolled discretion" to select pictures for exhibition at the Roxy.

Holders of $1,548,000 sinking fund gold notes are to receive 7,740 shares of $3 dividend cumulative preferred non-voting stock. The preferred stock is callable at $102 with the right to participate before the common stock to the extent of $100 per share in the event of liquidation of the new company. The original plan provided for 15,480 shares of Class A stock for the noteholders.

Samuel Kramer, counsel for the stockholders' protective committee, stated that he is continuing negotiations to establish a standing for stockholders.

Current Profit Shows Increase

Audited figures for the 13-week period from Dec. 31, 1936, to April 1, 1937, showed a net profit of $98,484 before deduction for interest depreciation and federal income tax as compared with $30,869 for the 13-week period from Jan. 3 to April 2, 1936. Carlos Israels, counsel for the Pound bondholders' committee, stated that the figures could not be compared because the 1936 period failed to include New Year's week. The Roxy grossed $77,000 for New Year's week in 1937.

Deductions totaled $566,139 against $363,798 for 1936. Operating costs were $261,040 against $145,382 for 1936. Supervisory costs jumped to $46,506 from $23,211. Fanchon & Marco Stage Shows, Inc., entered into a new contract on March 18, but the contract awaits the court's approval.

Presentation of evidence on the proposed plan was concluded yesterday and an adjournment was taken to May 4, when the S.E.C. will render its report to Special Master Pratt and counsel for the various committees will argue their case.

Leon Fleishman, who appraised the Roxy for stockholders, testified yesterday that he valued the theatre as a going concern between $8,000,000 and $8,300,000. He based his estimate on a $60,000 weekly gross with a 70 per cent operating cost.

Schulberg Undecided On New Distribution

HOLLYWOOD, April 27.—B. P. Schulberg, who declared last week that he will terminate his distribution arrangement with Paramount at the end of the current season, has not yet determined on a future distribution affiliation, according to Ralph Kohn, Schulberg's partner.

Kohn declared that Schulberg, former Paramount production head, has four more to make for that company and will be occupied on the films until August.

M-G-M Convention Special Leaves Tomorrow for Coast

(*Continued from page* 1)

coast in advance of the regular train, and Fred C. Quimby has been on the coast for some time.

Representing the M-G-M and Roach studios at the convention will be Louis B. Mayer, Howard Strickling, Barrett Kiesling and Hal Roach.

The list of others who will be present, numbering 224, follows in alphabetical order:

Benjamin Abner, New Jersey; Leon S. Abraham, Kansas City; Morris Abrams, Minneapolis; Jerome A. Adams, Washington; John S. Allen, Cincinnati; Louis Amacher, Portland; Hazel Andersen, Omaha; Salem E. Applegate, Philadelphia; Hypolite A. Arata, New Orleans; James M. Ashcraft, Philadelphia; Thomas Aspell, Jr., San Francisco; Roy Avey, Atlanta; Thomas E. Bailey, Charlotte; Walter E. Banford, St. Louis; Fred Bartow, Chicago.

Maurice L. Basse, Memphis; George M. Baumeister, Des Moines; Benjamin Bebchick, Boston; N. Edward Beck, Salt Lake City; Gilbert L. Becker, Detroit; Herbert Bennin, St. Louis, Rudolph Berger, Washington; Leroy Bickel, Dallas; Burtus Bishop, Jr., Charlotte; William G. Bishop, Detroit; I. W. Blankstein, Calgary; Harry Blatt, Seattle; Phil Bobys, Washington; Edwin M. Booth, Cincinnati.

Clarence W. Boulet, Salt Lake City; John J. Bowen, New York; Edwin H. Brauer, Cleveland; Milton Brauman, Pittsburgh; Clarence J. Briant, New Orleans; Virgil Bridges, New Orleans; Eldon Briwa, New Orleans; Max C. Brodsky, Chicago; Lafayette B. Butler, Atlanta; James N. Byrd, Oklahoma City; John P. Byrne, New Haven; Robert A. Cain, Denver; William Calihan, Los Angeles; William P. Cameron, Minneapolis; Ralph W. Carmichael, Los Angeles; Hillis Cass, Montreal; Floyd W. Chrysler, Detroit.

Allen S. Clatworthy, Minneapolis; Louis H. Coen, Minenapolis; Harold Cohen, Kansas City; Harry Cohen, Washington; Elmer B. Coleman, Dallas; Joseph E. Comer, Seattle; Sam Cooper, Salt Lake City; Michael Cramer, Denver; Robert Cuming, New Jersey; Ray J. Curran, Boston; Charles C. Deardourff, Cleveland; John Dembeck, Detroit; George Derrick, Salt Lake City; William Devaney, Albany; Thomas J. Donaldson, Boston; Frank J. Downey, Detroit.

Frank D. Drew, Cleveland; Howard Dunn, Des Moines; Walter Dunn, New Orleans; Robert Ellsworth, New York; Ray Ervin, Charlotte; Joseph E. Farrow, Philadelphia; John E. Flynn, Detroit; Edna Frank, Chicago; Henry A. Friedel, Denver; Ira Furman, San Francisco; Samuel J. Gardner, Los Angeles; Foster B. Gauker, Indianapolis; Russell H. Gaus, Oklahoma City; Herbert W. Genter, Pittsburgh; Jack Gilmore, Buffalo.

Jacob M. Goldberg, Washington; Maurice Goldstein, Boston; Saal Gottlieb, Pittsburgh; Sanford Gottlieb, Minneapolis; Theodore J. Gould, Winnipeg; Edwin Green, Kansas City; Murray Greenfield, Washington; John P. Harrington, Cleveland; Abe Harris, Buffalo; Reuben L. Harris, Los Angeles; Theo. I. Hasbrook, Portland: Walter F. Hayner, Toronto; Benjamin Hayney, Philadelphia; Frank C. Hensler, Kansas City; Earl Herndon, St. Louis.

George A. Hickey, Los Angeles; Arthur Horn, Albany; Clyde Houston, Dallas; Lee S. Hulling, San Francisco; Milton Hyams, New Haven; Joseph H. Imhof, Milwaukee; Louis C. Ingram, Atlanta; Frank P. Ishmael, Chicago; Jack Jacobs, Los Angeles; J. Milton Jacobs, Cincinnati; Frank M. Jelenko, New Orleans; John L. Kelley, Pittsburgh; John G. Kemptgen, Chicago; Dexter C. Kennedy, Des Moines; Charles E. Kessnich, Atlanta; Julian H. King, Denver; Thomas B. Kirk, Memphis; Henry G. Krumm, Dallas.

H. W. Lambert, Omaha; William F. LaSance, Cincinnati; Charles Lazarus, New Haven; David A. Levy, New Jersey; Howard Levy, New Jersey; William A. Lewis, Atlanta; Charles Lieb, Omaha; Gordon Lightstone, Toronto; Carl Lind, Salt Lake City; Edward J. Lipson, Milwaukee; Nicholas P. Lloyd, Philadelphia; Thomas E. Lucy, Atlanta; Clayton T. Lynch, Los Angeles; Robert Lynch, Philadelphia; Charles D. Lyne, Dallas.

Andrew S. McCarl, Jr., Portland; David T. McElhinnery, Salt Lake City; Gerald E. McGlynn, Des Moines; C. Francis McGuire, Atlanta; Walter McKean, Minneapolis; Bert McKenzie, Boston; Joseph McMahon, Milwaukee; Robert D. McRaven, Indianapolis; Joseph Maguire, Kansas City; John J. Maloney, Pittsburgh; Harold Margolis, Charlotte; Joseph Markowitz, Kansas City; Ralph W. Maw, Buffalo; Felix Mendelssohn, Chicago; Theodore L. Mendelssohn, Chicago; Harry W. Miller, New York.

Edward C. Mix, San Francisco; John F. Morgan, Detroit; Edwin J. Moriarty, Pittsburgh; Claude E. Morris, Kansas City; Joseph Morrow, Philadelphia; Frank Mullen, New Haven; Jack B. Mundstuk, Pittsburgh; Henry L. Nathanson, Toronto; Carl Nedley, Omaha; Louis W. Orlove, Milwaukee; Edward K. O'Shea, Buffalo; William Parker, Indianapolis; Milton Douglas Peck, New York; Anthony V. Philbin, Dallas.

Ralph Pielow, Albany; Clarence C. Pippin, Philadelphia; Alfred Putz, Minneapolis; Norman Pyle, Washington; John X. Quinn, St. Louis; Charles Ramage, Vancouver: George F. Reilly, St. Louis; Ken Renaud, Seattle; Edward Renick, New York; Charles Repec, Boston; Jack ReVille, Memphis; Fred G. Rippingale, Washington; Herman Ripps, Albany; Clarence R. Ritzler, St. Louis; Henry Rosenblatt, Boston; Benn H. Rosenwald, Charlotte; Bernard J. Ross, Buffalo; David E. Ross, Chicago.

L. Ward Royalty, Oklahoma City; Mac Rubenfeld, Seattle; B. Wallace Rucker, Seattle; Marion M. Ryan, Buffalo; Maurice Saffle, Salt Lake City; Harold Sandelman, Detroit; Harry Schmidt, San Francisco; Sidney Schuster, San Francisco; George Schwartz, Philadelphia; Max Schwartz, Milwaukee; Frank J. Scully, Washington; William A. Scully, New York; William F. Sheehan, Indianapolis; Harry J. Sheeran, Cincinnati; James Shiller, Los Angeles; A. Jack Shumow, Milwaukee.

Harry J. Shumow, Omaha; Samuel Shurman, Milwaukee; Abraham E. Smith, St. John; Jack Sogg, Cleveland; Sam B. Stoll, Des Moines; Bryan D. Stoner, Cleveland; James Thames, Atlanta; Fred C. Thortsen, Omaha: Voight B. Trent, Omaha: George W. Turner, Minneapolis; E. Van Pelt, Los Angeles; Eugene Vogel, Cleveland; Herbert A. Wagner, Indianapolis; Jack Walsh, Pittsburgh; Joseph T. Warren, Portland; Irving Waterstreet, St. Louis; J. E. Watson, Cincinnati; Louis J. Weber, Memphis; Charles J. Weigel, Cincinnati.

Alexander W. Weissman, Buffalo: Leroy Whitington, Dallas; Truly B. Wildman, Kansas City: William Williams, Albany: Jay F. Willingham, Memphis: Wade W. Willman, Indianapolis: Wade H. Windsor, Cincinnati: Langdon C. Wingham, Seattle: Maurice N. Wolf, Boston: Harris P Wolfberg, Kansas City; Henry Wolner, Boston: Harry O. Worden, Boston; William H. Workman, Minneapolis; E. M. Woronov, New Haven: Fred S. Zekman, Denver: William B. Zoellner, Oklahoma City.

Sherman Picks Six On Para. Schedule

HOLLYWOOD, April 27.—Harry Sherman, independent producer for Paramount, has set the titles for his six pictures to be produced next season. These will be included in the Paramount announcement at the annual sales convention here June 10-13.

The titles are: "The Deputy Sheriff," "Man from Bar 20," "Tex," "Black Buttes," "Me and Shorty" and "Buck Peters, Ranchman."

Rites for Lucy Beaumont

Funeral services were held yesterday for Lucy Beaumont, actress, who has appeared in a number of M-G-M films, at the Little Church Around the Corner. Among those attending were Norma Shearer's mother and Florence Browning.

Schlesinger on Coast

HOLLYWOOD, April 27.—M. A. Schlesinger of the I. V. T. A. and the South African Film Trust is here from New York.

Momand Suit to Be Argued in Boston

(*Continued from page* 1)

Okla., is to be tried in U. S. District Court here. The court has decided in favor of Attorney George S. Ryan's argument that the court should accept jurisdiction in spite of the defendants' contention that it would be more convenient for all concerned to try the case in Oklahoma.

In ruling on the matter the court said: "The plaintiff has the undoubted right under the statute to invoke the jurisdiction of this court and this court is bound to take the case and proceed to judgment. The fact that it may be more convenient for the parties and avoid protracted litigation in this court if this case is tried in Oklahoma are circumstances which do not make the jurisdiction of this court dependent upon the exercise of a discretion."

A hearing on the defendants' request that the Massachusetts court decline to hear the case was held six weeks ago. The ruling of the court is regarded as a precedent.

Columbia Wins a Point

Columbia Pictures Corp. won a point in its defense against a $50,000 suit brought against the company by Jack Redmond, the golfer, yesterday, when Justice Julius Miller in N. Y. Supreme Court directed Redmond to submit a bill of particulars explaining several points in his complaint. The golfer asserts that in its picture "Golfing Rhythm" Columbia showed scenes of the plaintiff making trick shots and that these scenes were shown without the plaintiff's authorization. The scenes in question, it is alleged, were made several years ago for Fox Movietone News. Among the things Columbia would learn from Redmond is whether he had a written contract to make the disputed scenes for Fox.

Win "Zombies" Appeal

ALBANY, April 27.—The Court of Appeals today granted the motion of Producers' Laboratories, Inc., and Ameranglo Corp. for leave to appeal to that court in connection with the judgment which American Securities Corp. obtained against Academy Pictures, Producers' Laboratories and Ameranglo. The contention was that the defendant's film, "Revolt of the Zombies," conflicted with the plaintiff's "White Zombie." The Appellate Division had sustained the judgment.

Court Costs Are Awarded

Federal Court Judge John M. Woolsey awarded a total of $7,635 in court costs and attorney fees to Sidney Kingsley, Norman Bel Geddes and Random House, Inc., named as defendants in a plagiarism action instituted by Edna Buckler. Judge Woolsey dismissed the suit in which Miss Buckler alleged that Kingsley's play, "Dead End," was pirated from her play, "Money."

Dismisses London Suit

LONDON, April 27.—Justice Crossman today dismissed the action of Madame Poznanski against London Films, after a hearing lasting 13 days. She had claimed the film "Catherine the Great" was a plagiarism on a play, "La Petite Catherine," written by her late husband. The judge saw the film three times.

Monogram Gets Cooper

HOLLYWOOD, April 27.—Jackie Cooper has been signed by Monogram for the lead in "Boy of the Streets."

And . . . .

TECHNICOLOR STARS are rising before the motion picture industry.

TECHNICOLOR
Motion Picture Corporation
HERBERT T. KALMUS, President

"Maytime" Is Seattle Lead In 4th Week

SEATTLE, April 27.—In a week of cold rain that hit practically all first runs "Maytime" stood up to $4,150 in its fourth stanza at the Music Box. This was $150 over a first week average and the picture was moved to the Liberty for a fifth downtown week.

"Waikiki Wedding" took $3,750 in its third week at the Blue Mouse and a combination of "History Is Made at Night" and "Let's Get Married" held up to $4,300 in the fourth week at the Liberty.

Total first run business was $34,450. Average is $36,500.

Estimated takings for the week ending April 23:

"WAIKIKI WEDDING" (Para.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Paramount. **Gross:** $3,750. (Average, $4,000)

"TOP OF THE TOWN" (Univ.)
"A FAMILY AFFAIR" (M-G-M)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $6,850. (Average, $7,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"LET'S GET MARRIED" (Col.)
LIBERTY—(1,800), 15c-25c-40c-55c, 7 days, 4th week. **Gross:** $4,300. (Average, $5,000)

"MAYTIME" (M-G-M)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 4th week, extended run from Fifth Avenue. **Gross:** $4,150. (Average, $4,000)

"KING AND THE CHORUS GIRL" (W.B.)
"CRIMINAL LAWYER" (RKO)
ORPHEUM—(2,450), 30c-40c-55c, 7 days, 2nd week. **Gross:** $5,600. (Average, $6,000)

"CAPTAIN CALAMITY" (G.N.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville headed by Joe Frisco. **Gross:** $4,400. (Average, $4,500)

"FIFTY ROADS TO TOWN" (20th-Fox)
"INTERNES CAN'T TAKE MONEY" (Para.)
PARAMOUNT — (3,050), 30c-40c-55c, 7 days. **Gross:** $5,400. (Average, $6,000)

"Romeo" Is $8,300 Portland Grosser

PORTLAND, April 27.—"Romeo and Juliet" got off to a good start at the United Artists with a gross of $8,300, which was over the usual house take by $3,300.

In a second week at Broadway "Top of the Town," with "Her Husband's Secretary," brought in $6,900, over par by $1,900. "Maytime" was moved to the Mayfair for a fifth downtown week, the gross of $5,000, bettering par by $2,000.

Total first run business was $37,000. Average is $24,700.

Estimated takings for the week ending April 24:

"TOP OF THE TOWN" (Univ.)
"HER HUSBAND'S SECRETARY" (F.N.)
BROADWAY—(1,912), 30c-35c-40c, 7 days, 2nd week. **Gross:** $6,900. (Average, $5,000)

"LOVE IS NEWS" (20th-Fox)
"MURDER GOES TO COLLEGE" (Para.)
BLUE MOUSE—(1,700), 30c-35c-40c, 7 days. **Gross:** $2,000. (Average, $1,700)

"MAYTIME" (M-G-M)
MAYFAIR—(1,700), 30c-35c-40c, 7 days, 5th downtown week. **Gross:** $5,000. (Average, $3,000)

"QUALITY STREET" (RKO)
"NANCY STEELE IS MISSING" (20th-Fox)
ORPHEUM—(1,700), 30c-35c-40c, 7 days. **Gross:** $6,500. (Average, $5,000)

"WAKIKI WEDDING" (Para.)
"TIME OUT FOR ROMANCE" (20th-Fox)
PARAMOUNT — (3,008), 30c-35c-40c, 7 days, 2nd week. **Gross:** $8,300. (Average, $5,000)

"ROMEO AND JULIET" (M-G-M)
UNITED ARTISTS—(945), 30c-35c-40c, 7 days. **Gross:** $8,300. (Average, $5,000)

Out Hollywood Way

HOLLYWOOD, April 27. — GRETA GARBO, MAE WEST, JOE E. BROWN, VICTOR MCLAGLEN, LORETTA YOUNG, GRACE MOORE, IRENE DUNNE, W. C. FIELDS and CHARLIE CHAPLIN guests of RICHARD DIX and FAY WRAY at a Spanish barbecue on the Columbia ranch. . . . FRED ASTAIRE and GINGER ROGERS danced.

FRANK MANDELL to be associate producer on "Radio Jamboree," Warners. . . . KING VIDOR back on SAMUEL GOLDWYN lot after two-day illness which stopped production on "Stella Dallas." . . . Columbia has six in work and three about to start.

BARRY FITZGERALD, former member of the Abbey Players, signed by Paramount for "Ebb Tide." . . . RAOUL WALSH ships his fastest horse, Sunset Trail II, to Louisville for the Kentucky Derby. . . . TED PECKHAM, technical aide on "Gentlemen for Hire," Paramount, resigns. . . .

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Casting—HENRY HUNTER, HENRY BRANDON and FRANK REICHER in "West Bound Limited," Universal. . . . BYRON FOULGER, former assistant director at the Community Playhouse, in "The Prisoner of Zenda," Selznick International. . . . FRANK LLOYD in "Armored Car," Universal. . . . REGIS TOOMEY, MARGARET LINDSAY, CRAIG REYNOLDS, GEORGE E. STONE, DICK PURCELL, EDDIE ACUFF, JOHN LITEL, BERNICE PLIOT in "Angle Shooter," Warners. . . . ALLEN JENKINS borrowed from SAMUEL GOLDWYN by Warners for "Dead End."

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CHARLES STARRETT and BARBARA WEEKS leads in "Texas Cyclone," Columbia. . . . RALPH BELLAMY, BETTY FURNESS and BOB ARMSTRONG in "With Kind Regards," also Columbia.

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Writers—W. P. LIPSCOMB on screenplay for "Beau Geste," Paramount. . . . PRESTON STURGES assigned to screenplay of "The Buccaneer."

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Story Buys—"She Married for Money," THAMES WILLIAMSON, and "A Love Like That," DAVID GARTH, both by RKO.

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Title Changes—GEORGE O'BRIEN'S "Looking for Trouble," now "Hollywood Cowboy," RKO-Hirliman.

"Soldier" Is $25,500 Wow In Pittsburgh

PITTSBURGH, April 27. — "The Soldier and the Lady" at the Stanley gave that house $25,500, the biggest single week it has had since Jack Benny played here more than a year ago. The take was $7,500 better than average.

Elsewhere, too, business was something to cheer about. At the Penn, "Waikiki Wedding" came through with a great $17,500 and might have been sent to the Warner had not "Maytime," in its second downtown week, turned in a spectacular $10,500, over par by $5,500, to earn a third week there. "Top of the Town" at the Alvin took $7,000.

Total first run business was $66,500. Average is $44,000.

Estimated takings for the week ending April 22:

"TOP OF THE TOWN" (Univ.)
ALVIN—(2,000), 25c-40c, 7 days. **Gross:** $7,000. (Average, $5,500)

"LOVE IS NEWS" (20th-Fox)
FULTON—(1,750), 25c-40c, 4 days, 3rd week. **Gross:** $3,000. (Average, 7 days, $4,500)

"WAIKIKI WEDDING" (Para.)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $17,500. (Average, $11,000)

"SOLDIER AND THE LADY" (RKO)
STANLEY — (3,600), 25c-60c, 7 days. Stage: Ted Lewis and his band. **Gross:** $25,500. (Average, $18,000)

"MAYTIME" (M-G-M)
WARNER—(2,000), 25c-50c, 7 days, 2nd week. **Gross:** $10,500. (Average, $5,000)

Robin Opens Own Office

J. E. Robin, formerly executive secretary of the Independent Theatre Supply Dealers' Ass'n, has opened a New York office and will act as consulting intermediary between manufacturer and theatre supply dealer.

"Love Young," Band $13,200 High in K. C.

KANSAS CITY, April 27.—"When Love Is Young" and Borrah Minevitch's Harmonica Rascals gave the Tower $13,200 for one of the biggest weeks in its history, $6,200 better than average.

In spite of fine weather, other first runs were off, partly due to outside competition, which included baseball.

"Quality Street" and "Her Husband Lies" were good for $7,100 at the Mainstreet, $900 under the line. "Maytime" took a good $9,000 in its second week at the Midland where $11,500 is par.

Total first run business was $38,100. Average is $37,900.

Estimated takings:

Week Ending April 22:

"QUALITY STREET" (RKO)
"HER HUSBAND LIES" (Para.)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $7,100. (Average, $8,000)

"MAYTIME" (M-G-M)
MIDLAND—(4,000), 25c-40c, 7 days, 2nd week. **Gross:** $9,000. (Average, $11,500)

"THE SOLDIER & THE LADY" (RKO)
"WANTED, JANE TURNER" (RKO)
NEWMAN—(1,900), 25c-40c, 7 days. **Gross:** $5,000. (Average, $7,000)

"WHEN LOVE IS YOUNG" (Univ.)
TOWER—(2,200), 25c-40c, 7 days. Stage: Borrah Minevitch's Harmonica Rascals; Lewis & Ames; Texas Tommy & His Wonder Pony, and Winston & LoLette. **Gross:** $13,200. (Average, $7,000)

"WAIKIKI WEDDING" (Para.)
UPTOWN—(2,000), 25c-40c, 8 days, 3rd Kansas City week. **Gross:** $3,800. (Average, 8 days, $4,400)

Fund Show Net $1,000

SEATTLE, April 27.—The Northwest Film Club's charity fund was swelled by nearly $1,000 by the second annual Midnight Jamboree staged last week at Hamrick's Music Hall. All service and talent was contributed.

"Woman" and Show $23,000 Detroit Lead

DETROIT, April 27. — "The Woman I Love," with a stage show, turned in the best showing of the week with a take of $23,000 at the Michigan. This topped normal by $3,000.

"Top of the Town," with the "Paradise Club Revue" on the stage, reached $22,500 at the Fox. "I Promise to Pay" and "Woman in Distress" on a dual at the Adams were weak at $3,900. "Personal Property" was not outstanding at $10,500 in the United Artists.

Total first run business was $79,800. Average was $77,500.

Estimated takings for the week ending April 22:

"I PROMISE TO PAY" (Col.)
"WOMAN IN DISTRESS" (Col.)
ADAMS—(1,770), 10c-40c, 7 days. **Gross:** $3,900. (Average, $5,000)

"TOP OF THE TOWN" (Univ.)
FOX—(5,100), 15c-75c, 7 days. Stage: "Paradise Club Revue." **Gross:** $22,500. (Average, $20,000)

"THE WOMAN I LOVE" (RKO)
MICHIGAN — (4,100), 15c-75c, 7 days. Stage show. **Gross:** $23,000. (Average, $20,000)

"MARKED WOMAN" (W.B.)
"DANGEROUS NUMBER" (M-G-M)
STATE—(3,000), 10c-40c, 7 days. **Gross:** $4,200. (Average, $5,000)

"PERSONAL PROPERTY" (M-G-M)
UNITED ARTISTS—(2,070), 15c-65c, 7 days. **Gross:** $10,500. (Average, $10,000)

"MAYTIME" (M-G-M)
MADISON—(2,000), 15c-65c, 7 days, 3rd downtown week. **Gross:** $7,500. (Average, $10,000)

"ECSTASY" (Eureka)
DOWNTOWN—(2,950), 40c-65c, 7 days. **Gross:** $8,200. (Average, $7,500)

"Top Town," Show Providence Leads

PROVIDENCE, April 27.—"Top of the Town" at the Majestic took top money for the week. catching $9,800 which was $2,800 over the usual take.

Fay's, with "Romance and Riches" and a revue, was the only other house downtown to reach par, garnering $7,100, just over by $100.

Total first run business was $37,100. Average is $39,500.

Estimated takings for the week ending April 22:

"THE GIRL FROM SCOTLAND YARD" (Para.)
"BORDERLAND" (Para.)
STRAND—(2,300), 15c-40c, 7 days. **Gross:** $4,800. (Average, $6,500)

"TOP OF THE TOWN" (Univ.)
MAJESTIC—(2,400), 15c-40c, 7 days. **Gross:** $9,800. (Average, $7,000)

"ROMANCE AND RICHES" (G. N.)
FAYS—(1,600), 15c-40c, 7 days. Stage: "Star Dust Revue." **Gross:** $7,100. (Average, $7,000)

"LOVE FROM A STRANGER" (U. A.)
"SONG OF THE CITY" (M-G-M)
LOEW'S STATE—(3,400), 15c-40c, 7 days. **Gross:** $9,000. (Average, $12,000)

"WHEN LOVE IS YOUNG" (RKO)
"PARK AVENUE LOGGER" (RKO)
RKO ALBEE—(2,300), 15c-40c, 7 days. **Gross:** $6,400. (Average, $7,000)

Miss Oberon Resting

LONDON, April 12.—Merle Oberon has left the nursing home in which she has been since her car accident three weeks ago. She goes to the coast for convalescence before returning to Denham for the assignment to replace her part in the abandoned "I, Claudius."

Anna Neagle

You'll see her...you'll love her...you'll nominate her the screen's loveliest. She dances; she sings; she romances; she wins her way into your heart. Watch for the glorious, glamorous ANNA NEAGLE in Herbert Wilcox's "Backstage" and other forthcoming releases from GB

SILENT

BREAKS THROUGH WITH

Ranks with the best made anywhere. A kind of a story in which picturegoers revel.—Variety

It will surely go on record as one of the really big pictures. —Motion Picture Daily

There is plenty of action. —Showmen's Trade Review

This is an all around production. Gripping, exciting, powerful and making a direct box office appeal. —Hollywood Reporter

"Silent Barriers" a smashing hit. As fine a dramatic offering as one could ask for. Exciting, packed with action and thrilling sequences. —Film Curb

This is a violent, outdoor, unashamedly heroic "frontier melodrama". It has plenty of action. —Exhibitor

Replete with thrills, excitement and robustious action of a type that should bring customers to box offices in droves. —Box Office

An epical film comparable to some of our best pioneer pictures. —News

I recommend "Silent Barriers" to those who like punch, excitement and thrills in their entertainment. The film has plenty of each.—World-Tel.

Epic film about the New World . . . the able filming of the magnificent Rockies and a forest fire are the highlights of the picture.—N. Y. Times

A thoroughly entertaining out-door drama. You'll find it fun. —Evening Journal

A drama of the building of a country . . . elaborately melodramatic . . . magnificent scenery . . . the breath-taking beauty of the Canadian mountains. —Sun

"SILENT BARRIERS" is a great saga.—American

The film is rousing . . . it has size, grandeur, riots and commotion. A good picture, "Silent Barriers" demonstrates that reality can be as exciting as dreams. —Mirror

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Lilli Palmer • Antoinette Cellier • Barry Mackay
•
From the Story by
ALAN SULLIVAN
Directed by
MILTON ROSMER

AND THE PUBLIC!

"Marked" 2d Week Frisco Top, $7,000

SAN FRANCISCO, April 27. — "Marked Woman," in its second week, on a dual with "Family Affair" at the St. Francis, turned in the best showing of the week, $7,000, which was over normal by $1,000.

There were three holdovers, exclusive of "Lost Horizon" which took $9,200 in its seventh week at the Geary at $1.65 top. "Seventh Heaven" and "Step Lively, Jeeves" at the Paramount were in their second week. They gross $8,500. "History Is Made at Night" held up to $3,200 in four days of its fourth week.

Prices go up in all houses this week.

Total first run business was $80,700. Average is $93,500.

Estimated takings:

Week Ending April 20:

"VANISHING GANGSTERS" (Atlantic)
"GIRLS FOR SALE" (Atlantic)
EMBASSY — (1,400), 10c-25c-35c-40c, 7 days. **Gross:** $3,500. (Average, $4,000)

"LOST HORIZON" (Col.)
(Roadshow)
GEARY—(1,400), 55c-83c-$1.10-$1.65, 7 days, 7th week. **Gross:** $9,200. (Average, $10,000)

"OUTCASTS OF POKER FLAT" (RKO)
"MARCH OF TIME" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: vaudeville. **Gross:** $17,200. (Average, $16,000)

Week Ending April 21:

"FIFTY ROADS TO TOWN" (20th-Fox)
"THAT MAN'S HERE AGAIN" (W.B.)
FOX — (5,000), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $15,000. (Average, $16.000)

"WHEN LOVE IS YOUNG" (Univ.)
"RACKETEERS IN EXILE" (Col.)
ORPHEUM — (2,440), 15c-30c-35c-40c, 7 days. **Gross:** $7,300. (Average, $8,500)

"SEVENTH HEAVEN" (20th-Fox)
"STEP LIVELY, JEEVES" (20th-Fox)
PARAMOUNT — (2,740), 15c-30c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $8,500. (Average, $13,000)

"MARKED WOMAN" (W.B.)
"FAMILY AFFAIR" (M-G-M)
ST. FRANCIS—(1,400), 15c-30c-35c-40c, 7 days, 2nd downtown week. **Gross:** $7,000. (Average, $6,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
UNITED ARTISTS—(1,200), 15c-30c-35c-40c-65c, 4 days, 4th week. **Gross:** $3,200. (Average, $6,000)

"ROMEO AND JULIET" (M-G-M)
WARFIELD—(2,680), 15c-30c-35c-40c-55c-75c, 7 days. **Gross:** $9,000. (Average, $13,000)

Week Ending April 23:

"SONG OF CHINA" (McLean)
CLAY—(400), 15c-35c, 7 days. **Gross:** $800. (Average, $1,000)

Has 53rd Anniversary

OMAHA, April 27.—Nick Amos, Sr., salesman for Majestic Pictures, and Mrs. Amos are receiving congratulations upon the celebration of their 53d wedding anniversary.

Amos, who was one of Omaha's first exhibitors, opened the first theatres in Lincoln, Neb., and Topeka and Wichita. He has been connected with the industry as salesman since 1918 after selling his houses. He once owned 16 theatres in three states.

Dropping Boston Shows

BOSTON, April 27.—The RKO Boston will drop vaudeville on April 29, according to Ben Domingo, manager. The house will run double features for the summer, during which time, it will be renovated and a new marquee installed. The change leaves the Metropolitan the only vaudeville theatre among the first runs and de luxe houses.

"Property" Is Philadelphia Top, $16,500

PHILADELPHIA, April 27. — "Personal Property," with $16,500 at the Boyd, led the town.

"Captains Courageous," opened its first roadshow engagement in the country at the Locust with a mild $11,000, but looks promising for a build on the strength of rave notices and word of mouth advertising.

"Love from a Stranger" beat its average at the Aldine with $8,500 and started a second week. "Top of the Town" slipped at the Stanley, coming in under the house average with $13,000.

Total first run business was $101,850. Average, excluding the roadshow houses, is $81,960.

Estimated takings for the week ending April 22:

"LOVE FROM A STRANGER" (U. A.)
ALDINE—(1,300), 40c-55c-65c, 7 days. **Gross:** $8,500. (Average, $8,160)

"SWING HIGH, SWING LOW" (Para.)
(2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. **Gross:** $2,550. (Average, $2,800)

"PERSONAL PROPERTY" (M-G-M)
BOYD—(2,400), 40c-55c, 7 days. **Gross:** $16,500. (Average, $14,000)

"WHEN LOVE IS YOUNG" (Univ.)
EARLE — (2,000), 25c-40c-55c, 7 days. Stage: Jan Garber Band and Unit. **Gross:** $15,000. (Average, $14,000)

"LOST HORIZON" (Col.)
(Roadshow)
ERLANGER—(2,000), 55c-86c-$1.14-$1.71, 7 days, 7th week. **Gross:** $8,000.

"INTERNES CAN'T TAKE MONEY"
(Para.)
FOX—(3,000), 40c-55c-65c, 7 days. Stage: Arnold Johnson band, Dolly Gilbert, Dixie Debs, Three Swing Girls. **Gross:** $15,500. (Average, $14,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
(2nd run)
KARLTON—(1,000), 25c-35c-40c, 7 days. **Gross:** $2,800. (Average, $4,000)

"WAIKIKI WEDDING" (Para.)
(2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. **Gross:** $3,000. (Average, $4,000)

"CAPTAINS COURAGEOUS" (M-G-M)
LOCUST — (1,300), 55c-86c-$1.14-$1.71, 7 days. **Gross:** $11,000.

"TOP OF THE TOWN" (Univ.)
STANLEY—(3,700), 40c-55c, 7 days. **Gross:** $13,000. (Average, $14,000)

"I PROMISE TO PAY" (Col.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $6,000. (Average, $7,000)

"Waikiki" $8,800 Hit in New Haven

NEW HAVEN, April 27.—"Waikiki Wedding," on a dual with "Her Husband Lies," stole the show last week, with $8,800, up $4,000 from par. The bill was held.

"Wake Up and Live" and "I Promise to Pay" grossed $7,800 at Loew's-Poli, over the line by $800.

Total first run business was $22,900. Average is $19,300.

Estimated takings for the week ending April 22:

"MANHATTAN MELODRAMA"
(M-G-M)
"OFF TO THE RACES" (20th-Fox)
COLLEGE — (1,499), 25c-35c, 7 days. **Gross:** $2,300. (Average, $2,800)

"WAKE UP AND LIVE" (20th-Fox)
"I PROMISE TO PAY" (RKO)
LOEW'S-POLI—(3,040), 35c-50c, 7 days. **Gross:** $7,800. (Average, $7,000)

"WAIKIKI WEDDING" (Para.)
"HER HUSBAND LIES" (Para.)
PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $8,800. (Average, $4,800)

"QUALITY STREET" (RKO)
"WHEN'S YOUR BIRTHDAY" (RKO)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $4,000. (Average, $4,700)

Keeps His Word

Harlan, Ia., April 27.—Last September Manager Carl Ernst of the Harlan promised local high students if they wouldn't "rush" his house following football and basketball games during the year they wouldn't regret it.

Ernst kept his word with a free matinee for all students as concluding event for their annual "rag day" activities.

"Overboard," Show $7,500, Milwaukee

MILWAUKEE, April 27.—"Girl Overboard" with "Hollywood Follies of 1937" starring Leon Errol on the stage, were the week's best bet with a $7,500 gross at the Riverside, just $2,500 above average.

"Personal Property" and "Midnight Taxi" topped par by $500 at Fox's Wisconsin with an $8,500 take, while "Top of the Town" and "The Man Who Found Himself" did $5,300 at the Warner, $300 to the good.

Total first run business was $28,300. Average is $24,500.

Estimated takings:

Week Ending April 22:

"INTERNES CAN'T TAKE MONEY"
(Para.)
"TIME OUT FOR ROMANCE" (20th-Fox)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

"GIRL OVERBOARD" (Univ.)
RIVERSIDE—(2,300), 25c-30c-40c, 7 days. Stage: "Hollywood Follies of 1937" with Leon Errol. **Gross:** $7,500. (Average, $5,000)

"WAIKIKI WEDDING" (Para.)
"CRIME NOBODY SAW" (Para.)
STRAND—(1,400), 35c-50c, 7 days, 3rd week of continued runs. **Gross:** $2,000. (Average, $3,500)

"TOP OF THE TOWN" (Univ.)
"THE MAN WHO FOUND HIMSELF"
(RKO)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,300. (Average, $5,000)

"PERSONAL PROPERTY" (M-G-M)
"MIDNIGHT TAXI" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000)

"Property" on Dual Indianapolis Lead

INDIANAPOLIS, April 27. — "Personal Property," on a dual with "Racketeers in Exile," took $9,000 at Loew's, $2,000 over the line.

"Call It a Day" on the screen and Dave Apollon's "Star Parade" on the stage at the Lyric did $500 over normal with $8,500.

"Lost Horizon," at the Indiana, drew $4,500. The week produced some of the year's warmest weather thus far.

Total first run business was $29,800. Average is $28,500.

Estimated takings for the week ending April 23:

"TOP OF THE TOWN" (Univ.)
APOLLO—(1,100), 25c-40c, 7 days. **Gross:** $3,300. (Average, $4.000)

"QUALITY STREET" (RKO)
"WHEN'S YOUR BIRTHDAY?" (RKO)
CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $4,500. (Average, $4.500)

"LOST HORIZON" (Col.)
INDIANA—(3,200), 55c-$1.50, 7 days. **Gross:** $4,500. (Average. $5.000)

"PERSONAL PROPERTY" (M-G-M)
"RACKETEERS IN EXILE" (Col.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $9,000. (Average, $7,000)

"CALL IT A DAY" (W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Dave Apollon's "Star Parade." **Gross:** $8,500. (Average, $8,000)

"History" Up In Boston on $19,000 Take

BOSTON, April 27. — "History Is Made at Night," with "Love Is Young," clicked at the RKO Memorial to the tune of $19,000. Average is $12,000.

Two days of heavy rain failed to hurt grosses of "Personal Property" dualed with "Devil's Playground" at the Loew's Orpheum. The gross was $17,000, above par by $5,000. The same program at Loew's State grossed $15,800, $4,800 over the line.

"Lost Horizon" opening at the Shubert at $1.65 top, took a big $14,000.

"Internes Can't Take Money" and Roger Prior and his orchestra on the stage drew $1,500 above average at the Metropolitan with a gross of $23,500. "The King and the Chorus Girl," dualed with "Her Husband Lies" at the Paramount grossed $10,000. The same program pulled $6,800 at the Fenway.

Total first run business was: $110,100. Average is $89,500.

Estimated takings for the week ending April 22:

"KING AND THE CHORUS GIRL"
(W. B.)
"HER HUSBAND LIES" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $6,800. (Average, $4,500)

"HISTORY IS MADE AT NIGHT"
(U. A.)
"LOVE IS YOUNG" (Univ.)
RKO MEMORIAL—(2,907), 25c-55c-65c, 7 days. **Gross:** $19,000. (Average, $12,000)

"PERSONAL PROPERTY" (M-G-M)
"DEVIL'S PLAYGROUND" (Col.)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. **Gross:** $17,000. (Average, $12,000)

"PERSONAL PROPERTY" (M-G-M)
"DEVIL'S PLAYGROUND" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. **Gross:** $15,800. (Average, $11,000)

"INTERNES CAN'T TAKE MONEY"
(Para.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Roger Pryor and orchestra. **Gross:** $23,500. (Average, $22,000)

"LOST HORIZON" (Col.)
SHUBERT—(1,590), 55c-85c-$1.10-$1.65, 7 days. **Gross:** $14,000.

"KING AND THE CHORUS GIRL"
(W. B.)
"HER HUSBAND LIES" (Para.)
PARAMOUNT—(1,793), 35c-50c, 7 days. **Gross:** $10,000. (Average, $7,000)

"MAKE WAY FOR A LADY" (RKO.)
RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: "Slums of Paris." **Gross:** $18,000. (Average, $21,000)

Establish Color "Lab"

HOLLYWOOD, April 27. — Keller-Dorain technicians have established a local laboratory near the Grand National Studios to facilitate tests for "Grand Canyon."

The daily rushes will be developed and printed in the new laboratory and will be taken by plane back to the Grand Canyon where tests are being made under the supervision of Albert N. Chappereau, head of the color company.

Theatre Rush Hits Town

BOSTON, April 27.—Three concerns are seeking to build theatres in Randolph. M. Perlstein, Brockton exhibitor, has applied for a permit to erect a $75,000 house on the Asa P. French estate. Ed Markell of Boston is seeking to put up a $75,000 theatre on the Bossi property. E. L. McAuliffe of Randolph is negotiating for a permit to remodel his store block on North Main St. at an estimated expense of $60,000, to accommodate a theatre.

May marks a double

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Radio Personals

HERSCHEL WILLIAMS, director of radio for Benton and Bowles, left for Hollywood yesterday. He will remain at the coast for several weeks. During his absence Don Cope will assume production duties on the Maxwell House "Showboat" . . . "Parents Club Meeting of the Air" is the title of a new Mutual program which begins May 4 from 12 noon to 12:15 P. M., E.D.S.T. and weekly thereafter . . . Nadine Connor and Walter O'Keefe return to "Showboat" as guests a week from tomorrow . . . Joe Cook's sponsors are looking for a change in program time for the summer months. They want an earlier hour . . .

✦

Kate Smith will celebrate her birthday May 1. This week marks the beginning of her seventh year in radio. . . . Joe E. Brown and Lauritz Melchior will head Joe Cook's list of guest stars Saturday. . . . Zeke Manners and gang have moved to a new daily morning spot on WNEW. They are now broadcasting from 7 to 7:30 A.M. . . . Ray Sinatra will have Jean Ellington as his guest on the "All-Star Cycle" program tomorrow. . . . Tim and Irene may shift their broadcasts to Chicago next month. They have three weeks of personal appearances scheduled there. . . . Ilka Chase, Earle Larrimore and Margalo Gillmore will guest appear on the "Bandwagon" May 6. . . .

WOR Charges Are Denied

The WOR Fur Corp. filed a general denial in Federal Court yesterday to the injunction suit brought against them by the Bamberger Broadcasting Co. and L. Bamberger & Co. The plaintiffs allege that the fur corporation infringed on their trade mark, WOR, and was guilty of unfair competition. They ask for a permanent injunction and an accounting of the profits.

Shift "Hope Alden's Romance"

"Hope Alden's Romance," air serial penned by Margaret Sangster and heard on WOR, has shifted to a new time, Mondays through Fridays from 11:15 to 11:30 A.M., E.D.S.T. The series had been heard three times weekly at 4 P.M. Purity Bakeries Service, Inc., sponsors.

To Write Radio Opera

Gian-Carlo Menetti, whose opera "Bouffe Amelia al Balle" was produced in New York recently, has been commissioned by NBC to write an original opera for radio. Lenox R. Lohr, NBC president, issued the commission. The opera will be an hour in length.

Hillpot to NBC

William Hillpot, formerly of Lord and Thomas' production staff, has joined the sales staff of NBC's artists bureau. He will assume his new duties May 15.

Radio Events on New Series

Radio Events, Inc., is now completing a new series titled "Moment in Romance." The script features Georgia Backus and Karl Swenson.

NBC Will Salute WOWO and WGL

To herald its annexation of WOWO and WGL, both located in Fort Wayne, NBC will broadcast a salute program from 10 to 11 P. M., E.D.S.T. on the Blue network, May 1, with pickups from New York, Boston, Pittsburgh, Chicago and Fort Wayne.

From the latter point Gov. M. Clifford Townsend, Mayor Harry W. Baals of Fort Wayne, and W. G. Marshall, vice-president of the Westinghouse Co., owners of the stations, will be heard in short addresses.

May 1 also marks the formal opening of the new studios of WOWO and WGL.

Favors WMEX Power Increase

BOSTON, April 27.—Examiner John P. Bramhall has recommended to the F. C. C. that it grant the application of WMEX for 5,000 watts on 1,470 kilocycles in lieu of its present 100 watts nights and 250 watts days on 1,500 kilocycles. The proposed elevation was granted conditionally without a hearing July 22. Protests of WNAC, WAAB and WCOP locally and WLAC of Nashville caused the suspension of the grant and the inauguration of a hearing. Bramhall now reports that the protests "have not been sustained by evidence and therefore should be dismissed."

Hornaday to Join Agency

EAST ST. LOUIS, April 27.—Waller Hornaday, writer and announcer for WTMV, has resigned, effective May 1, to take a copy job with Ruthrauff and Ryan, St. Louis. He will be succeeded by Irving Paznan, formerly with *Sporting News*, national baseball paper.

Plan Toy Program

A year round program for a cooperative group of the nation's leading toy manufacturers will make its bow on the networks before long, according to a well founded report. The program will feature circus characters and other characters dear to children, and interviews of the craftsmen who create and build toys. Toys appropriate to each of the four seasons will be stressed in the commercial readings.

Gardner to Continue on WIP

PHILADELPHIA, April 27.—Gardner Mfg. Co., Philadelphia, makers of Veet, in planning a national spot campaign, will continue its test series over WIP. In addition to the current contract with WFIL, starting May 11, for six weeks, Gardner adds four spot announcements weekly over WIP. The account has not been assigned to an advertising agency.

Donaldson on KMOX Staff

ST. LOUIS, April 27.—Dan Donaldson, former WEW announcer, has joined the KMOX staff. Lloyd C. Smith, recently with WKY, Oklahoma City, is a new addition to KMOX's sales organization.

Rodriguez Art Delegate

LOS ANGELES, April 21.—Jose Rodriguez, broadcast manager of KFI-KECA, has been invited by Gov. Frank C. Merriam to serve as one of four members of the California delegation to the National Exhibition of Art to be held in New York June 15-July 31.

As CBS Celebrated Ground-Breaking

By JACK BANNER

From Sunset Boulevard in the heart of Hollywood, CBS yesterday broadcast the exercises and entertainment attending the breaking of ground for the network's new $2,000,000 studios in the film capital.

The momentous spade-lifting was performed by Donald W. Thornburgh, vice-president in charge of west coast operations for the network. In his statement of intention and policy Thornburgh stated that CBS was putting forth every effort to further west coast radio and to make Hollywood as productive in radio as it has been in pictures. He said that it was business judgment, not sentiment, that made CBS, like so many other industries, turn its eyes to Hollywood.

The speech-making festivities were opened by Hobart Bosworth, stage and screen veteran, who pointed out that the new broadcasting citadel appropriately enough was locating on the site formerly occupied by the old Christie Studios which long years ago served to establish Hollywood as the film center of the country. As a veteran of 28 years in Hollywood, Bosworth said, he was positive that the new CBS studios would similarly help establish Hollywood as America's great broadcasting as well as radio center.

Hailing the dawn of a newer and bigger radio era in Hollywood were Louella Parsons, "Tiny" Ruffner and Bobby Breen.

Said Miss Parsons: "It is only fitting that the world's two greatest mediums of entertainment come from the one city."

Said production man Ruffner, voicing the viewpoint of the advertising agencies: "This will be just another step in the establishment of Hollywood as the radio capital of the world."

Said youthful Bobby Breen: "Ever since I came to Hollywood, I've wanted to see one of those Hollywood murders. I've just seen one—the murder of the old feud between the motion pictures and radio."

On hand to furnish entertainment at the ceremonies were Al Jolson, Parkyakarkus, Jolly Gillette, Victor Moore, Jack Oakie, Shaw & Lee and Virginia Verrill.

The CBS studios, when completed, will include eight studios and offices in a five-story building.

Coast Crowd Sees Ceremony

HOLLYWOOD, April 27. — More than 1,000 people witnessed the groundbreaking ceremonies of CBS here on the site of the former Christie Studios. Candid cameras were much in evidence. Regular press photographers occupied perches atop a giant steam shovel. It is expected that the studios will be completed in February.

FCC Hearing Schedule Is Set for June

By BERTRAM F. LINZ

WASHINGTON, April 27.—The F. C. C. has revealed a tentative schedule of examiners' hearings for June, as follows:

June 4—Applications of WSAY, Rochester, for increase of time and increase of day power to 250 watts, and WGL, Fort Wayne, Ind., for increase of day power to 250 watts.

June 15—Applications for new stations by Robert E. Clements, Huntington Park, Cal., 1,160 kilocycles, 250 watts, day only; Key City Broadcasting Co., Kanakee, Ill., 1,500 Kilocycles, 100 watts; Gerald Travis, La Porte, Ind., 1,500 kilocycles, 100 watts night, 250 watts day, and Northwest Research Foundation, Seattle, 1,530 Kilocycles, 1,000 watts.

June 16—Applications of Ben S. McGlashan, San Diego, for 550-kilocycle, 250-watt day-time station, and WLAC, Nashville, for increase of power to 50,000 watts.

June 18—Applications of Clark Staniford, L. S. Coburn and A. C. Sidner, Fremont, Neb., for 1,370-kilocycle, 100-watt station, and WATQ, Green Bay, Wis., for increase of day power to 5,000 watts, and WRBL, Columbus, Ga., for change of frequency to 1,330 kilocycles and increase of power to 250 watts night, 500 watts day.

June 21—Applications of KTBS, Shreveport, La., for change of frequency to 620 kilocycles; WDNC, Durham, N. C., for change of frequency to 600 kilocycles and increase of power to 1,000 watts; KROC, Rochester, Minn., for increase of day power to 250 watts, and WSJS, Winston-Salem, N. C., for change of frequency to 1,250 kilocycles and increase of power to 1,000 watts.

June 23—Applications of *Athens Times*, Athens, Ga., for 1,210-kilocycle station, 100 watts night, 250 watts day, and KVOD, Denver, for increase of power to 1,000 watts, and contesting applications of Radio Enterprises and Associated Arkansas Newspapers, Hot Springs, Ark., for 1,310-kilocycle, 100-watt daytime station.

Time Change Upsets Winnipeg

WINNIPEG, April 27.—City council's sudden decision to postpone daylight saving time here for at least a month caused a complete muddle in CKY and CJRC program schedules. Radio editors had not received this week's listings by Friday.

Tuesday the council decided the city would go on daylight saving time April 26. Protests made city fathers decide to wait. In the meantime stations were kept in the air by the indecision. Thursday the council decided no daylight saving for at least a month.

CKY is hardest hit, because of CBC network affiliation.

To Televise Procession

LONDON, April 19.—The Coronation procession will be televised by the British Broadcasting Corp. by means of three cameras at Apsley Gate, Hyde Park Corner. One will be installed on the plinth of the gate, giving an overhead shot of the advancing procession. A second, stationed on the pavement north of the gate, will obtain closeups. The third camera will shoot southwards, catching the end of the procession as it crosses Piccadilly towards the Green Park and Constitution Hill.

Podeyn Joins World System

George J. Podeyn, formerly with Fuller, Smith & Ross, and Batten, Barton, Durstine and Osborn, has joined the sales of the World Broadcasting System, New York office.

Radio

Five-Day Week for The Staff of NBC

(*Continued from page* 1)

nouncers and production men have formed a guild, wage and hour concessions for the guild members were obtained from CBS at a meeting yesterday. Four basic demands have been made of CBS by the guild: recognition of the organization as the bargaining agency for CBS announcers and directors; maximum hours of work, minimum salaries and conditions of employment.

The exact terms of the concessions by CBS are not known at the moment. The guild will vote on them later this week. Meanwhile negotiations for further concessions will be carried on by the guild.

KWK Makes St. Louis Tieup

St. Louis, April 27.—The intense rivalry between KMOX and KWK reached a new high the past week when John Conrad, advertising manager and special events director of KWK, which is the local NBC outlet, swung a deal with the *Globe-Democrat,* the town's only morning paper, for a column of space for the daily exploitation of the station's programs.

This action by KWK checkmates the deal made several weeks ago by James D. Shouse, general manager, and Jerry Hoekstra for KMOX with the St. Louis *Star-Times,* an afternoon paper.

KSD here is owned and operated by the Pulitzer Publishing Co. which publishes the *Post-Dispatch,* an afternoon paper. This paper, with the largest circulation in town, devotes two sticks of space for the outstanding programs on KSD and also blackfaces its programs in the regular column that also carries the programs of KMOX, KWK, KFUO, WEW and WIL, the other local radio stations.

WTMV of East St. Louis hasn't been able to break into any of the local newspapers with an announcement of its programs.

Claringbull to Winnipeg

Winnipeg, April 27.—Dick Claringbull of the Canadian Broadcasting Corp's Vancouver staff, will be moved to Winnipeg May 1 as senior producer for all CBC programs originating here. Reports are that Geoffrey Waddington, Toronto musical conductor, will also be moved here in charge of CBC music.

Bill Seymour Joins WKRC

Cincinnati, April 27.—Bill Seymour, brother of Anne Seymour, network star, is the latest addition to the WKRC staff. Seymour, a former writer for *Radio Guide,* is editing news copy and writing continuity for the station.

Lee to Open in Hollywood

Los Angeles, April 27. — The Thomas Lee Artists' Service will establish new headquarters in Hollywood May 1, and will enlarge its scope to include stage and screen talent, as well as radio.

Performers to Read Advertising Lines

A new policy, wherein entertainers, not announcers, will be retained to read the commercials, will be instituted at Benton and Bowles today on the Colgate-Palmolive-Peet "Beauty Box Theatre" and on the Maxwell House "Showboat."

Myrtle Vail, of the "Myrt and Marge" team, will offer the commercial readings on the "Beauty Box Theatre." Gertrude Lawrence will double as guest artist and commercial reader on "Showboat." The regular announcers for the above two programs will merely open and close the programs.

It is expected that this policy will prevail on all Benton and Bowles programs in the future.

WFIL on Four Networks

Philadelphia, April 27.—With the inaugural of Transamerican's new WLW Line program service, WFIL this week added its fourth network affiliation, thereby becoming one of the few stations in America with these facilities. Besides Transamerican, WFIL services Philadelphia with NBC-Blue, Mutual, and in addition, is key station for the regional Quaker State network.

According to Donald Withycomb, general manager, WFIL will schedule the outstanding programs of WLW, WHN and KQV, and in the near future will begin feeding to these stations its own top features. In addition to the scheduled Transamerican commercial shows, WFIL is already carrying WLW's "Crosley Follies" and "Moon River."

Remodel WLW Transmitter

Cincinnati, April 27.—Reconstruction work is being done on the 500,000-watt transmitter of WLW at Mason, O., with a view to improving both standard and short-wave reception.

Changes in modulation are being made to eliminate distortion noted in certain frequencies.

Day Line Series Due May 17

Hudson River Day Line's forthcoming program, Mondays, Wednesdays and Fridays on WEAF, starting May 17, will be a news series, tentatively titled "News Behind the Headlines." The commentator has not been selected as yet. Wendell P. Colton is the agency, and the time is 7:30 to 7:45 P. M., E.D.S.T.

Thayer Ridgway Joins KHJ

Hollywood, April 27. — Thayer Ridgway, formerly with the F.W.C. advertising staff and more recently advertising and promotion manager for the *Daily* and *Evening News* here, has joined KHJ as account executive.

Kill Ohio Radio Tax Bill

Columbus, April 27.—Representative Joseph Duffy's bill to tax broadcasting stations 10 per cent of their advertising revenue for flood relief and old age pensions has been killed by the House Taxation Committee.

Allied Union to Ask Dismissal of Action

Harry Glover, as president of the Allied M. P. Operators' Union, and others named defendants in an action filed by the Gotham Amusement Corp. and the operators of six other independent houses will ask Justice Ferdinand Pecora in N. Y. Supreme Court today either to dismiss the action or order the plaintiffs to file an amended complaint.

In their present complaint, the plaintiffs ask for a judgment declaring that a contract executed between Allied and the I.T.O.A. on Aug. 21, 1933, be permitted to run to its date of termination, June 30, 1943. They also ask that a contract executed on Sept. 25, 1935, in which Gotham agreed with Allied that the Allied-I.T.O.A. contract should bind them be held enforceable. The plaintiffs further ask that a "purported" agreement drawn on Jan. 30 of this year between the I.T.O.A. and Local 306 be held invalid as it allegedly was not ratified by the I.T.O.A. board of directors. The plaintiffs also ask that the defendants be restrained from inducing or permitting Allied or Local 306 from calling any strikes at theatres operated by the plaintiffs. The defendants other than Allied are Local 306 and the I.T.O.A.

Confer with N. H. Union

New Haven, April 27.—Exchange managers will meet a committee of union workers at the Warner exchange today to discuss new wage scales.

Fox Met. Has a Loss Of $38,984 for 1936

(*Continued from page* 1)

Skouras and Randforce the former Fox Metropolitan theatres. Joseph M. Schenck is president of Metropolitan and the company's stock is owned by United Artists Theatre Circuit and RKO.

Theatre rent income for the year amounted to $3,613,805. Theatre rent expense was $2,723,793 and administrative expense was $112,867. Depreciation, amortization, interest and taxes amounted to $816,128. The report shows current assets amounting to $486,628; receivables, not current, of $640,020, and land, leaseholds, buildings and equipment, at cost, $6,780,302. Current liabilities are listed at $232,385; long term debt, $6,901,431, and capital stock and earned surplus, $812,000.

Takes Monogram Branch

Lon T. Fidler has resigned as district manager for Grand National in Denver and Salt Lake City to take over the franchise for Monogram Pictures for both cities. Fidler will remain in Denver as manager and he has named W. W. McKendrick, Grand National manager in Salt Lake City, to manage the office in that city. McKendrick was formerly with Fidler when he was handling independent product, before Grand National started.

Midwest Film Co., in Milwaukee, headed by Charles W. Trampe, has changed its name to Monogram-Midwest Film Co. Monogram offices will be opened in Buffalo this week.

A Minneapolis office also has been opened with Charles Weiner in charge.

No Strike Likely as Casey, Unions Meet

(*Continued from page* 1)

the involved detail of placing petitions before production heads killed possibility of an immediate walkout.

Casey met with D. T. Wayne of the Machinists Union in the morning followed by an afternoon session with Ken Thomson, of the Actors' Guild and Walter Redmond, representing the plasterers. The day's sessions concluded with meetings between Casey and W. B. Cullen and R. W. Cole, representing the painters; with Vernon M. Murdock, of the makeup artists, and Charles W. Elrod for the scenic artists. The latter group presented two demands not made public on behalf of the newly-formed federated studio crafts.

Casey announced that the meetings with Thomson and the federated group will be continued in the latter part of the week following presentation of the demands to the producers. No discussion lasted more than a half an hour. Union officials expressed satisfaction with the temporary recognition.

Casey Reticent

Following the meetings Casey stated. "As these demands are matters concerning crafts and producers, demands will not be made public until after the meetings have progressed further toward completion."

Casey will meet tomorrow with R. H. McDowell, corresponding secretary of the Molders International of North America and with F. S. Dunn, business agent for the boilermakers, Iron Ship Builders, Welders and Helpers of America, Inc., also with Herta Reinach of the Picture Players Ass'n.

Thomson held a secret meeting with Dr. Towne Nylander of the Labor Relations Board late today for the reported purpose of learning whether the Wagner Act permits the Actors' Guild to make an agreement with the industry as a single unit rather than with individual studios. It is said that the Guild would prefer this type of agreement.

Pathe Nets $59,000 For Initial Quarter

(*Continued froom page* 1)

officers to succeed Kolbe and McKinney will be named later.

With about 15 stockholders present, Briggs was reelected president and T. P. Loach, treasurer and secretary. A F. Schwarz was named assistant secretary. With the exception of Robert M. Young, railroad magnate, the entire board of directors was renamed. Young is new on the board, according to Briggs, and joins the slate including Henry J. Guild, Kolbe, McKinney, W. C. Stettinius, Charles A. Stone, Theodore C. Striebert, Charles B. Wiggin, and Briggs.

Cagney Denies WB Deal

Hollywood, April 27.—William Cagney, manager of James Cagney, today denied the reports of a deal with Warners for a renewal of the actor's services.

James Cagney's contract with Grand National expires with the completion of "Dynamite," his next picture, and he has made no other commitments, Grand National officials stated here today. They added the company would confer with Cagney shortly to discuss a two-picture deal for 1937-'38.

◂ Purely Personal ▸

MORRIS EPSTEIN, local exchange manager for Grand National, will accompany **Sol Edwards** to the coast on May 7. **Epstein** will spend a week with his family in San Francisco before attending the company's convention in Los Angeles.

●

Harold Young, who will direct **Walter Wanger's** "52nd St.," and **Danny Dare**, dance director, arrived by plane yesterday to give the night club background along the street a careful study.

●

Barney Balaban, **N. L. Nathanson**, **Sandor Incze**, **Noel Coward**, **Gilbert Miller**, **Kay Kamen** and **Charles Lederer** are sailing today on the *Normandie*.

●

Hugh Walpole's "A Prayer for My Son" has been acquired by Warners as a vehicle for **Kay Francis** and the **Mauch** twins.

●

L. Jack Schlaifer, western division manager for U. A., returned yesterday from a two-week Miami vacation.

●

Bill Sussman, eastern division head for 20th Century-Fox, will return to his desk today after having his tonsils removed.

●

George Weeks, G. B. general sales manager, yesterday held a sales meeting with the New Jersey and New York forces at the Tavern.

●

Collette Lyons, in from the coast, will be tendered a party by **James Barton** at the Hotel Piccadilly on Saturday.

●

Buddy Marcus, librarian at M-G-M, has announced her engagement to **Jesse E. Brand**, a C. P. A.

●

Bill Mansell, Warner Philadelphia branch manager, is in town conferring with **Norman H. Moray**.

●

Loretta Young sails today on the *Queen of Bermuda* for a two-week vacation in Bermuda.

●

Dennis Moore has not left for the coast yet. She is still in the cast of "Hitch Your Wagon."

OVER-NIGHT TO CALIFORNIA

On the All-Year Southern Transcontinental Route. Leave New York 5:10 p.m. on the MERCURY. 3 stops only. No changing planes.

Phone VAnderbilt 3-2580 or your travel agent
Ticket Office—45 Vanderbilt Ave.

SLEEP as you fly in FLAGSHIP Skysleepers

AMERICAN AIRLINES INC.

Looking 'Em Over

"Thank You, Madame"

(American Tobis)

A simple story, entertainingly told, despite a tendency to drag on more than one occasion, this importation from Austria has the voice and presence of Jan Kiepura, European star, as far and away its most outstanding factor. The film was produced by Tobis-Sascha, Austrian branch of Tobis, in Vienna, with the American distribution rights owned by Broadcast Pictures and the physical distribution in the hands of American Tobis.

Kiepura has a splendid voice, and the vehicle affords him plenty of opportunity to use it to advantage. The film's climax and highlight is Kiepura's performance in an opera, which has been effectively presented on the screen. Supporting him are Luli Deste, European star recently brought to this country, whose performance is restrained and capable, and Friedl Czepa, as Kiepura's sweetheart.

Outside of Kiepura's singing, there is comparatively little for the average American audience, unless the dialogue is understood, despite an ample number of English subtitles.

Kiepura, a taxi driver, is in love with the flower girl. Winning a singing contest, he attracts the attention of wealthy Miss Deste, when he is arrested for an automobile accident which she caused. She trains him for society and opera, while the flower girl is left behind in his rise to fame. But following his triumphant debut and a long contract, he realizes his mentor has made him a success only to spite her former husband, an opera star, and he returns to his fiancee.

Carmine Gallone directed from a story by Otto Longhi.

Reviewed without production code seal. Running time, 86 minutes. "G."

"Redes"
("The Wave")

(Garrison Film)

The brilliant photography of Paul Strand, who also wrote the story and directed the film, and the manner in which it is used to express the mood of the production, is the outstanding factor of this Mexican-produced picture, said to be the first of a series scheduled by the Mexican Government.

It tells an essentially simple story, of the struggle for a livelihood waged by the poor fishermen of Vera Cruz on the Gulf of Mexico, and of their eventually successful fight with their employers for decent compensation for their strenuous work. In that latter phase of the story is a significance reflecting the trend in the present Mexican Government. The workers fight against their oppressors, the bosses, and win, although it costs the life of the workers' leader.

With a minimum of native dialogue, and an intelligent use of subtitles, prepared by John Dos Passos and Leo Hurwitz, the picture tells its story photographically. The cast, composed of native fishermen, perform naturally, and thus effectively.

It is an artistically-produced effort, and is adaptable to showing in those intimate theatres where an audience interested in this type of foreign film may be reached. The accompanying musical score is highly effective as well.

Reviewed without production code seal. Running time, 60 minutes. "G."

"Hittin' the Trail"

(Grand National)

The standby ingredients of westerns, plus the usual rambling, wooden story, should make this film acceptable to its proper audience. It has nothing outstanding to recommend it except some fine outdoor photography.

Tex Ritter is lured into an incredulous horse-trading deal by Earl Dwire. Ritter does this out of gratitude to the villainous Dwire, who has saved him from the local sheriff by vindicating his presence in the district. Of course, Dwire works things for his own advantage, but soon Ritter uncovers the dirty work. There follows the regulation excitement-building sequences and after much hard riding and gunplay the piece comes to its routine climax. The villains are apprehended, Ritter is revealed to be a railroad "advance" man and finally the romantic fadeout.

The narrative is spotted with interesting western music. Jerry Bergh is convincing as the feminine interest. The support includes Tommy Bupp, Snub Pollard and Archie Ricks, all of whom contribute satisfactory performances. R. N. Bradbury directed.

Production Code Seal No. 3,195. Running time, 58 minutes. "G."

Para.'s 1936 Net Profit Is $6,012,250

(*Continued from page 1*)

and $141,663 in other foreign countries. The production department inventory amounted to $17,327,619. Total current assets were $32,441,957, with current liabilities of $9,501,547, leaving a net working capital of $22,940,409.

The next fixed assets showed an increase during the year of $3,076,489, from $61,458,756 to $64,535,245. The additions include the acquisition in fee of the Alabama Theatre property in Birmingham, as required under the company's reorganization plan, "and various other properties acquired mainly to round out existing units; also expenditures for restoring and improving existing properties and equipment," the report states.

On Jan. 2 the company held in its treasury $2,376,000 par value of its six per cent debentures, acquired during the year for sinking fund purposes. As of April 1, last, 96,447 shares of six per cent first preferred stock and 42,230 shares of six per cent second preferred had been converted into 713,136 common shares, a total reduction of over $10,000,000 par value of senior shares, the report notes.

During the year additional claims of $530,453 were allowed in the Paramount reorganization proceedings, involving the issuance of $265,226 par value of first preferred stock and $265,226 par value sinking fund debentures. "The general reserve is considered ample for claims still pending and for other adjustments affecting the period prior to Jan. 1, 1935," the report states.

Approximately 100 corporations have been eliminated in the company's policy of simplifying its corporate structure.

Wall Street

Light Upward Board Trend

	High	Low	Close	Net Change
Columbia	32⅛	32	32⅛	+ ⅛
Columbia, pfd.	42	41½	41½	—1¾
Consolidated	3¾	3½	3¾	.....
Consolidated, pfd.	14	14	14	.....
Eastman	155	155	155	.....
Eastman, pfd.	153	153	153	—1½
Gen. T. Equip.	25⅜	24¾	25⅜	— ⅝
Loew's, Inc.	78½	76¾	78	+1½
Paramount	22⅜	22	22⅛	+ ¼
Paramount 1 pfd.	156	155¾	156	+3
Pathe Film	7¾	7⅝	7¾	.....
RKO	9	8⅝	8¾	+ ⅛
20th Century-Fox.	38⅜	37	38⅜	+1⅜
20th Century, pfd.	46½	46½	46½	.....
Warner Bros.	13⅝	13	13⅝	+ ⅜
Warner Bros., pfd.	59	59	59	—2

Technicolor Curb Gains

	High	Low	Close	Net Change
Grand National	2½	2½	2½	.....
Sentry Safety	⅝	⅝	⅝	.....
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	22¾	21¼	22	+ ½
Trans-Lux	4⅝	4¼	4¼	.....

Curb Off

	High	Low	Close	Net Change
Keith B. F. 6s '46	98	98	98	— ½
Loew's 3½s '46	97⅞	97⅞	97⅞	— ⅛
Paramount B'way 3s '55	73	73	73	.....
Paramount Pict. 6s '55	100¼	100¼	100¼	.....
RKO 6s '41 pp.	116½	116	116	—1
Warner Bros. 6s '39 wd	95½	95	95	— ¼

(Quotations at close of April 27)

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 100 NEW YORK, THURSDAY, APRIL 29, 1937 TEN CENTS

Finance Cost Is Handicap, States Korda

Also Sees Financing in England Inadequate

By BRUCE ALLAN

LONDON, April 19.—Alexander Korda of London Film Prod., in an interview printed in the *Financial News* today, cited insufficient and over-costly finance and distribution costs as the main handicaps of British film production.

Saying that he welcomes the Moyne report on the Films Act in its main aspects, and especially praising the proposal for Government aid through a films commission, Korda said such a body would be valuable in promoting sound finance.

"There may be many millions of pounds invested in the industry of this country," he said, "but there is very little money really put into the production of films. The money put in is very often only for short-term credit. It is obvious that no industry can be built on this basis."

Korda asserted that greater cooperation between producers is another

(*Continued on page* 11)

Mussolini Opens New Studio Outside Rome

ROME, April 28.—Premier Benito Mussolini of Italy today formally inaugurated the new film production center constructed on the outskirts of the city. It is described as a modern film city, with the latest in equipment, and it is the hope of Il Duce that production there will prove serious competition for foreign product.

He frequently has acknowledged his appreciation of the fact that the screen is an important propaganda medium. Most of the equipment in the new studios was imported from the United States. One of the first productions planned was developed by Vittorio Mussolini, Il Duce's son.

Shorten WABC Week

Effective Saturday, WABC, key station of the CBS network, will place those employes who can be spared on a five-day-a-week basis. Heretofore the five-day-a-week schedule has been granted beginning in June and extending throughout the summer months.

Seadler to Edit

M-G-M conventionites leaving today for the coast will be kept in touch with the daily grist of events during the train ride west.

Si Seadler, assistant to Howard Dietz, will edit a daily paper with cartoons and brickbats. He is taking along a mimeograph machine which will turn out the six to eight pages every day.

Ten years ago, when the last convention was held on the coast, Seadler got out a similar paper. It was such a success that he was asked to repeat the stunt.

M-G-M Sales Force Starts West Today

More than 100 of the M-G-M sales personnel from New York and New England and home office forces will leave this afternoon for the company's annual sales convention which will get under way Sunday at the Ambassador, Los Angeles.

Plans have been made to have a piano on the observation car of the convention special. Business conferences have been ruled out during the ride west.

Following the arrival of the delegates in Los Angeles, a preliminary meeting will be held Sunday. The next three days will be turned over to business sessions. Louis B. Mayer, production chief, will be one of the principal speakers during the sales sessions. Thursday will be recreation day with social activities scheduled for

(*Continued on page* 8)

Loew, RKO to Start Rogers Drive Today

Loew and RKO theatres in Greater New York changing shows today will begin collections for the Will Rogers Memorial Fund. The drive officially gets under way nationally tomorrow, but because of the Thursday change in shows, both circuits deemed it advisable to start taking up collections a day in advance.

Twentieth-Fox Paris Meetings Are Opened

By PIERRE AUTRE

PARIS, April 28.—The four-day sales convention of 20th Century-Fox was opened at the Hotel George V here today with an address by Walter J. Hutchinson who introduced Frank Harley, manager in England; Benjamin Miggins, Continental manager; Truman Talley, Movietone head; Col. Jason Joy of Hollywood, and Leslie

(*Continued on page* 8)

Film Stocks Off in Heavy Selling Wave

Declines Not So Sharp As in Some Lines

The entire amusement list gave way before the selling wave which hit the New York Stock Exchange and Curb Exchange yesterday. Losses among the amusements, however, were confined to fractional points for the most part and showed generally better resistance than many of the market leaders.

The selling movement was attributed by brokers to a number of causes, foremost among which appeared to be President Roosevelt's comments on the dangers of stock speculation and his efforts to curb speculation in commodity prices. The recommendation of Attorney General Homer S. Cummings for a revision of the anti-trust laws and a considerable amount of foreign selling were also cited as factors.

Paramount's convertible first preferred lost 12¾ points, closing at 143¼ when the common sold off 1⅝ to close at 20½. The second preferred

(*Continued on page* 8)

Fox Film Realty to Redeem Two Issues

Two six per cent first mortgage bond issues of Fox Film Realty Corp., aggregating approximately $2,000,000, have been called by the company for redemption on June 1, approximately four and one-half years in advance of their due date.

Both issues are dated Jan. 1, 1927, and are due Jan. 1, 1942. One is a studio issue amounting to $1,316,300, the other an issue on the home office building amounting to $646,900. The bonds are redeemable at face amount with a premium of one and one-half per cent, plus accrued interest. The estimated interest saving is approximately $500,000.

NBC Will Distribute New Type Equipment

NBC will make a national distribution of 70 new field amplifiers and a newly developed type of microphone May 1. The new equipment, costing approximately $35,000 will raise the quality of remote control programs to the level of studio broad-

(*Continued on page* 11)

More Radio—Pp. 10-11

Predicts Two Million Half Year RKO Net

McMahon Gives Estimate On Reorganization

Profits of $2,172,771 for RKO for the first six months of 1937 were predicted by Oliver O. McMahon, assistant treasurer, at the hearing yesterday on the proposed plan of reorganization of RKO before Special Master George W. Alger.

William H. Clark, treasurer of RKO Radio Pictures, testified that profits of that company should be $1,071,000 for the first half of 1937. Clark stated that he had predicted the net profit for the quarter ended March 31 would be $290,000 and that the actual figures revealed a profit of $268,337. He expects $781,000 for the remaining three months. Clark revealed that RKO lost $97,000 in 1936 through Radio Films S.A.E. of Spain.

McMahon's testimony indicated RKO had a profit of $1,168,676 for the first quarter as compared with his earlier prediction of $1,022,781. He stated that his estimate for the second three months is a profit of $1,149,990.

Carlos Israel, attorney for an unsecured creditors' committee, stated that negotiations are still pending with

(*Continued on page* 6)

Republic to Have 54; Four Serials

Republic will announce 54 features and four serials at the annual sales convention to be held at the Ambassador, Los Angeles, May 31-June 2, J. J. Milstein, general sales manager, stated yesterday upon his return from the coast.

The features will be in four groups, one of which will have 30 pictures and three other groups of eight.

Details for the convention have not

(*Continued on page* 6)

Agnew Aloft

Hollywood, April 28.—So far as available records go, Neil F. Agnew, vice-president of Paramount, is the first topline film executive to hop the *China Clipper* for Honolulu, an over-water jump of more than 2,000 miles.

He took off today for a vacation in Hawaii.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 29, 1937 No. 100

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Ampa Show Draws Over 100 Visitors

More than 100 visited the Ampa advertising, publicity and press book exhibit yesterday in the Loew Bldg. This is a record crowd since the display opened last Monday. The exhibition will close tomorrow night.

Judges of the various divisions have completed voting, the results of which will be announced Saturday night at the annual dinner and dance at the New Yorker Hotel. Gordon White, president, stated that no more seats are available on the main floor of the hotel dining room and requests for tickets now coming in will be for balcony tables.

Election of officers will be held today at the Edison Hotel. There is no opposition to the ticket proposed by the nominating committee.

Contest Winners Chosen

Gladys Benson and Frances Mercer, the two finalists in the "Star Is Born" contest conducted by the *Evening Journal*, will both be sent to Hollywood by United Artists where they will be screen tested at the Selznick International Studios. They are scheduled to leave for the coast in a few days.

Insiders' Outlook

By RED KANN

Hollywood, April 28

HOLLYWOOD'S combination once more of Tyrone Power and Loretta Young, coming on the heels of "Love Is News," is the news in "Cafe Metropole," latest to emerge from the busy 20th Century-Fox factory. It's all Paris this time, and how Power falls into the clutches of suave Adolphe Menjou, who compels him to pass himself off as a Russian prince as a means of exacting sufficient toll from Charles Winninger to replace missing funds before the Metropole auditors discover a shortage of 1,000,000 francs, more or less.

▼

The plot convolutions have Power presumably fall in love with Winninger's daughter, Loretta Young, while Menjou hovers in the background ready to pounce down on the situation and Winninger's money. Naturally your hero really goes for Miss Young and she for him in the large manner, and of course the conclusion sees Love finding its way and Menjou getting his money. He was too pleasant a chap to go to jail anyway, and besides Winninger had plenty of cash to spare.

▼

There is a counter plot furnished by Gregory Ratoff, who is a real prince propelled by that good old reliable, the revolution, into a post of waiter at the Metropole. He has to be bought off and he is, with considerable fun poked at decadent royalty in broad swipes.

It takes more time than benefits the attraction to sink teeth into the story, which stretches pretty thin after a while. Jacques Deval's screenplay, however, is attuned to the lighter mood and ekes out a goodly proportion of comedy as it proceeds to the sum total of results which stamp this a pleasant attraction without creating excitement quivers.

▼

Power advances further with the promise evidenced in his earlier pictures and continues to impress as one of the most likely of Hollywood's new youngster crop. Miss Young is satisfactory without particular distinction. Menjou well nigh walks off with whatever performing honors are around, with Ratoff a close second and Winninger once again not far behind. Helen Westley, stalwart of the Theatre Guild, likewise is an asset and E. H. Griffiths' direction evidences proper recognition of the subject matter.

"Cafe Metropole" would have been strong, if its story had more sinew, but for general consumption it ought to do, and nicely at that.

G. B. Pays Contested Preference Dividend

LONDON, April 19.—Holders of first preference shares in the Gaumont British Corp. have received dividend warrants for the half-year ended March 31. The covering letter from the secretary of the company formally reports the dismissal, by Justice Clauson, of the action to restrain payment of the dividend which was taken by the "Nordon" group of ordinary shareholders.

Payment of the dividend by G. B. indicates that no appeal has been lodged by the Nordon group against the Clauson decision.

G. T. E. Reports Profit

General Theatres Equipment Corp. reports a net profit of $291,464 for the first quarter of the year. The amount is equal to 54 cents a share on 541,161 shares of stock. At the annual meeting M. V. Carroll was elected to succeed the late A. W. Loasby.

Eastman Sales Gain

Eastman Kodak's domestic sales are running more than 15 per cent above the 1936 period, it was reported at a stockholders' meeting. The company is also building a new plant at Kingsport, Tenn. More than $12,000,000 will be spent this year for modernization of production facilities.

Warner Infringement Suit Gets Under Way

Trial of the copyright infringement suit of Albert Bein against Warners started in U. S. District Court yesterday before Judge Henry W. Goddard. Bein alleges that his play, "The Road Out of Hell," later called "Lil' Ol' Boy," was infringed in Warners' "The Mayor of Hell."

Bein testified that he based his play on his experience in a Tennessee reformatory and was requested by Jed Harris, producer, to submit it to Edward Chodorov for revision. "Lil' Ol' Boy" was subsequently produced by John Henry Hammond, Jr., and ran four nights at the Playhouse Theatre. Bein asks for an injunction and an accounting of the profits. The trial will continue today.

Son to the Art Levys

PITTSBURGH, April 28.—Art Levy, manager of the Columbia exchange, and Mrs. Levy late last night became the parents of a son born at West Penn Hospital here. It is their first child.

Greenberg a Father

BOSTON, April 28.—Henry Greenberg, New England accessory manager for Columbia, and Mrs. Greenberg are the parents of a boy, named Stuart Michael.

Indict Circuit Head For Bank Night Use

SWAINSBORO, GA., April 28.—City Court Solicitor G. L. Smith said yesterday that indictments are on file charging W. M. Karrh, operator of a circuit of Georgia theatres, and L. E. Dunn, manager of the Dixie here, with the operation of a film show on Sunday and running a lottery.

The lottery indictment is in connection with operation of Bank Night, Smith said. The Dixie management asserted that part of the Sunday operating receipts were donated to charity.

The state law, Smith said, prohibits operation of a "week-day business" on Sunday. The Dixie is one of Karrh's circuit.

Press K. C. Game Drive

KANSAS CITY, April 28.—Although the refusal of Rube Finkelstein of the Belmont and Jay Means of the Bagdad and Oak Park to sign an agreement has halted the independents' move to drop giveaways of all kinds here, the independents still are working on the matter. They are seeking a united front on giveaways in order to pave the way for reduction in multiple features and to secure a general increase in local admissions, which are among the lowest in the country.

Game Ban Causes Problem

DES MOINES, April 28.—The outlawing of Bank Night in Illinois has caused complications at the Tri Cities, Rock Island and Moline in Illinois, and Davenport in Iowa.

There are 30 theatres in the three cities whose managers, both Tri-States and independents, belong to a theatre managers' association and have been working together on Bank Night. Now that Moline and Rock Island cannot hold the games, the problem has arisen of how to keep audiences in these cities when Bank Night is being used across the river in Davenport.

Kolbe Keeps Pathe Post

Frank F. Kolbe, chairman of Pathe, continues in that post, it was stated yesterday. Due to a deal closed by his investment firm for the Van Sweringen railroad interests, Kolbe did not accept a reelection of the Pathe post at the annual stockholders and directors meeting Tuesday, but will continue as chairman for the time being.

Robert M. Young, who is associated with Kolbe in the Van Sweringen deal, has been named a director of Pathe.

Pinnell to Salt Lake

KANSAS CITY, April 28.—Pat Pinnell, salesman for Grand National here, has been shifted to Salt Lake City as branch manager. Russell Borg, exchange manager, has promoted Bill Kubitzki from booker to salesman. Ralph Scherzer succeeds Kubitzki as booker. J. Erwin Dodson, salesman, has resigned.

Vincent Bryan Dead

HOLLYWOOD, April 28.—Vincent Bryan, songwriter, is dead here following a long illness. In silent film days he served as assistant director with Harold Lloyd and Charlie Chaplin. He was 54. He is survived by Mrs. Bryan.

20TH STARS IN NATION'S BOXOFFICE HEADLINES!

20th is at it again!
Leading the pack with
top-money grosses!
This time "Wake Up
and Live" is doing it!
Next time it will be
some other 20th hit!
But always 20th!

LEADS "LOOP" GROSSES IN CHI WITH 3 SMASHES

'Wake Up' Out Front on Loop With $21,000

CHICAGO, April 26.—Three 20th Century-Fox pictures topped the Loop last week, with "Wake Up and Live" leading the way to gross $21,200 at the Roosevelt. This was $10,200 above average. At the Apollo "Seventh Heaven" was good for $8,200 and the Oriental, with "Midnight Taxi," showed $18,100 for the week which was well over average.

from Motion Picture Daily

IN DETROIT

'WAKE'-MEROFF WAKE UP DET., BIG $30,000

from Variety

IN PHILADELPHIA

Sleepy Burg Reacts $17,500 Worth To 'Wake Up'; Otherwise Philly Lulls

from Variety

IN INDIANAPOLIS

NO INSOMNIA IN INDPLS., 'WAKE UP,' $8,000

from Variety

IN NEW YORK

B'way Terrif to Blah; 'Wake Up' 62G Socko

from Variety

IN KANSAS CITY

'WAKE' DAY-AND-DATE IN K. C., NICE $16,000

from Variety

IN BOSTON

WINCHELL AND BERNIE AWAKEN HUB, $31,000

from Variety

20th Century Fox
THE KEYSTONE
OF YOUR FUTURE

AND RAIN OR SHINE, "WAKE UP" ROLLS UP RECORDS AT THE ROXY

CORONAT

That's What It Means On Your Sc

4 DAYS BEFORE IT HAPPEN

THE PR

and

THE PA

by **MARK TWAIN** with
ERROL FLYNN
CLAUDE RAINS
HENRY STEPHENSON
BARTON MacLANE
and the
MAUCH TWINS
BILLY & BOBBY
Eric Portman • Music by Erich Wolfgang Korngold • Directed by WM. KEIGHLEY • A First Nat'l Picture

ON

een May 8th!

IN LONDON, IN

NCE

PER

WARNER BROS.

DELIVER IT WITH ALL THESE *OTHER* SMASH SHOW VALUES BESIDES!

ERROL FLYNN

Every patron who has seen him is ready for this rousing return of the star of
'GREEN LIGHT'

THE BOOK

Better known, better loved than all the great works of America's master of adventure,
MARK TWAIN

THE TWINS

Most unique star-team in 10 years — in the story that might have been written for
BILLY & BOBBY MAUCH

24-SHEET CAMPAIGN

History's broadest billboard build-up will cover the country for 30 days, actually in
1400 NATION-WIDE CITIES

THE BIG CAST

CLAUDE RAINS, HENRY STEPHENSON
BARTON MacLANE, ERIC PORTMAN
MONTAGU LOVE, 1000's OF OTHERS

THE MUSIC

Composed by Erich Wolfgang Korngold whose score for 'Anthony Adverse' won the
ACADEMY AWARD

◂ Purely Personal ▸

Yale Greenhouse, former manager of the Scarsdale, Scarsdale, and Bronxville, Bronxville, is now managing the Esquire, new Consolidated unit on 8th Ave.

•

Eddie Garr, comedian, returns here by plane from the coast tomorrow for an engagement at the Versailles restaurant, before starting a Universal film on the coast.

•

Hal Hode, Columbia executive, will deliver a talk on "Lost Horizon" before the Allentown Women's Club, Allentown, Pa., on May 4.

•

Harry Gold of U. A. has been elected vice-commodore of the Kenelworth Yacht Club.

•

Phil Gerard has been named publicity head for Consolidated Amusement, local independent circuit.

•

Leslie E. Thompson is vacationing at Miami. He will be back in 10 days.

•

J. Cheever Cowdin, Universal chairman, is expected back from the coast early next week.

•

Collette Lyons is in town for a three-week vacation.

•

Fred Meyers is due to return from a trip to Rochester tomorrow.

•

H. G. Knox of Erpi left yesterday for the coast.

•

. . . Cincinnati

William Onie, who recently took over the Monogram franchise, has established temporary quarters in the Film Bldg.

Helen Cain has resigned as short feature booker at the Columbia exchange to become secretary to Joe Goetz at the RKO division office.

Helen Dwyer of the RKO-Pathe exchange is in a hospital suffering from a head injury.

•

. . . Denver

Holden Swiger to Salt Lake City to manage the Paramount there. Resigned his job here as head of the theatre service department of Affiliated Enterprises.

Gene Gerbase out in the territory on a sales trip for Sheffield-Republic.

John Drennan father of an eight-pound son. Mother was formerly Trixie Robinett, dancer with Fanchon & Marco for seven years. Father is manager of the Broadway.

Clara Bow and Rex Bell have been booked for a week at the Center. No dates have been set. Polly Moran is also scheduled for an early appearance.

Howard Federer, Westland circuit manager, building a new theatre at Colorado Springs.

Atlas Pays Dividend

The Atlas Corp. has declared a dividend of 75 cents per share on the six per cent preferred stock for the quarter ending May 31. It is payable June 1 to stockholders of record May 10.

Out Hollywood Way

Hollywood, April 28.—Old-timers crowd cafe set for Samuel Goldwyn's "Stella Dallas." Among them Ed Mortimer, Edwin August, Emmett King, former directors; Forbes Murray, Jay Belasco, William Holmes, Kathleen Key, Juanita Crosland, Harry Myers and Harris Gordon, players, and Donald Hall of "Floradora" fame.

John Boles to leave for Massachusetts soon to buy schooner which he will sail through the Panama Canal. . . . Harold Bucquet starts "Hijackers," another of "Crime Does Not Pay" series, M-G-M. . . . Rancho Country Club to be scene of M-G-M golf tournament June 20. . . . "Town Jubilee" tentative title for Jane Withers' next, 20th Century-Fox. . . . Jack Powell, hereafter to be known as Scat Powell spotted in "Young Man's Fancy," Universal.

Richard Arlen back at Paramount after two years to work in "Artists and Models." . . . Harry Joe Brown and Mrs. Brown (Sally Eilers) experimenting with a "skimmer" on Lake Arrowhead. . . . Hugh Herbert leaves Cedars of Lebanon Hospital after operation.

✚

Casting—Lina Basquette in "Souls at Sea," Paramount. . . . Maurice Cass and Mabel Colcord in "The Firefly," M-G-M. . . . Walter Abel in "Flight from Glory" and Eduardo Cianelli in "Super Sleuth," both RKO. . . . Willie Howard in "Broadway Melody of 1937," M-G-M. . . . John Carnavale, Ray Johnson, Harry Harvey, Muriel Gold and Myron Marsh in "The Shadow," Grand National. . . . Charles King and Heber Snow in "Riders of the Rockies," also Grand National. . . . John T. Murray in "Sweetheart of the Navy," B. F. Zeidman-Grand National. . . . Barton MacLane borrowed from Warners by 20th Century-Fox for "Armored Taxi."

✚

Directors—Dorothy Arzner on "Once There Was a Lady," M-G-M. . . . W. S. Van Dyke, M-G-M, due here in fortnight from Washington and New York. . . . Joe May and Edmund Goulding given new term pacts by Warners.

✚

Writers—Joe Sherman completes short, "Have Courage," for M-G-M. . . . Basil Dickey to do prizefight story for Victory. . . . Karen De Wolf given new term contract by 20th Century-Fox.

✚

Options—RKO holds William Sistrom, producer; Robert Sparks, story editor, and Edward Melcher, Paul Yawitz and Harry Segall, writers.

Governor of Florida Again Hits New Tax

Tallahassee, Fla., April 28.—Governor Cone has reiterated his stand opposing new tax enactments by the Legislature. He insists new taxes should be saved for times of depression or emergency.

The Governor said: "We are having prosperity now. Times are better than they were a year ago. Now's the time we ought to think about cutting taxes instead of putting on new ones."

New taxes, the governor said, particularly a sales tax "will hurt Florida more than all the good you can do with advertising."

Oklahoma Seen Killing Marathons

Oklahoma City, April 28. — If Governor Marland approves, dance and roller skating marathons and "similar endurance contests" soon will be illegal in Oklahoma.

A bill outlawing this type of entertainment is in the governor's hands. Senator W. C. Fidler, Oklahoma City, sponsored the bill.

Proposed Film Tax Is Increased

Albany, April 28.—An amendment has been offered by Bernard J. Moran to his Assembly bill taxing film. The amendment would increase the proposed levy from one mill to five mills per foot.

C.E.A. Asks Hearing

London, April 18.—The Cinematograph Exhibitors' Assn. has asked the Home Secretary to receive a deputation on the proposal to appoint an advisory committee in connection with the probable revision of the Cinematograph Act of 1909, which governs the licensing of film theatres.

Georgia Town Votes For Sunday Pictures

Thomasville, Ga., April 28.—Sunday films and baseball won by a vote of 368 to 31 in balloting on the issue here yesterday. Church members boycotted the election, leaving the decision technically in the hands of 399 voters out of a qualified total of 2,200.

The City Council had called the election for guidance in the handling of the amusement situation. Church leaders insisted that Sunday films and baseball are clearly violations of state law, and asked their congregations to refrain from participation in the voting. In view of the small vote cast, the action of the City Council is uncertain.

K. C. Managers Will Confer on Releases

Kansas City, April 28.—Most exchange managers here have indicated they will, individually, confer with the Kansas City, Kan., Theatre Owners' Assn. members on the latter's demands for quicker release of pictures to Kansas City, Kan., houses.

The Club Presidents' Round Table, composed of 21 social and civic groups, has added its voice to that of city officials in demanding Kansas City, Kan., be treated as a city separate from Kansas City, Mo. The president of the Round Table termed the present clearance "the rankest sort of discrimination," in a letter to the Theatre Owners' Assn.

Fields to Resume Work

Hollywood, April 28.—W. C. Fields, sufficiently recovered to resume work, will be featured by Paramount next season in a film based on a story authored by the comedian.

Predicts Two Million Half Year RKO Net

(Continued from page 1)

the Atlas Corp. for a settlement of differences over the plan's treatment of general creditors. Wilfred J. Merrill, who acted as consultant for the Atlas Corp., proponents of the plan, testified that he regarded the plan as fair. He said that interest payments could be met by the new company and that the picture division could meet the obligations of the plan by itself. Merrill stated that he regarded the Rockefeller settlement as a practical one because it would avoid lengthy litigation and because Rockefeller Center had agreed to take stock in payment of its claim. Orpheum Circuit, Inc., presents no problems which will affect the reorganization, according to Merrill.

New Consents Listed

H. C. Rickaby, attorney for Atlas, stated that 45 per cent of the stock and 75 per cent of the securities had filed consent to the plan. New consents filed at yesterday's hearing included Atlas, holding 263,493 shares of common stock; Goldman, Sachs, holding 15,143 shares of common stock; Leo Spitz, RKO president, holding 15,143 shares of common stock; Lehman Bros., holding 267,733 shares of common stock; Empire Corp., holding 9,250 shares of common stock; Werthern & Co., holding 6,057 shares of common stock, and Heidelbach, Applebaum & Co., holding 1,211 shares of common stock. The American Co., whose claim against RKO amounts to $1,857,425, also filed consent to the plan, as did Edward G. Platt, A. E. Liepold and Elmer Samick, whose claims total approximately $750,000; Rose Koplar whose claim amounts to $5,993, and George Armsby, whose claim amounts to $162,995.

Rickaby stated that a total of $4,059,639 of unsecured claims have consented to the plan exclusive of the Rockefeller claim, which is being settled at approximately $9,000,000. The hearings were adjourned until next Monday.

Republic Will Have 54 and Four Serials

(Continued from page 1)

been completed, Milstein said, but will be worked out in the next few days.

H. J. Yates is due to return from Hollywood in 10 days.

Leo J. McCarthy to Produce

Hollywood, April 28.—Leo J. McCarthy, who was recently associated with Republic, will go into production for himself shortly. He is now lining up material.

Schnitzer Tours Exchange

Edward Schnitzer, eastern divison manager for Republic, left last night for a 10-day tour of exchanges under his supervision.

M. & P. Names Al Lourie

Boston, April 28.—Al Lourie has been made manager of the Oriental, M. & P. Matapan house.

High speed romance in the modern manner when a blue-eyed bundle of dynamite sinks the pride of the

NAVY

in the most exciting engagement since the Monitor and Merrimac. It's a sure cure for box-office

BLUES

"Pegged as a sure money-maker."
—Boxoffice

"Bright . . . a lot of laughs."
—Film Daily

"First-rate entertainment."
—Hollywood Reporter

with

DICK PURCELL • MARY BRIAN
WARREN HYMER • JOSEPH SAWYER

directed by RALPH STAUB • associate producer BURT KELLY

A REPUBLIC PICTURE

Film Stocks Off in Heavy Selling Wave

(Continued from page 1)

also lost 1⅝, closing at 18⅝. Universal preferred was down eight points, closing at 80. Keith-Albee-Orpheum preferred was off 7¾ points at 98¼. Other quotations were Eastman Kodak, 152, off three; Columbia, 31⅛, off one; General Theatres Equipment, 23⅞, off 1½; Loew's, Inc., 77, off one; 20th Century-Fox, 37⅛, off 1¼, and Warners, 12⅝, off one. Curb issues and bonds were off fractionally.

M-G-M Sales Force Starts West Today

(Continued from page 1)

the 300 men from all parts of the country.

This will be the first coast sales meeting in 10 years for the company. Details in connection with the new product are expected to be announced by William F. Rodgers, general sales manager, on Wednesday, the final business day.

On May 7, the entire sales force will begin its homeward trip.

Kenyon Leaves M-G-M

Omaha, April 28.—Omer Kenyon has resigned as district exploitation chief for M-G-M here to become manager of Fairyland Park at Kansas City. He formerly managed Krug Park here.

Promoted by Schine

Lexington, Ky., April 28.—H. L. Davidson, manager of Schine's Ben Ali here for the last three months, has been promoted to district manager of Schine interests in Kentucky, including four theatres in Lexington, two in Richmond and one in Paris. Davidson succeeds Eugene R. Custer, district manager since Schine Enterprises purchased control of the Phoenix Amusement Co. Custer has been transferred to the Schine home office.

Now Ready for Production

FINEST EQUIPPED STUDIO
EAST OF HOLLYWOOD

●

- New Mitchell Silent Cameras
- Latest Type Lighting Equipment
- Panoram Dollys
- Variable Area Noiseless Recording
- Direct Recording for Playbacks
- Complete Technical Service

PRODUCERS SERVICE
STUDIOS, INC.
Ridgefield, N. J.
N. Y. Office 723 Seventh Ave.
Phone: BRyant 9-7754

To Roadshow Two

Hollywood, April 26.—After viewing footage on "Souls at Sea" and "High, Wide and Handsome" Neil F. Agnew, general sales manager for Paramount, and Robert Gillham, publicity and advertising head, decided to roadshow both.

The first will go out June 1 and the second July 1. These will be the first Paramount roadshows in five years.

Claim Success for Phila. Union Drive

Philadelphia, April 28.—It is claimed that the newly organized union of exchange employes here will have virtually 100 per cent affiliation among the 300 eligible employes by the time of the second meeting of the group on Friday at the Broadwood Hotel.

As a result of last week's membership drive, 120 shippers, inspectors, bookers and clerks formed Local 7B of the Exchange, Employes' Union, an affiliate of the I.A.T.S.E.

Union Argument Delayed

Argument on a motion made by the Allied M. P. Operators' Union and others asking that the suit brought against it by the Gotham Amusement Corp. and operators of six other independent New York houses either be dismissed or the plaintiffs required to file an amended complaint was adjourned yesterday until May 3. The argument was to have come up before Justice Ferdinand Pecora in N. Y. Supreme Court.

In their present complaint, the plaintiffs seek a judgment declaring that contract involving themselves, Allied and the I. T. O. A. executed several years remain effective until the scheduled date of expiration—June 30, 1943. The plaintiffs also argue that the agreement entered into last January by the I. T. O. A. and Local 306 is invalid because it was not ratified by the I. T. O. A. board of directors.

Casey, Producers Meet Tonight

Hollywood, April 28.—Presentation of union demands to producers will be made tomorrow night when Pat Casey meets with production heads. The labor front is placid as it awaits developments growing out of the conference.

Molders and actors met with Casey today but presented no new demands. The molders will present a petition later in the week. The actors were seeking clarification of the Wagner Act provisions. Meetings with a boilermakers' group and with the federated crafts have been put over until tomorrow when the costumers' union will also begin negotiations.

Decision on the dispute between utility workers and the I. A. T. S. E. has not yet been received from the National Labor Relations Board at Washington to which it was referred.

K. C. Union Fight Looms

Kansas City, April 28.—Observers here believe that a fight between the C.I.O. and the I.A.T.S.E. is impending, although the I.A. is thought to have the edge thus far in a drive for the organization of exchange employes.

Twentieth-Fox Paris Meetings Are Opened

(Continued from page 1)

Whalen, foreign advertising and publicity manager.

An address by Col. Joy described some of the company's latest productions including "Charlie Chan at the Olympics," "Cafe Metropole," "Slave Ship," "Wee Willie Winkie," "You Can't Have Everything" and "Ali Baba." It was stressed that the foreign market is favorable to the reception of these films.

Talley stated that $250,000 would be spent on filming the Coronation in Technicolor.

Sidney R. Kent, president, arrived here yesterday but did not attend today's session.

Ernest Koenig, manager in France, did not attend the meeting and is not listed on the programme, facts which seem to confirm the recent reports that he has resigned. However, no official statement on this subject has been issued.

French 40-Hour Week To Include Theatres

Paris, April 19.—The 40-hour week law, which has been extended to include several branches of the French film industry, will be made effective in theatre operation as well. The matter is at the moment in the hands of an arbitration body, since after several meetings the Cinema Exhibitors' Ass'n failed to reach an agreement on the application of the law.

It is expected that the decision will make the 40-hour week applicable to all theatre employes, including projectionists, ushers, cashiers and others. For the large houses, the law will be a small problem, since they have always operated with two shifts, but the small houses with few employes are faced with a serious situation. The only solution apparent now is for the small houses to close one day each week.

Plan No Restriction On U. S. Technicians

London April 19.—Asked to refuse permits for American technicians to assist in filming the Coronation, Ernest Brown, for the Ministry of Labor, in the House of Commons said the issue of permits would "depend entirely on the merits of each case." Only one request had been received so far in regard to the Coronation, for a Technicolor expert, he stated.

The questioner asserted that 200 competent British technicians were out of work, but Sir Percy Harris stated that other countries would shut out British technicians if England shut out theirs.

Approve Edward Picture

Toronto, April 28.—Formal announcement has been made by the Canadian Government that the sound film of the unveiling of the Canadian Memorial at Vimy Ridge in France by the former King Edward will be released by the Government without deletions which had been previously considered because of the abdication of the British ruler. This special release, titled "Salute to Valor," will not be seen by the public, however, until after the Coronation of King George VI to avoid any possible embarrassment.

"Swing" Leads In Washington As a 2nd Run

Washington, April 28.—"Swing High, Swing Low," brought back to the Metropolitan, hit the high spots with a take of $5,800, to exceed average by $1,500.

"Call It a Day" at the Earle, plus a stage show, did a single century over a par of $18,400. A return engagement of "Seventh Heaven" at Loew's Columbia did a par $3,600.

"Waikiki Wedding," at Loew's Palace, went to $16,200, or $300 over the average, and went into a second week.

Estimated takings, exclusive of tax:

Week Ending April 22:

"CALL IT A DAY" (W.B.)

EARLE—(2,218), 25c-77c, 7 days. Stage: Bert Granoff, Carolyn Henry, Dean Herrick (3rd week); Jane Frohman, Walter Dare, Wahl & Emmett Oldfield; Chilton & Thomas; Gwynne. **Gross:** $18,500. (Average, $18,400)

"LOVE FROM A STRANGER" (U.A.)

LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Glen Gray & His Casa Loma Orchestra, with "Pee Wee" Hunt, Kenny Sarget, Tarry Green; Fred Lightner & Roscella McQueen; Mady & Cord. **Gross:** $19,800. (Average, $20,900)

"SEVENTH HEAVEN" (20th-Fox)

LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). **Gross:** $3,600. (Average, first run, $3,600)

"WAIKIKI WEDDING" (Para.)

LOEW'S PALACE—(2,370), 35c-55c, 7 days. **Gross:** $16,200. (Average, $15,900)

"SWING HIGH, SWING LOW" (Para.)

METROPOLITAN — (1,591), 25c-40c, 7 days (return engagement). **Gross:** $5,800. (Average, first run, $5,800)

"TOP OF THE TOWN" (Univ.)

RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $8,000. (Average, $10,600)

Week Ending April 24:

"ECSTASY" (Eureka)

BELASCO—(1,140), 25c-65c, 7 days (return engagement). **Gross:** $2,100. (Average, $3,000)

"THE GOOD EARTH" (M-G-M)

NATIONAL—(1,744), 55c-$1.65, 7 days, 3rd week. **Gross:** $5,700.

Wall Street

Board Tumbles; Para. Off 12 Pts.

	High	Low	Close	Net Change
Columbia	32	31⅛	31⅛	—1
Consolidated	3¾	3½	3½	— ¼
Consolidated, pfd.	14	13½	13½	— ½
Eastman	156½	152	152	—3
Gen. T. Equip.	23⅞	23	23⅞	—1½
K.-A.-O., pfd.	98½	98¼	98¼	—7¾
Loew's, Inc.	78¼	75⅛	77	—1
Paramount	21⅞	20⅛	20½	—1⅝
Paramount 1 pfd.	143¼	140⅞	143¼	—12¾
Paramount 2 pfd.	20	18¼	18⅝	—1⅝
Pathe Film	7¾	7	7	— ¾
RKO	8¾	8⅛	8⅛	— ⅝
20th Century-Fox	38⅜	36¾	37⅛	—1¼
20th Century, pfd.	46⅜	46¼	46⅜	— ⅛
Universal, pfd.	80	80	80	—8
Warner Bros.	13⅝	12½	12⅝	—1

Curb Declines

	High	Low	Close	Net Change
Grand National	2½	2⅜	2⅜	— ¼
Sentry Safety	⅝	⅝	⅝	.....
Sonotone	1⅝	1½	1½	— ⅛
Technicolor	22	21⅛	21⅜	— ⅝
Trans-Lux	4½	4¼	4½	— ⅛
Universal Crp.	7¼	6¾	6¾	— ⅝

Little Bond Movement

	High	Low	Close	Net Change
Keith B. F. 6s '46	98	98	98	.....
Loew's 3½s 46	97¾	97¾	97¾	— ⅛
Paramount B'way 3s '55	73¼	72½	72½	— ½
Paramount Pict. 6s '55	100¼	100¼	100¼	.....
Warner Bros. 6s '39 wd	95	95	95	.....

(Quotations at close of April 28)

"Property" Is Big Houston at $9,900

HOUSTON, April 28. — "Personal Property," at Loew's State, was in the money with a take of $9,900. Average is $7,000.

"Ready, Willing and Able" at the Metropolitan was bolstered by the Major Bowes girl stage show. The take was $12,500. Par is $7,000. The Majestic took a licking with "Top of the Town," falling from the usual $7,000 to $4,800.

Total first run business was $32,100. Average is $26,000.

Estimated takings for the week ending April 22:

"THE GREAT O'MALLEY" (W. B.)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $2,200. (Average, 7 days, $5,000)
"THE PLOUGH AND THE STARS" (RKO)
KIRBY—(1,450), 15c-35c, 1 day. Bank Night. **Gross:** $1,000. (Average, 7 days, $5,000)
"BULLDOG DRUMMOND ESCAPES" (Para.)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,800. (Average, 7 days, $5,000)
"PERSONAL PROPERTY" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. **Gross:** $9,900. (Average, $7,000)
"TOP OF THE TOWN" (Univ.)
MAJESTIC—(2,250), 25c-50c, 7 days. **Gross:** $4,800 (Average, $7,000)
"READY, WILLING AND ABLE" (W.B.)
METROPOLITAN—(2,600), 25c-50c, 7 days. Stage: Major Bowes "All Girl Revue." **Gross:** $12,500. (Average, $7,000)

"Property" Grosses $5,100 in Oklahoma

OKLAHOMA CITY, April 28.—"Personal Property" turned in a big $5,100 at the Midwest during a week marked by the opening of the baseball season, a Nelson Eddy concert and summer weather. The take was $1,100 over normal.

Other houses felt the competition, although "Sinner Take All," with a stage show at the Warner, grossed $2,300 in four days.

Total first run business was $13,425. Average is $16,500.

Estimated takings for the week ending April 24:

"TOP OF THE TOWN" (Univ.)
CRITERION—(1,700), 10c-35c-55c, 7 days. **Gross:** $3,000. (Average, $5,000)
"FAMILY AFFAIR" (M-G-M)
"CHINA PASSAGE" (RKO)
LIBERTY—(1,500), 10c-25c-35c, 7 days. **Gross:** $2,400. (Average, $2,500)
"PERSONAL PROPERTY" (M-G-M)
MIDWEST—(1,500), 10c-35c-55c, 7 days. **Gross:** $5,100. (Average, $4,000)
"SINNER TAKE ALL" (M-G-M)
WARNER—(1,800), 10c-25c-35c, 4 days. Stage: Eight acts vaudeville. **Gross:** $2,300. (Average, 7 days, $5,000)
"MAKE WAY FOR A LADY" (RKO)
"GENERAL SPANKY" (M-G-M)
WARNER—(1,800), 10c-25c-35c, 3 days. **Gross:** $625. (Average, 7 days, $5,000)

Intermountain Sets Improvement Plans

SALT LAKE CITY, April 28.—A general program calling for improvements and the addition of new equipment in a number of the houses of Intermountain Theatres, Inc., is contemplated, according to Harry David, vice-president and general manager, who attended the recent meeting of Paramount theatre partners in Miami.

"Business in eastern cities has shown a steady climb, which augurs well for the western area," David said. Definite plans have been set for the remodeling and expansion of the circuit's general offices here at a cost of $10,000.

More Art Gone Wrong

Minneapolis, April 28.—Famous singers and musicians should not appear in films "beneath their talents," according to the terms of a protest voted by the North Central Music Educators' Conference here.

Some of the members of the conference reported they had attended pictures in which the real talents of singers and musicians "had been largely overlooked or inappropriately employed." The conference also "regretted" the apparent acquiesence of fine artists in "the cheap and unworthy use of their talents."

"Marked" Lincoln Lead with $3,000

LINCOLN, April 28. — "Marked Woman" had the biggest take of the week, $3,000, $800 over the usual mark.

With a stage show and three pictures on a split week basis, the Orpheum crept up into the larger money with $2,700, $950 high.

Total first run business was $10,850. Average is $9,000.

Estimated takings:

Week Ending April 21:

"RIDERS OF THE WHISTLING SKULL" (Republic)
"BIG BROWN EYES" (Para.)
"KID MILLIONS" (U.A.)
"JIM HANVEY, DETECTIVE" (Republic)
LIBERTY—(1,200), 10c-15c, 7 days. **Gross:** $850. (Average, $850)

Week Ending April 22:

"MARKED WOMAN" (W.B.)
LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $3,000. (Average, $2,200)
"MIDNIGHT TAXI" (20th-Fox)
"THAT MAN'S HERE AGAIN" (F.N.)
"JOHN MEADE'S WOMAN" (Para.)
ORPHEUM — (1,350), 10c-15c-20c-25c, 7 days. Stage: "Around the World Revue," 3 days. **Gross:** $2,700. (Average, $1,750)
"GIRL LOVES BOY" (G.N.)
VARSITY—(1,100), 10c-15c-20c-25c, 7 days. **Gross:** $1,000. (Average, $1,100)

Week Ending April 23:

"KING AND THE CHORUS GIRL" (W.B.)
STUART — (2,000), 10c-25c-40c, 7 days. **Gross:** $3,300. (Average, $3,100)

Testing Single Bill Shows in Vancouver

VANCOUVER, April 28.—Experiments with single bills to test the possibility of dropping duals have met with fair success here during the past month.

Famous Players Canadian have been trying out singles in the Capital, Orpheum, and Dominion, and will continue to play one feature as long as the supply of big pictures holds up.

A committee appointed by the B. C. Theatre Ass'n. to study public reaction to double and single bills has brought in no progress report as yet. The concensus of opinion among managers is that single bills cannot stand up in Vancouver during the summer.

Raise Denver Prices

DENVER, April 28.—An increase in prices in most of the theatres along Curtis St. has followed increases by one or two houses. The change was five cents and some even raised balcony prices. Included are the Rialto, State, Plaza, Victory, Tabor, Center and Isis.

Cut Bridgeport Scales

BRIDGEPORT, April 28.—Loew's Lyric, first run house, has reduced admission from 40 cents to 25 cents top. Matt Saunders, Loew-Poli manager, has been house supervisor.

"King and Chorus" Strong in Spokane

SPOKANE, April 28.—"The King and the Chorus Girl" and "Don't Tell the Wife" on a dual at the Fox pulled $5,900 in seven days, $700 over par, to lead in a dull week.

Grosses were pulled down when "Top of the Town" went only five days at the State and drew $3,100.

"As You Like It" drew $1,800 at advanced prices in two days at the Orpheum. The showing was sponsored by the Spokane Little Theatre which gave one-act plays on the stage.

Total first run business was $13,300. Average is $13,200.

Estimated takings for the week ending April 22:

"KING AND THE CHORUS GIRL" (W.B.)
"DON'T TELL THE WIFE" (RKO)
FOX—(2,300), 25c-40c, 7 days. **Gross:** $5,900. (Average, $5,200)
"TOP OF THE TOWN" (Univ.)
STATE—(1,000), 30c-40c, 5 days. **Gross:** $3,100. (Average, 7 days, $4,800)
"STOLEN HOLIDAY" (F.N.)
"MAN OF THE PEOPLE" (M-G-M)
ORPHEUM — (1,200), 20c-30c, 4 days. **Gross:** $2,500. (Average, $2,200)
"AS YOU LIKE IT" (20th-Fox)
ORPHEUM—(1,200), 27c-58c, 58c-87c, addanced prices. Stage show, 2 days. **Gross:** $1,800.

Change Show After Juvenile Sit-Down

PITTSBURGH, April 28.—As a result of the sit-down strike staged a week ago by 500 youngsters, the Enright in East Liberty will make considerable alterations in the children's shows it has been presenting every Saturday morning for the last three years under the sponsorship of the Federation of Women's Clubs.

When groups from the Parent Teachers Ass'n protested that the children were going to the theatre at 9:30 A. M., sitting through the selected juvenile films and then remaining until 3 P. M. to see the regular bill, the manager, George Bronson, agreed to ask the children to leave at noon. He did a week ago but a minor riot resulted and the youngsters refused to leave. They held their ground for an hour and finally Bronson was forced to go ahead with the regular performance.

In the future the children's show will begin at 11 A. M. and last only an hour, including a few shorts and an amateur stage show and community singing. The regular show will go on promptly at noon and the youngsters will be permitted to remain.

To Run Iowa House

DES MOINES, April 28.—Elias Garbett and his son, E. M. Garbett, who own the Lincoln, Varsity and Avalon here, have formed the Forest Theatre Corp., to manage the new theatre being built by Elijah Lewis.

Variety Club

Cincinnati

CINCINNATI, April 28.—May 22 is the date set for the fourth annual floor show and supper dance, for which tickets are being distributed by ALLAN S. MORITZ, main guy in charge of ducats. ARTHUR M. FRUDENFELD and NOAH SCHECTER are in charge of entertainment arrangements; RALPH KINSLER is looking after reservations, JOE GOETZ is handling publicity and advertising and ELMER SHARD will supervise the decorations.

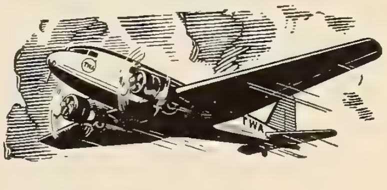
L. B. WILSON, who spent the winter in Florida, and went to New York almost immediately upon his return, is back in town.

JERRY BELCHER and FRANK FORREST, here for broadcasting activities, were visitors at the club, being piloted by ELMER H. DRESSMAN, WCKY publicity director.

Washington

WASHINGTON, April 28.—After skipping a year, the second annual golf tournament of Tent No. 11 will be held on May 7 at the Congressional Country Club, with SAM A. GALLANTY and HARRY S. BROWN as co-chairmen. Women will be invited. Suitable prizes will be offered with *The National Exhibitor* posting *le grand prix* for the occasion.

New membership rosters have been issued. In a pocket-size, 43-page booklet (with membership card on the inside front cover), are listed the tent's 103 resident members, 26 non-resident members, nine associate members, and 38 affiliate members. Total membership is now 176.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Licenses Are Given for 3 New Stations

By CLARENCE LINZ

WASHINGTON, April 28.—Operating licenses were granted yesterday to three stations by the F. C. C., as follows: KAWM, Gallup, N. M., 1,500 kilocycles, 100 watts; WCPO, Cincinnati, 1,200 kilocycles, 100 watts night, 250 watts day; WCAX, Burlington, Vt., 1,200 kilocycles, 100 watts night, 250 watts day.

At its weekly meeting, the broadcast division ordered hearings on the applications of Continental Radio Co., Denver. For a 630-kilocycle station, 500 watts night, 1,000 watts day; Floyd A. Parton, San Jose, Cal., 1,150 kilocycles, 250 watts, daytime station; William F. Maag, Jr., Youngstown, 1,420 kilocycle, 100-watt daytime station; Havens & Martin, Inc., Petersburg, Va., 1,210 kilocycles, 100 watts night, 250 watts day; Arthur Lucas, Savannah, 1,310 kilocycles, 100 watts; Hampden-Hampshire Corp., Holyoke, Mass., 1,240 kilocycles, 1,000 watts; E. B. McChristy, Brownwood, Tex., 630 kilocycles, 250 watts, daytime; Utica WUTK, Inc., Utica, 1,420 kilocycles, 100 watts, and KATE, Albert Lea, Minn., change of frequency to 1,420 kilocycles and increase of day power to 250 watts; WHKC, Columbus, increase of power to 1,000 watts night, 5,000 watts day, and KFRU, Columbia, Mo., increase of power to 5,000 watts.

Western Applications Denied

The commission denied or dismissed applications for new stations at San Diego, Los Angeles and Provo, Utah.

During the past week, it was announced, examiners' reports have been received recommending the granting of applications for new stations at Trenton and Jacksonville, and denial of stations at Minneapolis, Milwaukee, Washington, Rossville, Ga., and Cedar Rapids, Ia. Examiners' reports also have been received recommending approval of application of stations WMEX, Boston, for change of frequency to 1,470 kilocycles and increase of power to 5,000 watts, and KARK, Little Rock, Ark., for increase of night power to 1,000 watts.

Bert Lahr Going to Coast

Bert Lahr, now in the lead comedy role on the "Manhattan Merry-Go-Round" program, will leave for the coast to make a picture early this summer. His broadcast will be piped east and the remainder of his show will remain in New York.

Raymond on New Program

Gene Raymond will be the initial guest on George Fisher's "Hollywood Whispers" program when it bows in as a coast to coast Mutual offering May 1, from 10:15 to 10:30 P. M., E.D.S.T.

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Radio Personals

LENNEN AND MITCHELL yesconfirmed the well-circulated report that Bob Hope has been signed for the comedy role on the "Rippling Rhythm" program. Hope will start May 9, and will leave the cast of "Red, Hot and Blue" to take over the radio assignment . . . Frank Singiser, WOR-Mutual commentator, is the father of a boy born yesterday . . . Don Wilder, of the William Esty agency out of the city on business . . . Jane Pickens back permanently in the Sealtest program . . . Rockwell-O'Keefe places Bob Crosby's orchestra in the Aragon Ballroom in Chicago . . . MCA formerly had a band booking monopoly there . . . Charles Ruggles set for the CBS "Hit Parade" May 1 . . . Ampster Spiro, city editor of the *New York Journal* will tell how his paper scooped the opposition in reporting the birth of the Dionne Quintuplets on Will Wright's "Vice-President" program May 4 . . . Rosa Di Giulio, soprano heard on Michigan network stations, is in New York to make an operatic appearance at the Hippodrome this week . . . Jane Froman has been booked for Ben Bernie's broadcast May 11. The Herman Bernie agency handled the placement . . .

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Returning today aboard the *Saturnia* from an Adriatic cruise is Kenneth Roberts, network announcer. . . . Kated, Inc., meaning Kate Smith and Ted Collins, has placed Fordham University football coach Jim Crowley, under contract. . . . CBS artists bureau has signed the all-girl quartet, "Four Stars," under its management. . . . The Pontiac "Varsity Show" May 7 will come from the University of Nebraska. . . . Irwin Shaw, who authored the stage success, "Bury the Dead," has written an original radio drama for CBS, to be produced May 9 on Irving Reis' "Workshop." . . .

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Billy Swanson's orchestra replaces Bobby Hayes' band at the Edison beginning today. . . . Allen Prescott negotiating for a series of shorts based on his "Wifesaver" broadcasts. . . . Radio Events, Inc., has signed Mr. and Mrs. John Brown to play the lead roles in a domestic script to be produced by that organization. . . . The "Saturday Night Party" becomes the "Sunday Night Party" May 23. . . . Constance Cummings will be interviewed by Radie Harris on the WHN "Movie Club" tomorrow night. . . .

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Hollywood Town Pump

HOLLYWOOD, April 28.—Rubinoff's CBS show for Chevrolet will henceforth be a concert program, plans for a variety show having been cancelled. Fred Keating is off with Walter Cassel and Maria Jeritza set for the next Sunday airing . . . Claire Whitney will star in "Alone Against the World," ancient circus drama, on KHJ's "Gaslight Theater" next Saturday. The program, a sustainer, will be on every week in the future instead of the fortnightly policy . . . "Rise and Shine," an early morning KHJ show under supervision of Stu Wilson, will feature a series of high schools with Los Angeles Polytechnic as the first on May 1 . . . Claudette Colbert, Joel McCrea and Walter Pidgeon will do an etherized version of "Hands Across the Table" on the "Lux Theatre of the Air," May 3.

WHK to Switch from CBS to NBC in Fall

Transposing affiliations, WHK, the CBS outlet in Cleveland, will join the NBC basic Blue network, and WGAR, currently the NBC basic Blue member station in that city, will transfer over to CBS, early next fall.

WHK, owned and operated by Radio Air Service Corp., an affiliate of the *Cleveland Plain Dealer* and *News*, has a power of 2,500 watts by day, 1,000 watts at night.

WGAR, owned and operated by the WGAR Corp., has a daytime power of 1,000 watts, and 500 at night.

Inter-City to Add WORK

Beginning this week, WORK, in York, Pa., will carry WMCA and Inter-City network programs. WORK recently affiliated itself also with NBC. The station has a power of 1,000 watts.

Stations now included in the Inter-City System are: WMCA, New York; WIP, Philadelphia; WGAL, Lancaster; WORK, York; WMEX, Boston; WPRO, Providence; WATR, Waterbury; WDEL, Wilmington, and WOL, Washington.

Henry Souvaine in Hospital

Henry Souvaine, producer of several important network shows, including the Pontiac Motor Co.'s "Varsity" program and the General Motors symphonies, is in a Detroit hospital, convalescing from an emergency appendicitis operation, it was learned here yesterday. He was on his way to Cincinnati.

Applications Filed For 4 New Stations

WASHINGTON, April 28.—The F.C.C. today announced the receipt of applications for four new stations, as follows: Platt & Platt, Inc., Poughkeepsie, 1,310 kilocycles, 100 watts night, 250 watts day; Jules J. Rubens, Aurora, Ill., 1,040 kilocycles, 250 watts daytime; Dickmar Broadcasting Co., San Diego, Cal., 890 kilocycles, 1,000 watts night, 5,000 watts day, and Sims Broadcasting Co., Globe, Ariz., 1,210 kilocycles, 100 watts night, 250 watts day.

Second WGN Program Tonight

The second in the series of gala programs by WGN players will be heard tonight from 10 to 11:30 P. M., E.D.S.T. on Mutual, from coast to coast.

The program, comprising three sections, will feature the orchestra of Harold Stokes, with Paul Whiteman conducting for several numbers: Hugh Studebaker in dramatic readings: a radio version of the play, "The Creaking Chair," and Henry Weber's symphonic concert orchestra.

KDYL Boosting Local Shows

SALT LAKE CITY, April 28.—KDYL is sending special transcriptions of two KDYL local shows which have won outstanding audience recognition, to its national representatives, John Blair and Co. The transcriptions are "The Women's Hour," featuring Harriet Page, a program designed entirely for a women's audience, and "The Kangaroo Artists Revue."

More Hearing Dates Are Fixed for June

WASHINGTON, April 28.—Further tentative schedules for examiners' hearings to be held in June were made public today by the F.C.C. as follows:

June 3: Applications of the Ohio Broadcasting Co. for a 780-kilocycle, 250-watt daytime station at Salem, O.; a 1,270-kilocycle, 250-watt daytime station at East Liverpool; a 1,420-kilocycle, 100-watt daytime station at Steubenville, and a 1,200-kilocycle, 100-watt daytime station at Marion.

June 7: Applications of the Citizens Broadcasting Corp. and Hearst Radio, Inc., for a 1,240-kilocycle station at Schenectady, the former seeking 1,000 watts night, 5,000 watts day and the latter 1,000 watts night and day; and WMMN, Fairmont, W. Va., for an increase of power to 1,000 watts night, 5,000 watts day.

June 10: Application of Ashland Broadcasting Co., Ashland, Ky., for a change of frequency to 1,120 kilocycles and increase of power to 250 watts night, 1,000 watts day.

June 17: Application of Station KGAR, Tucson, Ariz., for change of frequency to 1,340 kilocycles and increase of night power to 250 watts.

Two Groups Ask Same Wave

June 22: Competing applications of Roberts-MacNab Co. and Gallatin Radio Forum for a 1,420-kilocycle station at Bozeman, Mont., the former seeking 100 watts night, 250 watts day and the latter 250 watts, daytime only; and Station KCRC, Enid, Okla., for increase of power to 500 watts.

June 29: Applications of B., J. Hecker, Salem, Ore., for a 1,330-kilocycle, 500-watt station, and Earl Weir, St. Petersburg, Fla., for a 1,370-kilocycle, 100-watts station; and Stations KRKO, Everett, Wash., for change of frequency to 1,420 kilocycles and increase of power to 100 watts night, 250 watts day; and WRC, Washington, D. C., for increase of power to 1,000 watts night, 5,000 watts day.

Feenamint to Continue

The Feenmint - sponsored "1937 Radio Revue," scheduled to leave the Mutual network late this month, instead will remain on the airways under the joint sponsorship of Feenamint and the MacFadden Publishing Co. The show will be changed to a variety series, with the latter organization furnishing the guest talent. The William Esty agency, handling the program, confirmed the above report to MOTION PICTURE DAILY yesterday.

T. S. Goodman Quits WKRC

T. S. Goodman, manager of the CBS owned and operated station in Cincinnati, WKRC, has resigned, effective May 15. He will be replaced by his assistant, John McCormick.

Company Increases Capital

DOVER, April 28.—The National Union Radio Corp. has increased its capital from $1,000,000 to $1,250,000. Corporation Trust Co. is the agent.

LEO SAYS:
Smart advertisers want showmanship too —that is why they use WHN.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

WOR Stand on Commercials Bars Program

Marking the beginning of a drive to compel sponsors to exercise restraint in determining the length of their commercial readings, WOR last Tuesday refused to allow the A. N. Smallwood Co. to broadcast its scheduled 15-minute musical program, "Cabin in the Pines" when the sponsor refused to cut down the length of the commercials for the program. WOR met the emergency by substituting a transcribed sustaining program.

The move marked one of those extremely rare instances wherein a sponsor has been told to go, and substantiates an article which appeared in Motion Picture Daily some months ago, wherein it was stated that the networks and important independent stations were preparing to crack down on sponsors whose programs did not meet with a high standard of entertainment and whose commercials were unduly strident or lengthy.

Less than Half Entertainment

"Cabin in the Pines" began its stay on WOR April 27, and is heard Tuesdays and Thursdays from 7:30 to 7:45 P. M., and Sundays from 10:30 to 11 P. M., E.D.S.T. A. N. Smallwood Co. is a real estate development firm. The program is produced by Jay Lewis and Associates.

WOR charges the script for last Tuesday's show contained commercials which required eight minutes to read. The station held to the opinion that eight minutes of commercials on a 15-minute program was unreasonable, and sought to prevail on Jay Lewis and Associates to cut the commercials. The agency was unable to see WOR's viewpoint, and accordingly the station refused to allow the program to be broadcast.

A call at Jay Lewis and Associates elicited the information that the program would be broadcast tonight, as scheduled.

NBC Will Distribute New Type Equipment

(Continued from page 1)

casts, according to O. B. Hanson, NBC chief engineer.

Distribution of the 70 amplifiers is to be followed immediately by 200 of the new microphones and 100 microphone stands to all stations among NBC's eight divisions.

NBC to Dine Ad Men

NBC will tender a dinner to the delegates attending the A.A.A. convention in White Sulphur Springs, W. Va., tomorrow. NBC officials who will act as hosts include Frank Mason, vice-president; Roy Witmer, vice-president in charge of sales; Clay Morgan, director of promotion; Ken Dykes, eastern sales manager, and E. P. H. James, sales promotion manager.

Timothy S. Goodman Returns

Cincinnati, April 28.—Timothy S. Goodman, general manager of WKRC, has returned to his desk after a month's sojourn at Miami Beach.

WPA Radio Schedule Will Be Increased

The WPA radio schedule will be expanded considerably in the near future, according to present plans.

James Truslow Adams' "Epic of America" is definitely scheduled for network presentation, to begin on or about May 15. "Maker of Dreams" is now being auditioned for WOR, also for May production. A housing program, approved by Tenement House Commissioner Langdon W. Post, will be heard locally beginning next month.

Also included for WPA air production on networks or on local stations are "The American Troubador Hour," a series of weekly programs by outstanding American poets; "Making the Constitution," adapted for radio from the play; Gilbert and Sullivan opera to begin on WQXR tomorrow; a program by the Irish Players, most likely to be heard on WOR; a series of social plays as yet untitled, scheduled for production on WEVD; three new programs for children; a series based on Social Security; and a series of adaptations from Browning's "The Ring and the Book."

WPA at present has eight programs on the air.

To Put Traffic Court on Air

Cincinnati, April 28. — "Traffic Court on the Air" is now a new sustaining program over WCKY, being aired from 9 to 9:30 A.M. E.S.T., and originating in Judge Joseph P. Goodenough's Traffic Court at the City Hall in Covington, Ky.

Actual testimony in traffic cases and the verdicts of the court will be broadcast by remote control.

WFIL Tries Amateurs Again

Philadelphia, April 28.—WFIL is making one lingering try at a revival of amateur programs. In cooperation with the *Philadelphia Daily News* and Woodside Amusement Park, WFIL today broadcasts the first of a series of amateur talent hunts which will continue throughout the summer months. A coupon from the newspaper is necessary for the amateur to enter and the shows will be aired before a visual audience at the amusement park. In addition to the weekly cash prizes, the grand prize carries a 13-week sustaining radio contract over WFIL.

Renew on Zeke Manners

Michael's Department Store has renewed Zeke Manners and Gang for an additional 52 weeks of broadcasting, effective May 3. The series is broadcast Mondays through Saturdays, from 5:30 to 6 P. M., and Sundays from 10:30 to 11 A. M., on WNEW. The Schillin Advertising Corp. handled the renewal.

Pitkin to Do New Series

Walter B. Pitkin, of "Life Begins at Forty" fame, will begin a new series on WINS beginning this afternoon at 4 P. M., and weekly thereafter. The series is to be known as "After Forty."

MacArthur in Hospital

Des Moines, April 28.—Peter MacArthur, producer of the WHO "Iowa Barn Dance Frolic," is in a hospital, suffering from a foot infection. He is expected to be confined for a week or 10 days.

Admit Labor Talks

Denying that a labor problem exists at WOR, officials of the station yesterday admitted that the status of their employes will be discussed thoroughly at today's monthly meeting of the board of directors of L. Bamberger & Co., operators of the station. The status of the engineering staff in particular will come in for a thorough airing. A statement from the station is expected today.

Paint Firm Says Half Of Replies Customers

One out every two listeners who write to Betty Moore develops into a customer for the Benjamin Moore Paint Co., with each individual sale averaging better than $10, the company reports, after checking its radio mailing list with the names of purchasers, obtained from its dealers.

Betty Moore broadcasts the "Triangle Club" program for the paint company on the NBC-Red network.

Using the NBC-Red network almost exclusively for the past two years, Benjamin Moore has built up a mailing list of more than 400,000 listeners who write to the sponsor for the household and decorating hints manual issued by the Benjamin Moore Co. to those requesting them. The first 10 broadcasts for 1937, the company reports, have evoked more mail than was received for the entire series of 21 broadcasts in 1936.

Resume KYW's Short Waves

Philadelphia, April 28. — KYW's ultra high frequency short wave transmitter, station W3XKA, resumes transmission this week with a new frequency of 31,600 kilocycles. Field experiments, including the use of recording meters to measure fading, are being conducted by the KYW engineers under the direction of plant manager E. H. Gager. The regular KYW schedule is being transmitted daily from 10 A. M. to 11 P. M.

Treat to Manage WORL

Boston, April 28.—W. Cort Treat has been appointed station manager of WORL under reorganization proceedings. Stanley Schultz is chief announcer and program director. Harry Marble is production manager. As WBSO, it was established in 1926 by Roger Babson. Schultz is doubling at present, also being conductor of the Boston Philharmonic Orchestra.

"John Martin, M. D.," New Program

Los Angeles, April 28.—"John Martin, M. D." is the title of a new Orange Network script show to be heard thrice weekly over KEHE, at 1:45 P.M., P.S.T., Monday, Wednesday and Friday. The first installment of the story, dramatized by Bob Stanley in the California Radio System's San Francisco studios, will reach KEHE listeners this week. Leads will be played by Ivan Green and Lois Hampton.

Dow Gets "Dawn Patrol"

Cincinnati, April 28.—"The Dawn Patrol," WKRC early morning broadcast conducted by Al Bland, is now being sponsored by the Dow Drug Co.

Finance Cost Is Handicap, States Korda

(Continued from page 1)

vital need of the industry if existing conditions are to be improved.

His comment on the American market for British films is that, while accent, story defects, and the control of key theatres by American producers are all adverse factors, "the American market is getting better and better from the British film's point of view and, in my opinion, we could establish ourselves in a modest but well-paying way." To do so, he suggests, British interests must revise their selling methods. "There has never been a concentrated effort to use all the many means of propaganda and publicity which are such an overwhelming feature of American life. Also, the distribution of British films has never been properly organized in America. When an attempt has been made, it has been proved too costly." London Films, he says, obtains 50 per cent of its revenue out of England.

The present slump in British production, says Korda, is largely due to the fact that many films were made by people who "became film producers without any qualifications whatsoever save that they could promote finance for the making of the pictures." Their failure was due to "amateur administration and inexperience coupled with the most unwise form of financing, where the short-term loans often cost them 12 to 15 per cent per annum."

"Victoria" Is Started

London, April 19.—Herbert Wilcox has started production on "Victoria the Great" at Denham under the name of Imperator Film Productions, Ltd., separate company for the making of this picture for RKO world release.

Pathe Quarter Net Amounts to $59,372

Pathe Film Corp. and subsidiaries yesterday reported consolidated net profit of $59,372.72 for the three months ending March 31, last, confirming the estimate of $59,000 made Tuesday to stockholders by O. Henry Briggs, president.

Total income from developing and printing, film rental and from other operations amounted to $304,319.91, and the profit from operations was listed at $12,920. Other income totaled $48,851.89 for a total of $61,772.72. Interest expense amounted to $2,400. Provision for depreciation and amortization was listed at $7,276.05.

Goldwyn Life to S. E. P.

The *Saturday Evening Post*, beginning May 8 and continuing in three subsequent issues, will feature "The Great Goldwyn," a story of the producer's life, written at the request of the magazine, by Alva Johnson.

Ethel Good to Marry

Omaha, April 28.—Ethel B. Good, secretary to Evert R. Cummings, Tri-States district manager, will marry Lt. Walter Smit on June 3.

IT TOOK 5 ACADEMY AWARD WINNERS TO MAKE THIS ONE REVUE SENSATION!

United Artists proudly presents

Walt Disney's ACADEMY AWARD REVUE

IN FULL TECHNICOLOR

HERE ARE THE FACTS: Composed of "Flowers and Trees," "Three Little Pigs," "The Tortoise and the Hare," "Three Orphan Kittens" and "The Country Cousin"—each of which won a Motion Picture Academy first prize. Runs 43 minutes and is 3,870 feet long.

Released June 18th thru UNITED ARTISTS

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 101 NEW YORK, FRIDAY, APRIL 30, 1937 TEN CENTS

Rodgers Says MGM's Meet Largest Ever

Convention Special Off With N. Y. Contingent

"M-G-M's convention this year will be the largest in attendance and departments represented that the company has ever held," William F. Rodgers, general sales manager, told Motion Picture Daily yesterday just before the convention special pulled out of the Grand Central station.

"The meetings will be attended by divisional, district and branch managers, salesmen, office managers, bookers, exploiteers, representatives from the purchasing and accounting departments and executives of Loew theatres," he said.

In addition to branch managers and sales personnel from New Haven, Boston, Philadelphia, Washington, New Jersey and New York, 21 home office representatives boarded the train at Grand Central. Among them were E. M. Saunders, Tom Connors, Silas F. Seadler, Joseph R. Vogel, Charles J. Sonin, Ernest Morrell, Jay A. Gove, Herbert Morgan, M. L. Simons, Harold Postman, Edward W. Aaron, Joel Bezahler, William Brenner, Alan F. Cummings, Carlton Duffus, Charles Deesen, Harold Goldgraben, Jerry J.

(*Continued on page* 10)

"Star Born" Pulls $101,000 1st Week

"A Star Is Born" wound up a first week at the Music Hall with approximately $101,000. At 3 P. M. yesterday the money figure was $20 below that of the opening day at the same time.

Opening at the Warner, Worcester, Mass., yesterday, the picture had the biggest first day's business in four years, according to United Artists. Despite a heavy rain there were 1,000

(*Continued on page* 10)

Henry Eckhardt Is Board Head, AAAA

White Sulphur Springs, W. Va., April 29.—Henry Eckhardt, president of Kenyon & Eckhardt, Inc., New York advertising agency, was today elected chairman of the board of the American Ass'n of Advertising Agencies at its annual convention here today.

Eckhardt is a former vice-president of the A.A.A.A.

More Radio—Pp. 8-10

General Radio-Film Meeting Wanted by MPTO Conferees

A general meeting of exhibitor representatives with producing company and radio broadcasting officials was recommended by the M.P.T.O.A. film-radio committee at its initial meeting here yesterday. Preparations for sending out invitations to attend the meeting will be made at once, Walter Vincent, committee chairman, said.

The general purpose of the meeting will be to attempt to devise means by which film stars and material to be used on radio programs can be regulated to lessen the possibility of injurious effects from such broadcasts on theatres, stars and pictures, it was said.

Invitations to attend the meeting, which will be sought for an early date, will go out to representatives of exhibitor organizations, home office and studio executives of the larger producing companies and to officials of the principal networks.

The committee meeting yesterday was attended by Lewen Pizor of Philadelphia, Arthur Lockwood of Middletown, Conn., and Samuel Pinanski of Boston, in addition to Vincent. The consensus of opinion of the committee members was that unregulated use of film talent and material on radio programs was potentially injurious to theatre pictures and to the stars themselves.

The committee's statement said that "the discussion brought forth a unanimity of opinion that the function of

(*Continued on page* 8)

Varied Topics Up At 20th-Fox Meet

By PIERRE AUTRE

Paris, April 29.—The second day of the 20th Century-Fox convention was started with all delegates attending a screening of "Nancy Steele Is Missing," which was followed by a publicity conference conducted by Les Whelan for publicity directors.

At the general sales meeting W. J. Hutchinson and Benjamin Miggins, European general manager, discussed with managing directors various angles of coming productions. S. R. Kent attended this meeting.

A luncheon at the Cafe de Paris was attended by Col. Jason Joy, Hutchinson, Truman Talley, Miggins and managers of the European divisions: Frank Harley of England, William B. Morgan of France, Stanley S. Crick of Australia, L. Giordano of the Near East, B. Fux of Italy, E. F. Lomba of Spain, C. Nielson of Scandinavia, H. J. Gell of Central Europe, Sutton Daws, sales manager in England; Robert Kane, British production head; Russell Muth, European Movietone manager, and Whelan.

At the afternoon meeting Col. Joy.

(*Continued on page* 10)

Paramount to Have Three in Criterion

Paramount gets an additional outlet on Broadway and the film problem of the Criterion becomes relieved under terms of a deal whereby at least three of the producer's pictures are to play that theatre in the next few months.

"Make Way for Tomorrow" will be the first. "Souls at Sea," which Paramount plans to release as a roadshow, will follow in approximately June 15

(*Continued on page* 10)

Report Korda Will Seek U.S. Finance

By BRUCE ALLAN

London, April 29.—Alexander Korda, head of London Films and a partner in United Artists, who will sail from England for the United States on the *Ile de France* on May 5, is reported here to be going over to seek new financial backing.

It is understood that immediately upon his arrival in New York on May 11, he will proceed to Hollywood for business conferences with Dr. A. H. Giannini, president and chairman of the board of directors of United Artists.

A deal on distribution between Herbert Wilcox and Korda is reported in film circles here. Wilcox has started started production of "Victoria the Great" at the Korda studio at Denham. The film is being made by Imperator Film Prod., Ltd., for world release by RKO.

Korda's position has been critical since the retrenchment ordered by the Prudential Assurance Co., financially interested in the Korda company.

The future policy of London Films

(*Continued on page* 7)

British Trade Talk Suspended for Time

London, April 29.—The joint trade conferences of representatives of the Cinematograph Exhibitors' Ass'n, the Kinematograph Renters' Society and the Film Group of the Federated British Industries have been concluded temporarily to permit the representatives to report the points at issue to the councils of each organization.

An agreement is still understood to

(*Continued on page* 7)

Sound Service Hit by IATSE Midwest Drive

Projectionists Bar Erpi, RCA Men from Booths

Erpi and RCA Photophone service men have been locked out of all theatres in the Chicago, Cleveland and Kansas City territories with the opening of an I.A.T.S.E. drive to force unionization of all service men, it was learned here yesterday. More than 500 theatres have had equipment servicing shut off as a result.

The lockouts have been accomplished through the refusal of I.A. projectionists to admit service men to the booths. The supply of replacement parts has not been shut off and equipment repairs are still possible, apparently, but only when done by the exhibitor and at his own risk.

Many of the service men in the affected areas are union men, which would indicate that the lockouts are designed more to force unionizing in unorganized territories elsewhere, than to gain recognition for the union in the three cities selected thus far for the lockouts.

Officials of Erpi and RCA here said that no demands had been presented yet by the union and declared that until they had been no course of action could be determined. They said that no complaints or evidence of dissatisfaction were apparent among their workers, the bulk of whom receive $65 per week and traveling expenses.

Bank Night Is Ruled Lottery in Nebraska

Beatrice, Neb., April 29.—Judge Messmore in District Court here today declared Bank Night a lottery in the state's test case on the theatre game. The court upheld the ruling of State Attorney General Hunter that Bank Night is a lottery because the patron's time, the effort at registration and his presence at the theatre on Bank Night constitute a consideration. A permanent injunction against the game was granted by the court.

As was indicated, an immediate ap-

(*Continued on page* 10)

Quigley Discusses Films at Princeton

Princeton, N. J., April 29.—Martin Quigley delivered a lecture today at Princeton University on the subject of "Public Opinion and Motion Pictures." The lecture was in connection with the course of studies

(*Continued on page* 10)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 April 30, 1937 No. 101

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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ROME: Viale Goribia; Vittorio Malpassuti, Representative.
SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Ralph Rolan Named New Head of Ampa

Ralph Rolan of the *March of Time* yesterday was elected president of the Ampa at the annual elections. Paul Lazarus, Jr., of Warners was named vice-president and Paul Benjamin of National Screen, treasurer. Lester Thompson, of the advertising advisory council for the Hays organization, is the new secretary.

The new board of directors consists of the officers, Gordon White, retiring president; Mort Blumenstock, Rutgers Neilson, Edward Finney and Hap Hadley. Vincent Trotta is trustee for three years and the new auditing committee is headed by Paul Gulick with Herbert Berg and Ken O'Brien assisting.

White thanked the organization and committees for their support during the past two years. The elections were unanimous.

Results of the advertising, publicity and press book display which closes tonight at the Loew Bldg. will be announced Saturday night at the annual dinner and dance at the New Yorker.

Ketti Gallian, who has come east to attend the premiere of "Shall We Dance" at the Music Hall, was one of the guests yesterday at the Edison. She appears in the RKO film. Bernard Zufall, mental magician, exhibited some of his memory tests.

Insiders' Outlook

By RED KANN

Hollywood, April 29.

IN the first place "Kid Galahad" is a rattling good story with bounce, excitement and melodrama. In the second place Warners recognized all three and put them on the screen in this well-knit, well-acted and well-directed yarn of the squared ring and a couple of racketeers who have made fortunes in it.

You find Edward G. Robinson as one of the strong arm boys and Humphrey Bogart as his perennial enemy. The spoils are Wayne Morris, former bellhop with a slow brain, but a lot on the hoof and a sledgehammer for a right.

▼

Robinson wasn't a bad sort of guy. He had a mother and his sister was reared in a convent. He kept them on a farm and far from the maddening crowd of pugs and muggs. That is, until Morris, his new protege, lands there because he has floored Bogart with one to the chin, and nobody floors Bogart and lives. There the stalwart meets Jane Bryan, the sister, and they fall in love. Another thread in the "meller" entangles Bette Davis. She is Robinson's girl and a pretty loyal kid, but if she falls for the dim-witted and handsome pugilist she can't help herself any more than the fighter can help loving the other girl.

▼

A fight in a night club develops. Tabloids print pictures. Robinson then learns about his slugging protege and his sister. He starts going through the roof and never stops. Plotting revenge at his own expense, he deliberately signs for a heavyweight title bout with Bogart's champ. Morris is not ready for it, but that shaves no slivers with Robinson. He bets against his own scrapper. Bogart hears about it and places his own odds accordingly, at the same time warning that Robinson won't be around if a double X is pulled.

▼

For most of the bout Robinson instructs Morris along lines that mean his slaughter. Then Miss Davis, who loves Morris, and Miss Bryan, who also loves Morris, get under Robinson's skin. He switches his tactics and his boy wins. Bogart starts to make good his promise and in a dressing room shooting fray he and Robinson bump each other off. There is a lovers' happy finish of the kind Grad Sears goes for.

▼

"Kid Galahad" holds and it grips and it's played in knockdown fashion—no pun intended—for all its worth under Michael Curtiz's showmanship direction. The excitement of the boxing ring is present and plenty of it. Robinson, in the sort of part long familiar, is biting and pungent. Bogart is the swellest kind of menace. Miss Davis, as the losing woman, is incisive and touching. Harry Carey, as the trainer, etches out a place. Miss Bryan is properly appealing as the pure in love. The whole show is wound up neatly and tuned down cleverly to the exact level of the masses. They ought to go for it without hesitation.

Sabath Asks Control Of Bondholder Moves

WASHINGTON, April 29.—Representative Adolph J. Sabath, who headed the special Congress committee which probed film and theatre reorganizations, said today he intended to press for enactment of a law to name conservators to control bondholders' committees in bankruptcies.

Sabath said he did not care whether the Judiciary Committee reported his bill or some other bill, but that he would insist a bill be reported. Otherwise, he said, he would press for continuance of his special probing committee.

William Gillette Dead

HARTFORD, April 29.—William Gillette, veteran actor-dramatist and creator of the role of Sherlock Holmes, died today following a long illness. He was 81.

B. S. Moss to Build

B. S. Moss, who is associated with Harry Charnas in the Criterion, plans to build an 800-seat theatre at Broadway between 48th and 49th Sts., he announced yesterday.

Vogel Will Fly West With Award Winners

Leading the Quigley Award party to Hollywood, A-Mike Vogel of the Managers' Round Table of *Motion Picture Herald* departs for the Coast on Sunday via United Airlines. In Chicago Vogel will pick up Sid Holland, bronze grand award winner. L. A. Chatham, silver grand award winner, will join the party in Cheyenne, Wyo. Brief ceremonies in which civic heads and theatremen will participate are scheduled for both stops.

The presentation of the Quigley plaques to the winners will be made during a special luncheon to be held in Hollywood on Tuesday. Studio heads, directors and stars have been invited to attend.

20th-Fox to Add Space

Construction work on a three-story addition to the present 20th Century-Fox Studio at 53rd St. and 10th Ave. will be begun in two or three weeks. The new addition will face on 53d St. and will be in two sections, one having studio facilities and the other additional offices and utility space.

To Ask Examination In Brandt's Action

Brandt Theatres, Inc., Times Square Theatre Corp. and the operators of 32 other neighborhood houses in Manhattan and the Bronx will ask Justice Alfred Frankenthaler in N. Y. Supreme Court today for permission to examine before trial Loew's, Inc., through Charles Moskowitz, assistant treasurer. Loew's and others have been named defendants in a suit in which the plaintiffs would permanently enjoin Loew's from continuing the operation of a five and two-day weekly split in exhibition.

The other defendants are M-G-M, Paramount, Columbia, Universal, United Artists Corp. Trial of the action is scheduled for June. Harry Brandt, president of Brandt Theatres, stated in an affidavit filed in court that for many years prior to January last Loew houses maintained an exhibition policy predicated on a weekly split of three and four days. Relying on that policy, the affidavit continues, the plaintffs agreed to show the pictures of the defendant companies subsequent to their exhibition in neighborhood Loew houses. He claims the Loew operation on a five and two-day split has damaged the plaintiffs seriously.

Orders Lab. Suit Details

Federal Judge Robert T. Patterson yesterday ordered the plaintiff and defendant to file bills of particulars in the $500,000 damage suit brought by the Du-Art Film Laboratories, Inc., and Arthur Gottlieb against Consolidated Films Industries, Inc. Du-Art alleges that it entered into an exclusive contract in June, 1934, with U Film Laboratories, Inc., a subsidiary of Universal, to develop film and that Consolidated induced Universal to breach the contract in December, 1934. Consolidated asks $20,000 on a counter claim on the ground that it made a prior contract with Universal in 1929 and that Du-Art interfered by offering to develop film at a half-cent less per foot.

Permits Century Appeal

Federal Judge Robert T. Patterson yesterday allowed Century Prod., Inc., Samuel Cummins, Empire Laboratories, Inc., Richard Fiedler, Cravath Wells and the Bob-Ed Theatre Corp. to appeal to the Circuit Court of Appeals from an April 21 in favor of Frederick Beck Patterson, who alleged that the defendant used portions of his film, "Shooting Big Game with a Camera" in their picture, "The Jungle Killer."

Attorneys Allowed $25,000

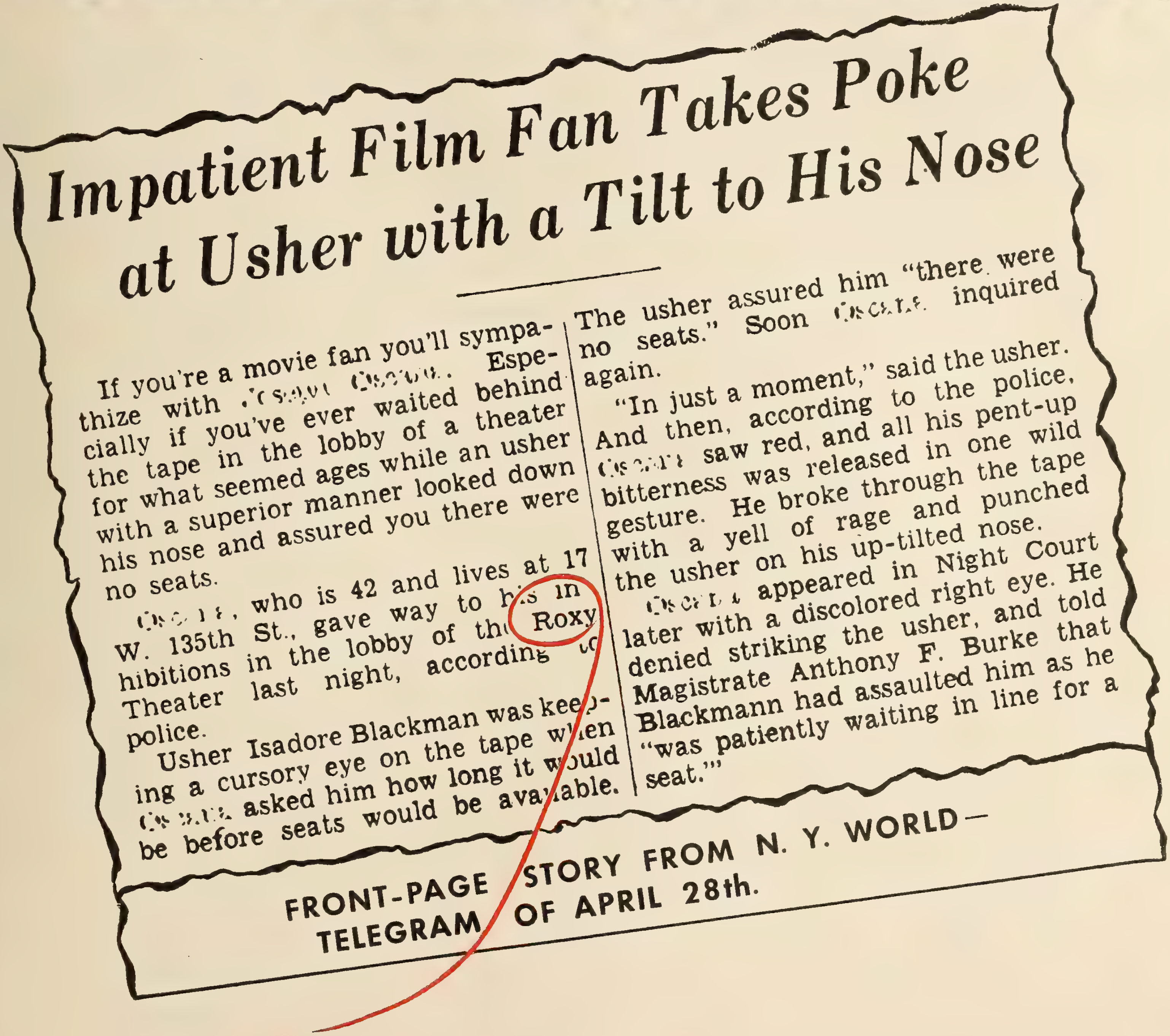
Federal Judge Alfred C. Coxe yesterday allowed Root, Clark, Buckner and Ballantine, attorneys for Paramount, an additional allowance of $25,000 on account for their services for the period from July 3, 1933, to March 31, 1937, in the reorganization proceedings. They were previously allowed $350,000 in fees.

Warner Bros. Sued On "Sing Love Song"

LOS ANGELES, April 29.—Wayne Weisher and Priscilla Wayne Sprague have filed suit in Federal Court here against Warner Bros., Inc., and Cosmopolitan Corp., Inc., claiming copy-

(*Continued on page 4*)

YOU SHOULD TEACH YOUR USHERS TO DUCK!



Impatient Film Fan Takes Poke at Usher with a Tilt to His Nose

If you're a movie fan you'll sympathize with [illegible]. Especially if you've ever waited behind the tape in the lobby of a theater for what seemed ages while an usher with a superior manner looked down his nose and assured you there were no seats.

[illegible], who is 42 and lives at 17 W. 135th St., gave way to his inhibitions in the lobby of the Roxy Theater last night, according to police.

Usher Isadore Blackman was keeping a cursory eye on the tape when [illegible] asked him how long it would be before seats would be available. The usher assured him "there were no seats." Soon [illegible] inquired again.

"In just a moment," said the usher. And then, according to the police, [illegible] saw red, and all his pent-up bitterness was released in one wild gesture. He broke through the tape with a yell of rage and punched the usher on his up-tilted nose.

[illegible] appeared in Night Court later with a discolored right eye. He denied striking the usher, and told Magistrate Anthony F. Burke that Blackmann had assaulted him as he "was patiently waiting in line for a seat."'

FRONT-PAGE STORY FROM N. Y. WORLD—TELEGRAM OF APRIL 28th.

The picture, of course, was

"WAKE UP AND LIVE"

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Variety Club

Dallas

DALLAS, April 29.—The local club, R. J. O'DONNELL, chief barker, started its spring golf tournament with a Calcutta Pool stag affair at the Adolphus Hotel. The tournament started with 75 players. The affair ended with a banquet at Lakewood Country Club with more than 200 in attendance.

MIKE RICE came out as champion of the club, winning a wrist watch. First prize went to FRED PATTERSON. Second prize was awarded to R. E. DAVIS.

Kansas City

KANSAS CITY, April 29.—Variety Club resumed bi-weekly luncheon meetings April 26 when more than 90 barkers heard TOM COLLINS, Sunday editor of the Kansas City *Journal-Post* on "Remembering Names." Vice-president FINTON JONES was in the chair in the absence of Chief Barker ELMER C. RHODEN.

ARTHUR COLE reported activities of the welfare committee. On April 23 Variety Club members were hosts to almost 40 crippled children from the R. J. DeLano school, who, after seeing "The Hills of Old Wyoming" and a "Popeye" at the Paramount screening room, were served cake, ice cream and candy in the new Variety Clubrooms. The children also received a photo of SHIRLEY TEMPLE.

Among those who helped take care of the youngsters while on the Row were T. R. THOMPSON, WARD SCOTT, BENNY BENJAMIN, BILL WARNER, W. E. TRUOG, FRANK HENSLER, ARTHUR COLE, PAUL HANNON, JOHN CHRISMAN, NELSON BURRUS, SAM ABEND, EARL JAMESON, R. R. BIECHELE, FINTON JONES, GUS KUBITZKI, C. E. GREGORY and CLAUDE MORRIS.

The feminine contingent was composed of MRS. CLAUDE MORRIS, who played the piano for the youngsters; MRS. FRANK HENSLER, MRS. HARRIS WOLFBERG, wife of the M-G-M district manager; MRS. FRED TRIGG, MRS. ELEANORE WALTON, city censor; JUNE METCALF and MRS. FRANK BOWEN.

AIR EXPRESS

THE FASTEST WAY TO SHIP...

ZING!... Rush your shipments 2500 miles overnight, with prompt delivery next morning. Complete, nation-wide service between 216 cities, in the United States and Canada. Also direct to Honolulu, Guam, Manila and 32 Latin-American countries. Pick-up and delivery without extra charge. For service or information, phone any office of RAILWAY EXPRESS.

AIR EXPRESS

DIVISION RAILWAY EXPRESS AGENCY, INC.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Thirteenth Chair"

(M-G-M)

HOLLYWOOD, April 29.—This one presents no new twists in routine mystery melodrama, but it embodies the necessary eerie thrills and comedy relief elements to please the patrons. The film is ably cast and directed to fill average program qualifications. The only departure from formula is the India background.

The plot opens with Lewis Stone, a Scotland Yard investigator, probing a murder. As usual, suspicion is thrown upon at least 10 people. The investigation temporarily intrudes on the romantic aspirations of Madge Evans and Thomas Beck. The central person in the sleuthing in Dame May Whitty, who holds a seance which results in Henry Daniell's death. The ensuing investigation subsequently involves the already mentioned quartet, Elissa Landi, Janet Beecher, Ralph Forbes, Holmes Herbert, Heather Thatcher, Charles Trowbridge and others. Miss Whitty and Miss Evans eventually are revealed as mother and daughter. Ultimately Miss Whitty discards her spiritualism and disposes of the murderer. The audience apparently has discovered the culprit long before the fadeout, however.

All the performances are adequate. George B. Seitz' direction cleverly balances the story's ingredients. Marion Parsonnet's screen adaptation of Bayard Veiller's play moves swiftly and holds attention. Dame May Whitty gives an outstanding performance.

Production Code Seal No. 3,290. Running time, 68 minutes. "G."

Looking 'Em Over

"The Frame Up"

(Columbia)

This is precisely the kind of active and lively screen fare that is to be expected when the film credits list D. Ross Lederman as director and Harold Shumate as the author of the screenplay. The story by Richard E. Wormser tells of the attempt on the part of a gang of racetrack gamblers to frame a race by running in a ringer for a stolen horse, and the finally successful battle of the track detective force to stop them.

En route there is plenty of the sort of excitement that will please the youngsters and a few oldsters. The film is satisfactory fare for the second half of a dual program.

Paul Kelly is the chief of track detectives and Jacqueline Wells his secretary and fiancee, who is kidnapped as a means of forcing Kelly to listen to reason on his planned breaking up of the gamblers' game. He is compelled to acquiesce in order to protect the girl's life, but fast thinking and faster police work, with an automobile chase or two thrown in for good measure, brings the end of the gang and the romance at the film's conclusion.

Production Code Seal No. 3,099. Running time, 56 minutes. "G."

"Rootin', Tootin' Rhythm"

(Republic)

The pursuit of cattle rustlers by Gene Autry and Smiley Burnette serves as the story thread in this western. The chase involves a number of diverting musical sequences in which the cast partakes when the hunt lags. By and large it is exciting, humorous and entertaining stuff.

Autry and Burnette masquerade as a pair of dangerous outlaws in order to trail the stolen stock. Their wanderings bring them to Armida, Ann Pendleton and Monte Blue, neighboring ranchers. It is soon revealed that Blue is in league with the cattle thieves. The situation gets tense when Autry and Burnette are shown up, but with the arrival of Hal Taliaferro, Autry's partner, the culprits are apprehended. For the proper romantic finish, Autry rescues Armida and Miss Pendleton who are trapped in a runaway coach. The story material is well developed and replete with action.

The cast includes Charles King, Max Hoffman, Jr., Frankie Marvin, Nina Campana and Charles Mayer. Mack V. Wright directed.

Production Code Seal No. 3,249. Running time, 65 minutes. "G."

Siegel Gets Third House

Arthur Siegel, who has been operating the Rivoli, East Rutherford, and Regent, Kearney, N. J., has acquired the Rex, East Rutherford.

Gets Monogram Post

SALT LAKE CITY, April 29.—W. W. McKendrick, branch manager here for Grand National, will join Monogram in a similar post here on Saturday.

Warner Bros. Sued On "Sing Love Song"

(Continued from page 2)

right infringement of the dramatic composition entitled "Let's Pretend."

The plaintiffs, alleging that the Warner film, "Sing Me a Love Song," embodied scenes and sequences from their story, ask an injunction, confiscation of negatives and positives and an accounting of profits.

Jolson, Grauman Suit Victors

LOS ANGELES, April 29.—Judge Joseph W. Zickers in Superior Court here today denied the damages and declaratory relief asked by H. H. Stowell in his suit against Sid Grauman and Al Jolsōn. Jolson and Grauman embraced gleefully as the decision was announced. The concluding testimony revealed that Darryl Zanuck, William Goetz, William Koenig and the late Irving Thalberg were stockholders in Black Hills exploration.

Sues on "Three Smart Girls"

LOS ANGELES, April 29.—Edward N. Du Domaine has filed suit against Universal Pictures, Inc., for $60,000, claiming authorship and registry of the story "Bringing Up Father," which he claims was used in the production of "Three Smart Girls."

Again Ask Sunday Shows

BEATRICE, Neb., April 29.—Undismayed by previous failures, sponsors of Sunday films here are circulating a petition asking that the matter be put to vote at a special election again.

Beatrice, last large town in Nebraska to bar Sunday shows, beat repeal of the blue law at the last election by 1,436 to 1,275 votes. Twenty-five per cent of the number who voted at the last city election, or 667 persons, are required to sign the petitions.

Refuses Sunday Injunction

TIFTON, Ga., April 29.—Judge Eve of the Superior Court here refused to grant an injunction against the showing of Sunday films here, but declared that should a bill of exceptions be filed to the ruling, the show will not operate on Sunday until the matter is decided by the higher courts of the state.

Sunday Films Approved

ROME, Ga., April 29.—The City Commission here sanctioned Sunday films when a resolution was passed providing that proceeds from such showings should go to charity and that the Sabbath films must not conflict with regular worship hours.

Peskay, Finney on Coast

HOLLYWOOD, April 29.—Edward Peskay and Edward Finney, arriving here after a tour of the Grand National exchanges, will remain to prepare for the first annual sales convention at the Ambassador, May 15-19.

Andrew L. Stone will take over production of "Face the Facts," the second Stuart Erwin feature for which Betty Laidlaw and Robert Lively are completing the script. Shooting will start late in May.

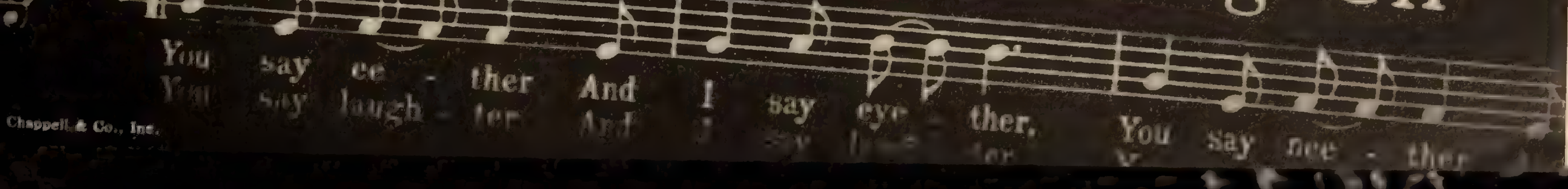
Falkenberg in New Job

BIRMINGHAM, April 29.—Francis S. Falkenburg of Columbia, S. C., has been named manager of the Alabama by R. M. Kennedy, district manager of Alabama Theatres, Inc.

From the Fred Astaire-Ginger Rogers RKO Radio Picture, "Shall We Dance"

Let's Call The Whole Thing Off

Refrain



Chappell & Co., Inc.

CONTROL YOURSELF ! . . . Fred and Ginger are with us again! . . . in their gayest, gladdest show! . . . Imagine! . . . Fred dancing with two dozen Gingers! . . . The brilliant battle of ballet versus swing! . . . Rhythm on roller skates! . . . A whole new world of intimate comedy delights! 6 NEW SONGS! . . . 8 NEW DANCES! . . . 50 NEW HAND-PICKED BEAUTIES! . . . 100 NEW LAUGHS!

FRED ASTAIRE
GINGER ROGERS

in

SHALL WE DANCE

with

EDWARD EVERETT HORTON ★ ERIC BLORE
JEROME COWAN ★ KETTI GALLIAN
WILLIAM BRISBANE and HARRIET HOCTOR

RKO RADIO PICTURES

SIX GERSHWIN SONGS!

"Slap That Bass"—Let's Call The Whole Thing Off"—I've Got Beginner's Luck"—"They All Laughed"—"They Can't Take That Away"—"Shall We Dance."

Music by GEORGE GERSHWIN ★ Lyrics by IRA GERSHWIN

Directed by Mark Sandrich ★ Pandro S. Berman Production

LITHO

◂ Purely Personal ▸

RICHARD WATTS, Jr., film critic for the *Herald-Tribune;* George Jean Nathan, theatre critic; David Rose of U. A.; Pan Blumenthal, Grand National; Ricardo Cortez, Warner player, and Mrs. Jack Cohn, wife of the Columbia executive, left for the coast last night on the American Mercury.

•

Joe E. Brown will arrive in town this morning. He will broadcast tomorrow from 2:15 to 3 P. M., E.D.S.T., at a "Master Broadcast Luncheon" for the National Child Health movement.

•

Norman Corwin of 20th Century-Fox will be heard during a half hour broadcast over WOR at 1 P. M. Sunday, on A. M. Sullivan's program.

•

David Bernstein and Col. E. A. Schiller, who were scheduled to leave for the south last week, instead will leave for Atlanta over the weekend.

•

Ben Shlyen, publisher of Associated Publications, will leave today for Kansas City after five weeks here.

•

Al Adams, Republic advertising and publicity head, is back from the coast.

Hear Americans in French Bill Query

Paris, April 29.—The Cinema Commission of the French Parliament yesterday heard American film representatives present their views of the American screen, in the course of hearings to gather information for a new French film bill. The measure is expected to be drafted at the conclusion of the hearings of the fact finding commission.

Yesterday the group heard Harold L. Smith, Paris representative of the M.P.P.D.A., declare that American films are extremely moral, since they invariably picture the triumph of the forces of law and order. He said American companies had invested more than $10,000,000 in France for studios employing hundreds of Frenchmen, and pointed out that the French industry benefited to the extent of $10,000 for every American film released in this country.

"U" Starts Talent Hunt

Hollywood, April 29.—Universal has launched a nationwide talent search for 15 girls to appear as show girls in "Young Man's Fancy" with selections limited to school and college applicants. Lucille Ryman, studio talent scout, is in charge and leaves for New York immediately to get things under way.

Syracuse Bans "Spain"

Syracuse, April 29.—"Spain in Flames," booked for one day at the Syracuse University controlled Civic Theatre, was cancelled because of protests by the American Legion, Knights of Columbus and the Syracuse Holy Name Federation. The university was not sponsoring the film; it was merely acting as rentor of the theatre.

Out Hollywood Way

Hollywood, April 29.—Edward Everett Horton, Esther Dale and Lucien Littlefield shaken up when their car skids on location at Lake Arrowhead.

Baron K. Sumitimo, leading Japanese banker, and party, guests of Raoul Walsh on "Artists and Models" set at Paramount . . . Nelson Eddy due here May 8 from concert tour . . . Two more Carey Wilson M-G-M psychology shorts added to list as result of success of "What Do You Think?" . . . Phoenix Prod., Inc., acquires space at Hollywood Studios, Inc., for "Bold Heritage" and 11 other films . . . Rufus LeMaire due back from London Wednesday.

Clay Adams, assistant to Sol Wurtzel, has gone to Larchmont, N. Y., to marry Paddy MacRoberts, non-professional . . . Dolly Tree, costume designer and head of the M-G-M wardrobe department, to sail for Honolulu, May 7 . . .

+

Casting—Frank Morgan and Una Merkel in "Saratoga," M-G-M . . . Bette Davis feminine lead in "Gentleman After Midnight," Warners . . . Robert Wilcox and Jean Rogers in "Channel Crossing," Universal . . . Barnett Parker robot stooge in "You'll Be Married by Noon," M-G-M . . . Jean Perry, Eddie Phillips, Eugene Borden, Ralph Byrd, Ray Harris, Roger Moore, Inez Palanga and Rolfe Sedan in "The Firefly," also at M-G-M.

Lionel Pape in "Angel"; Dell Henderson, Mary Hayden, Nick Lukats, Elsa Connor, Antrim Short, Alexander Pollard, Virginia Brissac, John Marshall, Henry and Harry C. Johnson, Jack Stary, Harvey Poirier, Pat Moran and Jack and Irene McAfee in "Artists and Models"; Hunt Batarri and Ikaf Hytten in "Double or Nothing"; Andrew Tombs, Bernard Suss, Rex Moore, John Marshall, Dora Clement, Ethel Clayton, Gloria Williams and Hayrden Stevenson in "Easy Living," all at Paramount . . . Melville Cooper, Joseph Schildkraut and Elisha Cook in "Thin Ice" and Wally Vernon in "You Can't Have Everything," 20th Century-Fox.

+

Story Buy—"Mightier Than the Sword," William Rankin, by Universal.

+

Writer—Daniel Fuchs to do screenplay of "No Groom to Bride Her."

+

Director—William McGann to direct "Alcatraz," Warners.

+

Cameramen—Sid Hickox to photograph "First Lady" and Arthur Edeson to be in charge on "Mr. Dodd Takes the Air," both at Warners.

IATSE Union Drive Continuing in K.C.

Kansas City, April 29.—The I.A.T.S.E. is continuing its drive to "obligate" as many as possible of the approximately 300 exchange workers here following "obligation" of and payment of dues by about 110 last Tuesday evening. This number did no include bookers or front office employes, and final organization, election of officers, issuance of a charter, etc., was delayed until May 4, in order to give the union time to bring in representatives of the two missing groups to line up enough more to make a "majority" of film row workers. Front office employees were being contacted this week by Ray Gandy, a projectionist, member of the operators' union.

Patrillo Challenges C.I.O.

Chicago, April 29.—James Patrillo, president of the Chicago Musicians' Union, long an air-tight A.F. L. unit, today challenged the C.I.O., stating that if it carried out its threat to seek Chicago recruits they would not "get as far as the depot here." Patrillo, virtually a dictator in the music field here, is an outspoken enemy of John L. Lewis.

Stage Meet Wins Support

More than 100 registrations have been received to date for the American Theatre Council's convention opening at the Astor, May 24, it was stated yesterday at headquarters for the convention. Helen Hayes will make the address of welcome at the opening luncheon. The convention is planned to devise methods of increasing public support for the stage and reviving the road.

Discuss Details for N. E. Theatre Shifts

Details in connection with the reorganization of Olympia Theatres are being worked out in conferences here with John Ford of Maine & New Hampshire Theatres, Martin Mullin and Samuel Pinanski of New England Theatres and Y. Frank Freeman, Paramount theatre head.

New England's bid of $4,000,000 for Olympia's assets was given court approval in Boston recently. The fact that Olympia owns 50 per cent of Maine & New Hampshire creates a situation which makes possible several pooling and other cooperative arrangements between the latter and the New England circuit. The current conferences concern deals of this kind.

Expectations are that the reorganization of Olympia will be completed during June.

Reich Warns U. S. Firm

Berlin, April 29.—The union of German theatre owners today threatened to break off business relations with "an American film company which produced an anti-German atrocity film." It was stipulated the film must be withdrawn by June 1. It was said here to have been shown in some American churches.

It is assumed here that the alleged "anti-German" film referred to by the German theatre owners is "Modern Christian German Martyrs," which was shown recently at the Riverside Church in New York, and which is sponsored by the American Committee for Christian German Refugees. The name of the producer of the film could not be learned last night, but it is understood that no major American company produced it.

Report Korda Will Seek U.S. Finance

(*Continued from page* 1)

was discussed at a weekend dinner conference at Denham, it has been learned. Besides Korda and his associates, Winston Churchill also was present. The reason for Churchill's presence could not be learned but there was some indication that there might be a political implication, in view of Korda's recent statements to the press on the lack of sufficient financing in England for production and his support of the Moyne recommendation for a Government film commission.

British Trade Talk Suspended for Time

(*Continued from page* 1)

be possible, but it is believed there is a deadlock existing owing to the F. B. I. demand for some guarantee for the United States market, which has been refused by the K. R. S. However, all six British members of the K. R. S. are supporting the F. B. I. demand.

It is understood further that the negotiations thus far have broken down, with all the groups represented again making individual statements, and the K. R. S. and the Board of Trade expressing a purely American view.

Novel "Dance" Book Out

RKO has issued an elaborate and novel press book on "Shall We Dance," of which the one piece cover, slipping over the contents of the book, may be used for hanging in the lobby, presenting large cutout figures of Fred Astaire and Ginger Rogers. The book is in three separate sections, exploitation, publicity and advertising.

Canada Accepting Duals

Double features are pretty well accepted in Canada, N. L. Nathanson, president of Famous Players Canadian, stated prior to sailing for England.

Wall Street

Light Gains Mark Board Trading

	High	Low	Close	Net Change
Columbia	32⅝	32	32	+ ⅞
Consolidated	3⅝	3⅜	3⅜	— ⅛
Consolidated, pfd.	13¼	13	13⅛	— ⅜
Eastman	152½	151	151½	— ½
Eastman, pfd.	152	151	151	—2
Gen. T. Equip.	25	25	25	+1⅛
K.-A.-O., pfd.	98⅜	98¼	98¼	.....
Loew's, Inc.	77¼	76⅛	76⅜	— ⅝
Paramount	21½	20⅞	21⅛	+ ⅝
Paramount 2 pfd.	19⅜	18¾	19	+ ⅜
Pathe Film	7⅛	7	7	.....
RKO	8⅝	8⅜	8⅝	+ ½
20th Century-Fox	38	36¾	37½	+ ⅜
20th Century, pfd.	46¼	46¼	46¼	— ⅛
Warner Bros.	13¼	12¾	12¾	+ ⅛

Fractional Curb Movement

	High	Low	Close	Net Change
Grand National	2⅝	2¼	2⅜	.....
Sonotone	1½	1½	1½	— ⅛
Technicolor	22⅜	21⅜	22	+ ¼
Trans-Lux	4¼	4¼	4¼	— ¼
Universal Crp.	6¾	6¾	6¾	.....

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's 3½s '46	98	97¾	97¾	.....
Paramount B'way 3s '55	72½	72½	72½	.....
Paramount Pict. 6s '55	100½	100⅜	100½	+ ⅛
Warner Bros. 6s '39 wd	95	94½	94½	.....

(Quotations at close of April 29)

◀ Radio Personals ▶

FRED WEBER, Mutual's general manager, leaves for Cleveland Sunday, visiting WGAR . . . Billy Burton of the Rockwell-O'Keefe office leaves for Pittsburgh May 7 for a week's stay on business . . . Kate Smith left for Washington last night immediately after her broadcast to celebrate her birthday with her family . . . Additional travel notes: Guy Lombardo left for Detroit last night to start his dance tour, and Lester Gottlieb, Mutual's publicity co-ordinator, leaves tomorrow for Washington, where Mutual's WOL opens its new studios . . . Rockwell-O'Keefe has booked Woody Herman and Al Donohue to appear at Brighton Beach this summer, and Glen Gray and Benny Meroff for dates at Manhattan Beach . . . Loretta Clemons carrying on with her broadcasts, despite ptomaine poisoning . . . L. J. Fitzgerald of NBC's artists service, has been assigned to handle sales of NBC concert artists commercially, effective May 15 . . .

✚

George Fischer will preview "Cafe Metropole" in introducing his "Hollywood Whispers" on Mutual Sunday . . . Phil Baker flew to Albany Wednesday to argue for the passage of the "baby bond" bill . . . Edward Everett Horton returns to Jack Oakie's "College" May 4 . . . Margot Stevenson, ingenue lead in "You Can't Take it with You" also is a member of the cast of the "Aunt Jennie" series on CBS, we learn . . . Publicist with the fanciest monicker is G. Braidwood McCoy . . .

✚

John McCormick, just named manager of WKRC, CBS owned and operated station in Cincinnati, was formerly program manager of WINS here . . . Raymond Scott's Quintet will guest "swing" on the CBS "Swing Club" tomorrow . . . Martin Block's orchestra popularity poll on WNEW, the third annual, was won by Benny Goodman, with a 20,058 vote. Runners-up were Guy Lombardo, 17,179; Shep Fields, 14,015, and Glen Gray, 13,793 . . . Ballots received totaled 113,000 . . .

Griffin to Feature McKinley

The Griffin All-White Shoe Cleaner program, starting May 17 from 7 to 7:30 P. M., E.D.S.T. on the NBC-Blue, will feature a cast comprising Barry McKinley, Jean O'Neill, the "Tune Twisters," and Hugh Barrett's orchestra. Bermingham, Castleman and Pierce is the agency.

McGivena Leaves News

L. E. McGivena, promotion manager of the New York *Daily News* for the past 16 years, has resigned to become associated with Lennen & Mitchell. McGivena assumes his new duties as coordinator of sales copy and merchandising June 1.

Gouraud to Talk on Films

PHILADELPHIA, April 29.—Powers Gouraud, WCAU drama and movie critic, will speak on "Radio and the Movies" at the spring luncheon of the Philadelphia M. P. Forum on Monday.

General Radio-Film Meeting Wanted by MPTO Conferees

(*Continued from page 1*)

the radio and that of the motion picture is so greatly at variance that a meeting of producers, exhibitors and broadcasting executives might be fruitful of an understanding and an agreement that would be beneficial to all concerned."

20th-Fox to Check Scripts

HOLLYWOOD, April 29. — Lew Schreiber today was authorized to review all radio scripts and engagement agreements of 20th Century-Fox contract artists for radio appearances.

In the past some players' contracts have stipulated that all radio performances must first be approved by the studio. In the future, however, all broadcasts must first receive the "production okay" of Schreiber.

The move of 20th Century-Fox is not so much censorship as it is a desire to derive the fullest benefit from radio exploitation without delaying production. The nature of the Schreiber post is identical with that of Ruby Cowen employed by Paramount for essentially the same purpose.

Revise Willys-Knight Lineup

The station lineup for the new Willys-Knight Motor Co.'s "Surprise Party" program on Mutual has been revised considerably, with 37 stations now scheduled to carry the programs, instead of 25, as was originally announced.

Stations recently added include the Don Lee stations in California, WWSW, Pittsburgh; KXYZ, Houston; WATL, Atlanta; WSIX, Nashville; KTBS, Shreveport; KBIX, Muskogee; KCRC, Enid, both in Oklahoma, and KXBY, Kansas City.

The Mutual station in Kansas City is WHB, not KXBY . The former, however, will be unable to carry the Willys-Knight program due to a commitment to a local sponsor.

Miss Verrill Starts May 8

"Vocals by Verrill," featuring Virginia Verrill, will be heard on CBS beginning May 8, from 5:30 to 5:45 P. M., E.D.S.T., and weekly at this time thereafter. The program will emanate from Hollywood. The musical accompaniment will be by Wilbur Hatch's orchestra.

This new schedule supplants the program previously announced for Miss Verrill, a Sunday program.

MacAllister Goes to Frisco

HOLLYWOOD, April 29.—Stanley MacAllister, New York construction engineer for CBS, has completed a survey of structural plans for the new $2,000,000 studios on the coast and leaves for San Francisco today to look over plans for expansion in that city.

MacAllister will go to New York direct from that point.

Block's "Ballroom" on WNEW

The Madison Personal Loan Co., has signed Martin Block's "Make Believe Ballroom" on WNEW for 52 weeks, beginning May 4. The Klinger Advertising Co., placed the contract.

Cooperation

Kansas City, April 29.—Here is an example of cooperation between films and radio.

KCKN conceiving the idea for a Shirley Temple birthday party, April 23, sold it to a local department store. George W. Fuller of the Fox Exchange furnished an exploitation man. Jerry Baker of the Fox Granada had a blowup of Shirley in his lobby with a sign calling attention to the broadcast.

The morning of the broadcast 700 children packed the second floor of the store, originating point of the broadcast. Refreshments were served to all, including the overflow crowd on the street.

Radio Credited with Cigarette Sale Gain

The Standard Commercial Tobacco Co., controllers of the Axton-Fischer Tobacco Co. reports that sales in eastern states of Twenty Grand cigarettes in the first quarter of this year are 100 per cent greater than in the parallel period of 1936. The sales boost is attributed to advertising, with radio playing an important part in the increase. The McCann Erickson agency handles Twenty Grand for radio.

Sales of Spud cigarettes, also produced by Axton-Fischer, are at about the same level as last year, the report indicated. Spuds are being promoted chiefly on the NBC network program featuring Ed Wynn. This program fades from the airways next week.

World System to Salute KRLC

World Broadcasting System will broadcast a salute to KRLC, Lewiston, Idaho, on the occasion of the station's dedication of new transmitter and studio equipment, May 15. The program will also mark the beginning of World program service on KRLC.

A specially transcribed message of greeting from P. L. Deutsch, president of World, will be part of the inaugural program.

WQRX Gets Two New Accounts

Two new commercials start on WQRX this week. Both are advertisers who have never used radio before. They are:

Max Schling, florist, daily spot announcements advertising a special seed offer.

Lexol, a leather conditioner, three spots weekly placed through Luckey-Bowman agency.

Fred Niblo Joins NBC

Fred Niblo, in charge of the WPA broadcast "Professional Parade," over NBC, until its recent demise, this week joined NBC's artists' service bureau where he will serve as the network's New York contact man **with film players.**

Helen Guy Completes 15th Year with NBC

Helen Guy, assistant to C. W. Fitch, business manager of NBC's program department, this week completes 15 years of continuous service with WJZ and NBC. She became secretary to the late Charles Popsenoe, then program manager for WJZ, in 1922 when that station was owned by the Westinghouse Co., and remained on the staff when NBC was founded in 1926.

Bertha Brainard, NBC's commercial program manager, and announcer Milton J. Cross also celebrate their 15th anniversaries with WJZ and NBC this year. Miss Brainard began broadcasting over WJZ in 1922 and joined the staff later that year. Cross joined WJZ as an announcer in October of 1922.

Ripley to Stay On Air During Summer

Robert L. Ripley, instead of vacationing this summer, will remain on the airways, broadcasting for the General Foods Corp., probably in behalf of the company's new product, "Huskies." Ripley will offer his customary "Believe It or Not" dramatizations, backed by an orchestra and vocalist. The latter two are as yet unsigned.

Starting date, network, and time are nebulous at the moment, although it is expected the program will be heard on an NBC network, beginning in July. Benton and Bowles is the agency.

Ripley has been under option to General Foods Corp. for some time past, but the formal signature affixing for the new series was not performed until yesterday.

Ruth Etting Is Signed

Ruth Etting yesterday placed herself under the exclusive management of the Rockwell-O'Keefe office. From a confidential source it has been learned that she will actively reenter radio this summer, probably on one of the two Chesterfield cigarette programs. Aside from a few periodic guest appearances, Miss Etting has been in virtual retirement for the past several seasons. Her signing for Liggett & Myers is expected momentarily.

Heatter to Go on Mondays

Beginning Monday, Gabriel Heatter will be heard weekly on that day, from 10:30 to 10:45, over WEAF. At present his program, "Week-end News Revue," is broadcast Sundays from 4:15 to 4:30 P. M., E.D.S.T. The North American Accident Insurance Co. sponsors. Franklin Bruck is the agency.

Coincident with the change in broadcast time, the program will be known under the title "A Reporter Speaks."

Dalton Brothers Start May 4

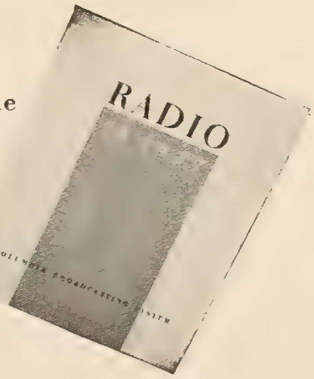
The Dalton Brothers, recently signed under a CBS artists' bureau contract, begin a new series on CBS May 4. They will be heard Tuesdays and Thursdays from 2:30 to 2:45 P. M., and Saturdays from 9:15 to 9:30 A. M., E.D.S.T.

More Radio—Page 10

"THE NECESSARY FOREWORD

IMPORTANCE OF A FAMILY TREE. The balance of this foreword is for those who (soundly enough) insist on knowing the complete 'family-tree' of any figures which apply to them for recognition. Nothing could be fairer than that. Figures which do not carry their credentials with them, ready for inspection at all times, are like a man who claims he is a Count—and then, somehow, neglects to tell you what he is a Count *of.* He may be charming. And persuasive. But how can you tell whether he is an authentic Count until you know his name; and (if the matter be important) have traced his family-tree to its roots in the Almanac da Gotha. *Family-trees of statistics are of even more importance.* The man, after all, can be judged alone. But figures cannot stand alone. They take their *only* value from their source; from the unbroken lines of their descent. There is no middle ground for figures. Either they are blue-blooded aristocrats . . . or they are worthless. So, this necessary foreword. It traces in detail, the 'family-tree' of the totals in this book: where they came from, how they have been tested, and how they relate to other known and relevant data. "

This is from the foreword of RADIO IN 1937, just published by the COLUMBIA BROADCASTING SYSTEM. This study presents detailed and current information on radio ownership and listening habits for all cities of 2,500 population and over in the United States. A limited edition of the study is now available for executives, from CBS.



THE COLUMBIA BROADCASTING SYSTEM, 485 Madison Avenue, New York City

Radio

"Movie Magazine" Starts Wednesday

HOLLYWOOD, April 29.—NBC on Wednesday will start its "Movie Magazine of the Air," featuring Hedda Hopper, who will interview casting directors and talent scouts regarding their requirements. Girls and women will be permitted to send their photos and the ten successful entrants will receive a free two-weeks' trip to Hollywood with the possibility of a screen test. Miss Hopper also will give style talks and studio gossip.

The program will run for 26 weeks on the Red network and will be heard at 1:30 P. M., P.S.T.

WOR Board Decides On a 40-Hour Week

Following the monthly meeting of the WOR board of directors yesterday, the station, through its president, Alfred J. McCosker, announced the adoption of a 40-hour week for the entire personnel. The new hours of operation will become effective as the schedules can be arranged and additional personnel trained.

WOR has an agreement with the Ass'n of Technical Employes of WOR, representing its engineering staff, which runs until March, 1938. The adoption of the 40-hour week reduces the 48-hour clause in this agreement to 40 hours.

The general office staff at WOR has been operating on a 40-hour week for several weeks. Announcers and production men, previously on a 48-hour weekly schedule, will adopt the 40-hour week just as quickly as program operations will allow.

Start KFI-KECA Changes Soon

LOS ANGELES, April 28.—Work is to start immediately at KFI-KECA upon construction of a new studio and corresponding monitor booth for programs having only one or two speakers, transcription shows, spot announcements and all broadcasting for which a minimum of space is required, according to General Manager Harrison Holliway. The present plant occupies an entire floor of the Packard Bldg.

Beemer Forms an Agency

DETROIT, April 29.—Brace Beemer, for several years associated with the King-Trendle Broadcasting Corp., operators of the Michigan radio network, has formed the advertising agency of Brace Beemer, Inc. The agency will specialize in radio advertising.

Beemer is handling all radio contracts for the Bernard Schwartz Corp., Deisel-Wemmer-Gilbert Corp., and subsidiaries.

To Broadcast Council Exhibit

The opening of the New England Council's vacation exhibit in the Grand Central station today will be broadcast over WEAF and the New England Red network stations, WTIC, WTHE, WNAC, WJAR and WCSH, from 2:30 to 2:45 P. M., E.D.S.T. Governor Wilbur L. Cross of Connecticut will speak on the program.

WJTN, Jamestown, to Be an NBC Optional

WJTN, Jamestown, N. Y., will join NBC as an optional outlet available to the basic Blue network, May 15. The addition will boost the number of NBC affiliated stations to 126.

WJTN is owned and operated by the Jamestown Broadcasting Corp., and was established in 1924. It operates with a day-time power of 250 watts, and a night-time power of 100 watts. Charles Denny is the station manager. It has been an independent station since its inception.

Since Jamestown lies at the foot of Lake Chautauqua, WJTN will become the point of origin for all NBC's Chautauqua broadcasts during the summer. The Chautauqua concerts have been an annual feature on NBC for some time past.

KMTR Adds New Accounts

LOS ANGELES, April 29.—New accounts at KMTR: Bud Averill's Cafe, nightly, one year; General Paint Co., 15-minute transcriptions, 13 weeks; Bradley Paint Co., spot announcements irregularly for three weeks' total to June 10; Coleman Lamp & Stove Co., spot announcements; Co-operative Merchants, 30-minute spot, sponsorship B. T. Freitag; Exervac, 15-minute spot; May Co., spot announcement, two dates; Monte Carlo Gardens, remote 30 minutes daily, at KFI, one one-minute transcription, April 21, Mode O'Day, agency Lockwood-Shackleford Advertising; three 26-word announcements and two one-minute transcriptions, the May Co., Milton Weinberg Advertising Agency.

Grete Steuckgold's Husband Dies

Grete Steuckgold, shortly before her scheduled appearance on Bing Crosby's "Music Hall" series last night, was informed of the death of her husband, Gustav Schuetzendorf, who passed away in Berlin on Wednesday. He was a baritone, well known on the Continent.

Connie Boswell substituted for Miss Steuckgold.

Legislature Asks Action

DENVER, April 29.—A petition has been sent to the F.C.C. by the state legislature here asking that special consideration be given to the application of KFEL and KVOD for increased facilities so that both may operate full time.

At present both stations are on the same wave length, each operating half time.

S. R. Bateman Leaves WKRC

CINCINNATI, April 29.—Stanley R. Bateman, sales manager of WKRC, CBS affiliate, has resigned to become sales promotion manager of Burkhardt Bros. Co., local men's outfitters. His successor has not yet been named. Bateman's resignation follows that of T. S. Goodman, general manager.

Don Gilman Here

Don Gilman, NBC vice-president in charge of west coast operations, arrived here last night.

Rodgers Says MGM's Meet Largest Ever

(Continued from page 1)

Jonas, Arthur Lacks, William D. Kelly, Jack Byrne, Rudolph Berger, William A. Scully, Dave Levy and Jack Bowen.

W. S. Van Dyke, director, was also on the train. He said he was returning to the studio after a month's vacation in the east.

Rogers stated he may remain in Los Angeles after the convention closes or make a tour of the company's western exchanges.

Stops were made at Albany and Buffalo to pick up local sales representatives.

Montague, Jackter To Hold N. O. Meet

Abe Montague, Columbia sales manager, and Rube Jackter, his assistant, left yesterday for New Orleans to hold a pre-convention discussion of sales plans with branch managers of the southern division.

Among those who will attend will be: Sam Moscow, southern division manager; W. W. Anderson, Atlanta: J. B. Underwood, Dallas; R. J. Ingram, Charlotte; J. J. Rogers, Memphis, Charles A. Gibbs, Oklahoma City, and H. Duvall, New Orleans.

Columbians to Dance

Members of the Columbia Club, made up of Columbia employes, will hold a spring dance tonight on the Astor Roof in a Monte Carlo setting. Paper money will be used so those present can enjoy the various games.

Vincent Lopez was to have been present, but has been obliged to go to the coast. In his absence his featured singers, Lois Kaye and Stanley Worth, will be on the program.

Varied Topics Up At 20th-Fox Meet

(Continued from page 1)

Hutchinson, Miggins and the managing directors discussed the problems of superimposing titles, sales control, prints and accessories.

In the evening there was a screening of the French dubbed "Girl in a Million" for the French, Belgian and Swiss salesmen.

Kent will be the principal speaker at tomorrow's meeting.

Flash Preview

"The Last Night"—Moscow's film quality improves somewhat in this, its latest importation, but not enough to justify playing time in other than situations where Soviet sympathies are dominant.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Gillham to Come East

HOLLYWOOD, April 29.—Robert M. Gillham plans to leave for New York Monday, but will return for the Paramount convention in early June to remain here all of that month in charge of the studio publicity and advertising department while Chris Dunphy goes on vacation.

Quigley Discusses Films at Princeton

(Continued from page 1)

based on the general question of what the student of public opinion and, more particularly, the leader of public opinion should know about the specific agencies of communication.

Quigley's lecture dealt principally with a discussion of the following motion picture trends as affecting public opinion:

1. The efforts on the part of special interests to make the films specifically a pleader of special interests.

2. Efforts on the part of pressure groups of various classifications to compel exhibition in theatres of subjects regarded as suitable to their purposes or, on the contrary, to prevent exhibition of subjects held to be undesirable.

3. The Legion of Decency is typical of an organization of public opinion under responsible direction.

4. The rising tide of nationalism as affecting international distribution of motion pictures and influencing and limiting the international exchange of ideas through the film.

Princeton's course on public opinion is under the direction of Prof. Harwood L. Childs.

Paramount to Have Three in Criterion

(Continued from page 1)

on a two-a-day basis for a run of four to six weeks. Third will be "High, Wide and Handsome," second Paramount roadshow.

Operation of the Criterion will continue under Harry Charnas with "Make Way for Tomorrow." It is not unlikely, however, that Paramount will assume operation for its two roadshows. It was reported yesterday the company was interested in taking over the house on lease.

"Star Born" Pulls $101,000 First Week

(Continued from page 1)

standees overflowing the lobby into the street. At the Capitol, Springfield, Mass., the 1 P. M. figure yesterday was 40 per cent over the previous record and indications, according to the distributor, are that the picture will be held a second week.

"Good Old Soak" at the Capitol ended with about $15,000. "Night Must Fall' opened there yesterday.

Bank Night Is Ruled Lottery in Nebraska

(Continued from page 1)

peal to the state Supreme Court will be made. Attorney General Hunter declared today it is his understanding that the Bank Night attorneys have advised an immediate statewide halt to the practice pending the decision of the Supreme Court.

W. A. Burke Is Auditor

KANSAS CITY, April 29.—William A. Burke, office manager of RKO here, has been named traveling auditor for this district by the home office.

John Wangberg, head booker, succeeds Burke as office manager, and Robert Riddle, formerly with Grand National in Omaha, succeeds Wangberg as head booker.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 102 NEW YORK, SATURDAY, MAY 1, 1937 TEN CENTS

Gus Schaefer Named to "U" Foreign Post

Cochrane Picks Him as Manheim Successor

Gus J. Schaefer of the Paramount foreign sales department was appointed export manager of Universal yesterday by R. H. Cochrane, Universal president. Schaefer succeeds N. L. Manheim, who resigned recently after an 18-year association with Universal.

Schaefer's appointment will become effective May 17, by which time he will have completed his work at Paramount. He has been in charge of the latter company's sales in central and eastern Europe for the past 12 years and prior to that was manager of the Boston Paramount exchange. He has been in the film business since 1914 when he became associated with the World Film Co. A successor to Schaefer is expected to be named by John W. Hicks, Jr., head of the Paramount foreign department, either during his current European visit or immediately upon his return.

Maxwell a Visitor At 20th-Fox Meet

By PIERRE AUTRE

PARIS, April 30.—Sidney R. Kent, president of 20th Century-Fox, today denied that the presence of John Maxwell, head of Associated British Pictures in London, at the company's European sales convention today "as a guest," had anything to do with the current Gaumont British situation. Both Maxwell and 20th Century-Fox have large holdings in G.B.

Despite the Kent denial, reports were circulating today that conversations were held concerning a three-

(*Continued on page 3*)

Real Problem

Paris, April 30.—Delegates to the 20th Century-Fox European sales convention here were faced with a serious problem tonight.

They were given a choice of two ways to spend the evening. One was to attend a screening of the company's product—and the other was to attend the "Folies Bergere."

Equity Plans Drive to Get Radio Talent

Ruling on Wagner Act Spurs New Campaign

Actors' Equity Ass'n will undertake the unionizing of radio talent in the near future, an official spokesman for the organization said yesterday. Organizing plans are virtually completed and will be launched at the earliest possible moment, it was said.

Equity's interest in the radio talent field has been undisguised for some time past and has led to increasingly frequent reports during the past year that an organizing move was imminent. The reports were persistently denied by officials of the actors' A. F. of L. affiliate and, so far as is known, the official admission yesterday is the first ever given by a qualified Equity

(*Continued on page 8*)

Additional developments in radio on page 8.

Hays and Vincent to Talk Radio Problem

Walter Vincent, chairman of the M.P.T.O.A. film-radio committee, will confer with Will Hays some time next week on the procedure to be followed in connection with the committee's planned meeting of exhibitor representatives with home office and production executives and radio broadcasting officials.

Vincent indicated yesterday that no date for the meeting would be set until after he had conferred with Hays, probably on Monday or Tuesday. The proposed meeting is intended to explore the possibility of setting up regulations to govern the use of film stars and material on radio programs in order to lessen potential injury to theatres, stars and pictures.

Mexican Labor Day Hits Theatres Hard

By JAMES LOCKHART

MEXICO CITY, April 30.—Mexican exhibitors will take a loss in gross estimated at $40,000 as a result of the closing of theatres tomorrow, which is Mexico's Labor Day, and the most strictly observed holiday in the year.

Every theatre in the country will experience a particularly heavy loss this year because the day falls on Saturday, but exhibitors made no protest against the decision of all employes to participate in the various labor demonstrations scheduled.

STRIKE THREATENS AS 3 GROUPS QUIT

Painters, Make-up Men, Scenic Artists Out; Actors May Follow

HOLLYWOOD, April 30.—A general strike of painters, scenic artists and makeup men was called here at six o'clock tonight and 2,500 workers walked out as a result of the producers' refusal to recognize their union.

Immediately following the move of the labor groups, the Screen Actors' Guild called a meeting to decide what course members would follow in the controversy. It is reported that Robert Montgomery, president of the Guild, has communicated with British Actors' Equity in London telling of the imminence of a general strike and that he has received assurances from the English group that it will support any action taken by the guild.

Barrymore Honored

Hollywood, April 30.—Lionel Barrymore was presented an engraved gold watch by Louis B. Mayer, upon the actor's three anniversaries—his 59th birthday, his 54th year as an actor and 27th year in pictures. An impromptu party was arranged on the set of his current film, "Saratoga."

Barrymore, who made his stage debut at the age of five, with his father, Maurice, entered pictures in 1910.

Over 100 at Chicago Join M-G-M Party

CHICAGO, April 30.—More than 100 M-G-M convention delegates from the local exchange, Milwaukee, Charlotte, Atlanta, Cincinnati, Cleveland, Detroit, Indianapolis, Montreal, St. Johns, Pittsburgh, Toronto and Minneapolis this morning joined the special convention train en route to Los Angeles where the company's annual sales meetings will get under way Sunday.

Several extra cars were added to the train here to provide accommodations for the sales personnel. William F. Rodgers, general sales manager; E. M. Saunders, western sales head, and

(*Continued on page 6*)

Coast Arrangements Complete for Meet

HOLLYWOOD, April 30. — M-G-M's convention starts on Sunday with a meeting of branch and district managers in the Moderne Room of the Ambassador following a luncheon for the entire visiting roster of 262 representatives from 31 American and six Canadian cities.

The first day's program calls for a meeting of office managers and bookers to be followed by a dinner in the French Room with the evening free for the delegates.

The convention special will be boarded at San Bernardino at 9:20 Sunday morning by a bevy of Hollywood cuties distributing California fruit, flowers and welcomes. Louis B.

(*Continued on page 6*)

Call Chicago Talks To End Union Fight

Equipment company and theatre representatives will meet with I. A. T. S. E. officials in Chicago on Tuesday in an effort to conciliate demands for the unionizing of all theatre equipment service men and end the theatre lockouts in Chicago, Cleveland, Kansas City, or to halt their spread to other cities.

No demands have been presented yet by the union, but indications are that complete unionization of all service men throughout the country will be asked. Meanwhile, hundreds of theatres in the three areas affected

(*Continued on page 6*)

Tri-States Reports Success of Singles

OMAHA, April 30.—Great success has followed reversion to single features for at least part of each week in Tri-States houses in four cities of this territory, according to District Manager Evert R. Cummings.

In each case the return to singles has been accompanied by a slight increase in admission prices, and this, too, has worked out successfully, Cummings said.

At Tri-States' "A" houses in Fairbury, Hastings and Grand Island, Neb., single feature programs are played the first three and last two days of each week. At Tri-States' Sioux City "A" house, the Orpheum,

(*Continued on page 3*)

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 May 1, 1937 No. 102

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Expect Big Crowd at Ampa's Dinner-Dance

Capacity attendance is expected at the Ampa dinner and dance tonight at the New Yorker Hotel. Henney Youngman will be master of ceremonies. Among the entertainers lined up are Arthur Boran, Carlos and Marchan, dancing team; the Musical Kanoodlers and Bobby Joyce, appearing at the Hollywood restaurant floor show; Nikolaess, operatic singer; Buddy Clark, singer; Jolly Bill Steinke, cartoonist, and Hal Le Roy, dancer.

Harry M. Warner, Mayor La Guardia, Louis Nizer, Frank Elbertson, Joe E. Brown, Ketti Gallian and Charles Presbrey, one of the judges in the advertising, publicity and press book awards to be announced at the dinner, will occupy the dais. Presbrey will make a short speech.

Ralph Rolan, incoming president, and the new list of officers and directors also will be inducted into office. The entertainment will be sandwiched in between the dancing

Disney to Vacation

HOLLYWOOD, April 30.—Walt Disney plans to leave shortly for a vacation in the east.

Insiders' Outlook

By RED KANN

Hollywood, April 30.

FANCHON, the sister end of Fanchon and Marco, who have been producing stage units up and down the land for years, marks her debut as a film producer for Paramount in "Turn Off the Moon," strictly a musical based on a story by Mildred Harrington. In story content it is as shy as rain during California's dry season, which, natives will insist, is very shy indeed.

Eleanore Whitney, cute, personable and nimble on her feet, is a dancer who can't make managers or agents listen. Johnny Downs, pleasant and good looking, is a song-plugger in Charlie Ruggles' department store which operates by horoscopes and the heavenly bodies. Quickly enough, the boy falls for the girl and so the story comes to an abrupt and hasty conclusion.

▼

Grafted on for no reason at all, except to provide a vaudeville show in which Ben Blue again goes through his funny dance flops, Romo Vincent impersonates Charles Laughton and Phil Harris, who specializes in dance music and master of ceremonying, has an opportunity to do both. Practically anywhere in its footage "Turn Off the Moon" could be called to a complete halt. That's the way it is deliberately concocted along stage unit lines subscribed to as faithfully by Fanchon as if she were producing this with her brother Marco.

▼

Gags are plentiful. Some are good and some labored in this attraction which is hardly suitable for top playing time and yet is not exactly a second feature. It hovers a bit uncertainly between first and second class with decided but not complete emphasis on the latter. As such, it probably will prove acceptable enough for theatres where audiences take their fun as they get it without proving hypercritical or critical at all.

Two More Theatres To Be Started Soon

Theatre building activity continues at a lively pace in the local territory. Within the next few months two new houses will be added to the area.

Ground will be broken today for a new 800-seat theatre at New Dorp, Staten Island. The Mo-Dorp Realty Corp., of which Louis Moses is an associate, will build the structure. A new theatre is now under construction at Belvedere, N. J. Squire D. O. Atkinson has an interest in the project.

Mexico Exhibitors Drown

MEXICO CITY, April 30.—James Holloway and James Ellenay, American exhibitors of Juarez, opposite El Paso, were drowned today when their fishing skiff capsized in a storm at the huge El Elefante Dam, 89 miles south of the border. If the bodies are not found by tomorrow, authorities plan to drain the dam lakes.

Rites for Leon Sanders

Funeral services were held yesterday for Leon Sanders, brother of Rudy, who managed the Globe, Brooklyn. He was about 50 and suffered a heart attack at his home Thursday night.

Mrs. Justry Is Buried

The burial of Mrs. Robert Justry, wife of the operator of the Lido, Brooklyn, took place yesterday in Holy Cross Cemetery.

Whitney, Selznick East

HOLLYWOOD, April 30.—John Hay Whitney and David O. Selznick will leave for New York by train on Monday. They plan two weeks of United Artists conferences in the east.

Report WB Starting Wide B.N. in Phila.

PHILADELPHIA, April 30.—Though not confirmed, it was learned on good authority today that Warners will add Bank Nights in 20 spots of their circuit, in each case matching similar competition from independent houses. Twelve theatres are on the Philadelphia suburban Warner list for the idea, while houses in Reading, Westchester, Palmyra (Pa.), Gettysburg and Hanover also will use the idea.

Retraction Demanded

Twentieth Century-Fox has demanded of the Independent Exhibitors, Inc., of Boston, a retraction of the resolution passed at a recent business meeting which condemned what was termed "blatant and obvious advertising of General Motors products" in the film "Wake Up and Live." The demand for retraction took the form of a letter from Felix A. Jenkins, legal chief of the company, to Arthur K. Howard, business manager of the Boston organization.

France Honors Zukor

HOLLYWOOD, April 30.—Adolph Zukor, in a ceremony presided over by J. J. Viala, French consul in Los Angeles, today was made an officer of the Legion of Honor of France. The award was made on the Lubitsch "Angel" set and was witnessed by Mrs. Zukor and a large group of executives and players.

Allied Expects a Crowd

Approximately 100 exhibitors will attend the Allied of New Jersey beefsteak party Tuesday night at the Ritz restaurant, Passaic. A number of local exchange managers and personnel are scheduled to be on hand for the funfest.

Opposition Equity Ticket Is Chosen

Seven candidates for membership in the council of Actors' Equity Ass'n, have been placed in nomination on an opposition ticket to that submitted recently by the organization's nominating committee, it was stated at Equity yesterday.

The opposition nominees whose names will be placed on the ballot at the annual election, June 4, are Wayne Arey, Ilka Chase, Clarence Berwent, Richard Gordon, Edward Everett Hale and Paul McGrath, all for full five-year terms, and Edward McNamara for a two-year replacement term.

No opposition slate of officers has been proposed yet, although numerous nominees are being mentioned unofficially.

"Dance" in Chicago $5,000 Opening Day

"Shall We Dance," the latest Astaire-Rogers musical, opened Thursday at the Chicago Palace to $5,000 business on the day. According to RKO executives this is double the average opening day's take. The picture will run indefinitely. "Swing Time," the last Astaire-Rogers musical, played six weeks at the house.

Isadore Rappaport opened the picture yesterday at the Hippodrome, Baltimore. Next week it will begin engagements in out-of-town RKO theatres. "Shall We Dance" will follow "A Star Is Born" at the Music Hall and then will be dated in the circuit's metropolitan houses.

Fire Damages 2 Houses

ALGONA, Ia., April 30.—The Call, leading local film house, was destroyed by fire, and the Iowa, adjoining, was damaged. Both are owned by the Central States Theatre Corp., in partnership with M. C. Rice. The damage was estimated at between $60,000 and $70,000. Both houses will be rebuilt immediately.

Paine, Mills in Shift

John G. Paine, former board chairman of the Music Publishers' Protective Ass'n, will assume his new post as general manager of Ascap on Monday. E. C. Mills, whom he will succeed, will become chairman of Ascap's new advisory committee at that time.

Claim Records for "Star"

United Artists yesterday claimed three opening day records for "A Star Is Born." The theatres, cities and gross were: United Artists, San Francisco, $2,180; Capitol, Springfield, Mass., $2,000, and Warners, Worcester, $1,784.

Keith Unit Cuts Loss

BOSTON, April 30.—Keith Memorial Theatre Corp. and subsidiaries have reported a net loss of $83,033. This compares with a loss of $108,101 in 1935.

Schenck Back to Coast

HOLLYWOOD, April 30.—Joseph M. Schenck returns here Sunday from an extended vacation spent on his yacht, chiefly in southern waters.

◂ *Purely Personal* ▸

MELVIN ALBERT of the law firm of Weisman, Celler, Quinn, Allan and Spett, yesterday revealed his engagement to **Pearl Fleischmann**, daughter of a member of the I.T.O.A. The wedding is expected to take place in the fall.

●

Henry Randel, Brooklyn and Long Island branch manager for Paramount, will leave for the coast May 21. He will take his vacation preliminary to the annual sales convention which will open June 10 at the Ambassador, Los Angeles.

●

Joe Weber of the famous Weber and Fields team, sails today on the *Pennsylvania* for the coast. He will meet his vaudeville partner in Hollywood. The team is scheduled to appear in a biographical film.

●

Joe Moskowitz and **Frank Underwood** will leave for the coast next Friday. They will remain for the 20th Century-Fox convention which will open the latter part of the month at the Ambassador, Los Angeles.

●

J. Burgi Contner, president of Producers' Service Studios said yesterday that production on two Jewish films would start within two weeks. Pathe is now making a series of industrial films at this studio.

●

Ruby Zwerling, who is celebrating his 10th anniversary as conductor of Loew's State orchestra, will be tendered a testimonial dinner Monday night at the Cotton Club.

●

Len Daly of the U. A. foreign publicity staff, will address the journalism class of City College on May 3. He will discuss "Film Publicity—Its Technique and Application."

●

Vyvyan Donner, fashion director of Fox Movietone News, will sail Tuesday on the *Bremen* for London and the Coronation. She will visit the British designers while in London.

●

Arthur Siegel, New Jersey exhibitor, is a father for the second time, the latest arrival being a seven-pound, 10-ounce boy at the Lenox Hill Hospital.

●

Herschel Stuart, treasurer of Monogram, just back from Philadelphia and Washington, will again leave for the same cities in a few days.

●

Joe E. Brown leaves tomorrow for French Lick Springs, Ind. He intends to take in the forthcoming Kentucky Derby.

●

Allan K. Foster has been signed by 20th Century-Fox for **Eddie Cantor's** first film for the company. **Lou Irwin's** office handled the deal.

●

Myron Sattler, local Paramount branch manager, will get back Monday from a two-week vacation cruise.

●

Jack L. Warner will arrive from the coast by boat on May 12.

●

Edward Selzer, Warner studio publicity head, will be in town May 3, a week before the company's annual sales meeting at the Waldorf.

●

Katharine Cornell is contemplating a tour around the world in repertory for 1938.

●

George W. Weeks, G.B. general sales manager, will leave today on a trip to the exchanges.

●

Harry Kalchein of Paramount flew to Chicago last night and will return Monday.

●

Charles Skouras is back from a trip to Baltimore after visiting Johns Hopkins for observation.

●

Edward G. Robinson will leave today for Philadelphia.

●

J. J. Sullivan, film buyer for Fox West Coast, is due in town next week.

●

Mitchell Leichter left for the coast by train yesterday.

●

Larry Blake, Universal player, is due from the coast Monday.

●

Mary Pickford is due Monday on the *Queen Mary*.

●

Fred Meyers of RKO has returned from a trip to Rochester.

●

Si Fabian and **Sam Rosen** have returned from Albany.

●

Arthur Kelly is due back from the coast next week.

●

J. Cheever Cowdin will return from Hollywood next Friday.

●

Sam Clark, Warner exploiteer in Chicago, is in town for a few days.

●

Robert Mochrie, southern district manager for U.A., is in town.

●

E. C. Mills of Ascap returned yesterday from a two-week western trip.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Hollywood Cowboy"

(*Hirliman-RKO*)

Hollywood, April 30.—This film manages to be more entertaining than the title indicates. The story laughs at itself throughout, and is productive of good comedy without detracting from the rough and tumble routine which includes an airplane chase, racketeer hijacking, range riding and the usual share of gun-toting.

The film looks like a good bet for the neighborhood houses, and should do better than the usual western. The story concerns the cowboy film star, George O'Brien, who finishes a film on a western location where the ranchers are striking. Charles Middleton and a gang of city racketeers are cashing in on the protection racket in the same spot.

O'Brien meets Joe Caits, a refugee from a front page marital row, who seeks seclusion. As the two start on a vacation trip through the mountains incognito they encounter Middleton's men using strong-arm tactics on Cecilia Parker, niece of Maude Eburne, wealthy cattle rancher. The pair land on the ranch and in the thick of the strike-racketeer warfare. Frank Milan, wealthy dude rancher, almost gets in the way of the Parker-O'Brien romance, but the latter meets every situation and corners the racketeers in an airplane chase.

Caits and Miss Eburne steal the show, with Miss Parker and O'Brien giving good performances. Ewing Scott's direction is good. Dan Jarrett collaborated with Scott on the original screenplay. Frank B. Good's photography is outstanding.

Production Code Seal No. 3,317. Running time, 64 minutes. "G."

Ohio Tax Increase Is Believed Beaten

Columbus, April 30.—Film men throughout the state are jubilant over the latest turn in legislative affairs, which, it is confidently believed, sounds the death knell of the proposed seven per cent increase in the admission tax.

The House Taxation Committee, which had the measure under consideration a week ago, but took no action, now has permanently disbanded after having indefinitely postponed action on all pending measures. This, it is pointed out, is virtually equivalent to defeat of the admission tax bill.

Recall N. Y. Racing Bill

Assembly Bill No. 2,996, dealing with dog racing in the state of New York, has been recalled from the Governor by the Assembly Desk and is slated to be redelivered shortly to Governor Lehman. Exhibitor interests have asked for a conference with Governor Lehman to discuss the bill before signing. Circuit officials would not comment yesterday on the action of the Assembly Desk.

Tri-States Reports Success of Singles

(*Continued from page* 1)

single features are used the first four days and duals the last three. At the Princess, Tri-States' "B" first run in Sioux City, the dual programs have been retained.

After several attempts at returning to single features in Omaha, Cummings has given it up. Recently "Maytime" was put into the Omaha as a single feature, but business was so poor opening night and so many phone call complaints came in that another feature was added two days later. Cummings believes that more success will be found in returning to single features in the smaller cities.

Maxwell a Visitor At 20th-Fox Meet

(*Continued from page* 1)

cornered deal among 20th Century-Fox, British International, also headed by Maxwell, and Pathe Consortium, a French distributing company.

Yvon Delbos, French Foreign Minister, today presented Legion of Honor ribbons to Truman Talley, head of Fox Movietone News, and Walter J. Hutchinson, in charge of foreign sales. A press reception for Kent was held today. Talley declared that the reel is all set for the Coronation, with 28 camera positions arranged and 175 men working on sound track. The first black and white prints will go to 40 countries, Talley said, to be followed by two to four reels in Technicolor.

"Seventh Heaven" was screened for the convention delegates this morning.

Appeal from British Censor Still Denied

London, April 22.—Geoffrey Lloyd, Under Secretary for the Home Office, who announced in the House of Commons that an advisory committee would shortly be set up to consider amendment of the Cinematograph Act (1909), also stated, in reply to a question, that the Home Secretary was not prepared to consider amending the act to give producers the right of appeal from decisions of the British Board of Film Censors to the Home Office.

At present there is a right of appeal to local licensing authorities, entailing separate action in each district. The 1909 Act should not be confused with the Films Act (1927). It is concerned with the licensing of theatres from the point of view of public safety, and incidentally confers the right of censorship on local authorities, who delegate it to the B.B.F.C., but are compelled by law to hear appeals against B.B.F.C. decisions.

Wall Street

Paramount Leads Board Revival

	High	Low	Close	Net Change
Columbia	32¼	31¾	31¾	— ¼
Columbia, pfd.	42	42	42	+ ½
Consolidated	3½	3½	3½	+ ⅛
Eastman	154	153	154	+2½
Eastman, pfd	152	152	152	+1
Gen. T. Equip.	25	25	25	.....
K.-A.-O., pfd.	98¼	98¼	98¼	.....
Loew's, Inc.	77¾	76⅝	77	+ ⅝
Paramount	22⅜	21¼	22⅛	+1
Paramount 1 pfd.	154⅞	154⅞	154⅞	+11⅝
Paramount 2 pfd.	20	19½	20	+1
Pathe Film	7⅛	7	7⅛	+ ⅛
RKO	9¼	8⅝	9⅛	+ ½
20th Century-Fox.	38½	37¾	38½	+1
Warner Bros.	13½	12⅞	13⅜	+ ⅝

Technicolor Best on Curb

	High	Low	Close	Net Change
Grand National	2½	2⅜	2½	+ ⅛
Sonotone	1½	1½	1½	.....
Technicolor	22⅜	21⅞	22⅜	+1¼
Trans-Lux	4¼	4⅛	4¼	+ ⅛
Universal Crp.	6½	6½	6½	— ¼

Bonds Show Increases

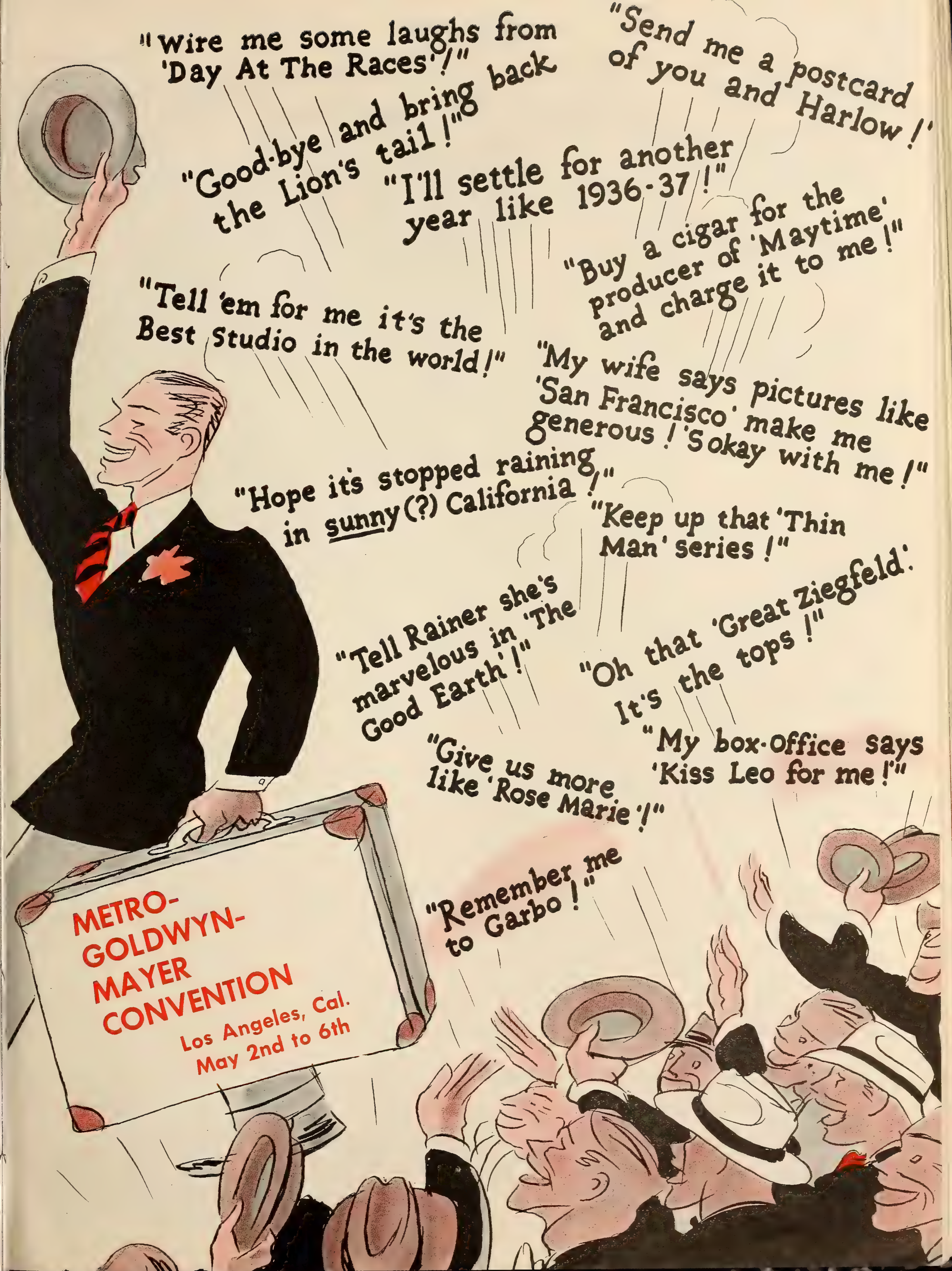
	High	Low	Close	Net Change
Loew's 3½s '46	98¾	98½	98¾	+1
Paramount B'way 3s '55	72½	72⅜	72½	.....
Paramount Pict. 6s '55	100½	100½	100½	+ ¼
RKO 6s '41 pp.	115½	115⅜	115½	— ½
Warner Bros. 6s '39 wd	94¾	94⅜	94¾	+1

(Quotations at close of April 30)

M-G-M REPRESENTATIVES KNOW WHAT THEY'RE TALKING ABOUT!

They're going direct to the Studio to get the information they'll give direct to you! And what a Product Message they'll have!

Abner, Benjamin	New Jersey
Abraham, Leon S.	Kansas City
Adams, Jerome A.	Washington
Allen, John S.	Cincinnati
Amacher, Louis	Portland
Andersen, Hazel	Omaha
Applegate, Salem E.	Philadelphia
Arata, Hypolite A.	New Orleans
Avey, Roy	Atlanta
Bailey, Thomas E.	Charlotte
Banford, Walter E.	St. Louis
Basse, Maurice L.	Memphis
Baumeister, George M.	Des Moines
Bebchick, Benjamin	Boston
Bennin, Herbert	St. Louis
Berger, Rudolph	Washington
Bickel, Leroy	Dallas
Bishop Jr., Burtus	Charlotte
Blankstein, I. W.	Calgary
Blatt, Harry	Seattle
Bobys, Phil	Washington
Booth, Edwin M.	Cincinnati
Boulet, Clarence W.	Salt Lake City
Bowen, John J.	New York
Brauer, Edwin H.	Cleveland
Briant, Clarence J.	New Orleans
Bridges, Virgil	New Orleans
Brodsky, Max C.	Chicago
Butler, Lafayette B.	Atlanta
Byrd, James N.	Oklahoma City
Byrne, John P.	New Haven
Cain, Robert A.	Denver
Calihan, William	Los Angeles
Cameron, William P.	Minneapolis
Cass, Hillis	Montreal
Chrysler, Floyd W.	Detroit
Clatworthy, Allen S.	Minneapolis
Coen, Louis H.	Minneapolis
Cohen, Harold	Kansas City
Cohen, Harry	Washington
Cooper, Sam	Salt Lake City
Cramer, Michael	Denver
Cuming, Robert	New Jersey
Curran, Ray J.	Boston
Dembeck, John	Detroit
Devaney, William	Albany
Donaldson, Thomas J.	Boston
Downey, Frank J.	Detroit
Drew, Frank D.	Cleveland
Dunn, Howard	Des Moines
Ellsworth, Robert	New York
Ervin, Ray	Charlotte
Flynn, John E.	Detroit
Frank, Edna	Chicago
Friedel, Henry A.	Denver
Furman, Ira	San Francisco
Gardner, Samuel J.	Los Angeles
Gaus, Russell H.	Oklahoma City
Genter, Herbert W.	Pittsburgh
Goldberg, Jacob M.	Washington
Goldstein, Maurice	Boston
Gottlieb, Saal	Pittsburgh
Gottlieb, Sanford	Minneapolis
Gould, Theodore J.	Winnipeg
Green, Edwin	Kansas City
Greenfield, Murray	Washington
Harrington, John P.	Cleveland
Harris, Abe	Buffalo
Harris, Reuben L.	Los Angeles
Hayner, Walter F.	Toronto
Hayney, Benjamin	Philadelphia
Hensler, Frank C.	Kansas City
Hickey, George A.	Los Angeles
Horn, Arthur	Albany
Houston, Clyde	Dallas
Hulling, Lee S.	San Francisco
Hyams, Milton	New Haven
Ingram, Louis C.	Atlanta
Ishmael, Frank P.	Chicago
Jacobs, Jack	Los Angeles
Jacobs, J. Milton	Cincinnati
Jelenko, Frank M.	New Orleans
Kelley, John L.	Pittsburgh
Kennedy, Dexter C.	Des Moines
Kessnich, Charles E.	Atlanta
King, Julian H.	Denver
Kirk, Thomas B.	Memphis
Krumm, Henry G.	Dallas
LaSance, William F.	Cincinnati
Lazarus, Charles	New Haven
Levy, David A.	New Jersey
Levy, Howard	New Jersey
Lewis, William A.	Atlanta
Lieb, Charles	Omaha
Lightstone, Gordon	Toronto
Lind, Carl	Salt Lake City
Lipson, Edward J.	Milwaukee
Lloyd, Nicholas P.	Philadelphia
Lynch, Clayton T.	Los Angels
Lynch, Robert	Philadelphia
Lyne, Charles D.	Dallas
McCarl Jr., Andrew S.	Portland
McElhinney, David T.	Salt Lake City
McGuire, C. Francis	Atlanta
McKean, Walter	Minneapolis
McMahon, Joseph	Milwaukee
McRaven, Robert D.	Indianapolis
Maguire, Joseph	Kansas City
Maloney, John J.	Pittsburgh
Maw, Ralph W.	Buffalo
Mendelssohn, Felix	Chicago
Mendelssohn, Theodore L.	Chicago
Miller, Harry W.	New York
Mix, Edward C.	San Francisco
Morgan, John F.	Detroit
Moriarty, Edwin J.	Pittsburgh
Morrow, Joseph	Philadelphia
Mundstuk, Jack B.	Pittsburgh
Nathanson, Henry L.	Toronto
Nedley, Carl	Omaha
O'Shea, Edward K.	Buffalo
Pielow, Ralph	Albany
Pippin, Clarence C.	Philadelphia
Quinn, John X.	St. Louis
Ramage, Charles	Vancouver
Reilly, George F.	St. Louis
Renick, Edward	New York
Repec, Charles	Boston
ReVille, Jack	Memphis
Ripps, Herman	Albany
Ritzler, Clarence R.	St. Louis
Rosenblatt, Henry	Boston
Rosenwald, Benn H.	Charlotte
Ross, Bernard J.	Buffalo
Ross, David E.	Chicago
Rubenfeld, Mac	Seattle
Rucker, B. Wallace	Seattle
Saffle, Maurice	Salt Lake City
Sandelman, Harold	Detroit
Schmidt, Harry	San Francisco
Schuster, Sidney	San Francisco
Schwartz, George	Philadelphia
Schwartz, Max	Milwaukee
Scully, Frank J.	Washington
Scully, William A.	New York
Sheehan, William F.	Indianapolis
Shumow, A. Jack	Milwaukee
Shumow, Harry J.	Omaha
Shurman, Samuel	Milwaukee
Smith, Abraham E.	St. John
Sogg, Jack	Cleveland
Stoll, Sam B.	Des Moines
Thortsen, Fred C.	Omaha
Turner, George W.	Minneapolis
Vogel, Eugene	Cleveland
Wagner, Herbert A.	Indianapolis
Warren, Joseph T.	Portland
Weigel, Charles J.	Cincinnati
Weissman, Alexander W.	Buffalo
Whitington, Leroy	Dallas
Wildman, Truly B.	Kansas City
Willingham, Jay F.	Memphis
Willman, Wade W.	Indianapolis
Windsor, Wade H.	Cincinnati
Wingham, Langdon C.	Seattle
Wolf, Maurice N.	Boston
Wolfberg, Harris P.	Kansas City
Worden, Harry O.	Boston
Workman, William H.	Minneapolis
Woroner, E. M.	New Haven
Zoellner, William B.	Oklahoma City


"Wire me some laughs from 'Day At The Races'!"
"Send me a postcard of you and Harlow!"
"Good-bye and bring back the Lion's tail!"
"I'll settle for another year like 1936-37!"
"Buy a cigar for the producer of 'Maytime' and charge it to me!"
"Tell 'em for me it's the Best Studio in the world!"
"My wife says pictures like 'San Francisco' make me generous! 'S okay with me!"
"Hope it's stopped raining in sunny (?) California!"
"Keep up that 'Thin Man' series!"
"Tell Rainer she's marvelous in 'The Good Earth'!"
"Oh that 'Great Ziegfeld'. It's the tops!"
"My box-office says 'Kiss Leo for me!"
"Give us more like 'Rose Marie'!"
"Remember me to Garbo!"
METRO-GOLDWYN-MAYER CONVENTION
Los Angeles, Cal.
May 2nd to 6th

Over 100 at Chicago Join M-G-M Party

(*Continued from page* 1)

Tom Connors, eastern division manager, greeted the new contingent. Rodgers called his office in New York and reported that everything was going according to schedule. Ernest Morrell, transportation, checked in the arrivals.

Forty Join at Kansas City

Kansas City, April 30.—About 40 branch managers, salesmen and bookers from M-G-M exchanges in this city, Dallas, Memphis, St. Louis, New Orleans, Omaha, Oklahoma City and Des Moines boarded the M-G-M convention special when it arrived here at 8:15 tonight.

When the train pulled out more than 200 persons were Los Angeles bound to attend the three-day sales meetings.

Five on at Albuquerque

Albuquerque, April 30.—M-G-M's convention train will stop here tomorrow afternoon to pick up five of the company's sales force who are there from Denver.

Start Conferences Sunday

Los Angeles, April 30.—When the M-G-M convention delegates arrive here Sunday morning and check in at the Ambassador Hotel there will be two preliminary meetings in the afternoon.

District and branch managers will convene to go over the current season's activities while office managers and bookers will hold a special session of their own.

A preview screening is planned for Sunday night. The first business meeting will officially get under way Monday morning.

Wolf Leaves by Plane

Morris Wolf, Boston branch manager of M-G-M, left by plane last night for the coast. He was at the train to see the eastern delegation off Thursday, but held up his departure until yesterday.

Coast Arrangements Complete for Meet

(*Continued from page* 1)

Mayer and studio bigwigs will officially meet and extend a welcome at Pasadena at 10:50 and escort the conventionites to hotel headquarters.

It is a full decade since the company held its sales parley here. As usual, product will be announced for the new season and sales policies formulated. Metro studio publicity men under the direction of Howard Strickling have been busy for several weeks arranging details which will provide crowded minutes between arrival time and departure of the special at 11:30 next Friday morning.

District and branch managers, salesmen, office managers and head bookers total 194. Exploiteers total 26. Canada is sending eight. The New York home office group runs to 29 and miscellaneous representatives five, totaling 262.

Jungle Notes from Leo

Aboard the M-G-M Convention Special, April 30.—Bill Rodgers, generalissimo of the sales force, managed to swap stories with all of the boys on the way out. When one of his men told him an unusual gag, Bill chirped: "Let's sell it on percentage."

✚

Sam Shirley, Chicago district manager, is among the missing. In fact, he's the only member of the field sales force absent. Shirley has been ill for some time and had been advised against the trip by his doctors. However, he's recuperating nicely at his home.

✚

Joe Vogel, who is the only Loew theatre representative present, says he may not return with the conventionites. He may be delayed at the studio for a day or so and plans to stop over at Kansas City to look over Loew's State. He hasn't seen the theatre since it was built and he feels guilty about it.

✚

Arthur Loew and his foreign contingent are not among those present. Loew is holding a sales contest of his own and the winners, 36 in all, will visit him at the home office, which is one form of a convention.

✚

Billy Ferguson will be shy two exploiteers. Omar Kenyon recently resigned as Omaha district exploitation head and Oscar Kantner of San Francisco also has left the company. Kenyon has gone into exhibition, while Katner has been replaced by Ernest Van Pelt.

✚

Eddie Saunders, in recalling all the wives who saw their husbands off at Grand Central, called it a "film widows' convention." Si Seadler missed his Dodo, but his son and friends were there to bid him goodbye. He even had his picture taken with them on the observation car.

✚

Bill Scully, eastern district manager, found the ride a happy breathing spell. Within the past few weeks he has been spending considerable time as chairman for the Will Rogers Memorial Fund and has chalked up 600 theatres in the Greater New York territory as supporting the drive.

✚

Ernie Morrell, transportation head, did a swell job handling the physical arrangements for the entire sales force.

✚

Jack Byrne, New Haven branch manager, has the boys all steamed up over the speech he plans to make about Abraham Lincoln. He tried it last year and came pretty close to reciting the Gettysburg Address.

✚

Ralph Pielow has joined the benedicts' ranks since the last sales meeting. His wife is the former Marigold Ball, who was fan contact for the M-G-M home office.

✚

Si Seadler, editor of the daily paper on the train, calls it a "museum piece." "Why?" one of the salesmen asked him. "Because I have to collect a lot of odd items."

✚

Alan F. Cummings, who has been assisting Col. E. A. Schiller on the adoption of M-G-M's own checker system in exchanges, had a hard time trying to convince a foursome of pinochle players the other day that his presence had nothing to do with clocking points. Incidentally, Schiller was scheduled to leave New York this weekend with David Bernstein on a survey of southern exchanges where the checking system will be inaugurated.

✚

Although he isn't on the train and will be unable to attend the convention, James A. FitzPatrick told one of the sales executives before he sailed for England that he will recommend holding the next sales session on a sea-going liner. So when the men arrive in Los Angeles, they are expecting to hear from FitzPatrick by cable.

✚

Incidentally, no women are on the train. Four office managers and head bookers will meet the conventioneers in Los Angeles. Among them are Miss Ryan, Buffalo office manager, and Mrs. T. Hasbrook of Portland.

Nebraska Houses Sold

Omaha, April 30. — Three Nebraska theatres have changed hands.

Central States has purchased the Cass at Plattsmouth from N. F. Westerlund. This makes Central States' 14th Nebraska house.

C. W. Johnson, owner of the Friend at Friend, has acquired the Filmore at Exeter, from W. O. Sherwood, while Ed Panowicz has taken over the Electric at Arcadia from Don Meyers.

Stockholm Grosses Gain

Stockholm, April 20.—All amusements in this Swedish city had an aggregate gross in 1936 of approximately 16,000,000 Swedish crowns, which compares with about 14,000,000 crowns in 1935. The total of amusement tax collections last year was 2,348,000 crowns. Film houses accounted for the greatest part of the total, 10,319,000 film admissions having been sold during the year.

Big "Lancer" Budget Set

Hollywood, April 30.—Darryl F. Zanuck will give "Lancer Spy" a $1,000,000 budget and has postponed production on the film until May 15 to ready the script. Germaine Aussey will star with Peter Lorre, George Sanders, Virginia Fields and Sig Rumann completing the cast. Gregory Ratoff will direct.

Courshon Out of G. C. S.

Chicago, April 30.—Aaron Courshon has severed his connection with the G. C. S. circuit and has sold his interest in the organization to Mort D. Goldberg and a group headed by I. B. Perlman, an attorney.

Extend Imperial Deal

H. C. Bissell and C. T. Linehan, franchise holders for Imperial product in northern Ohio, extended their franchise from three to five years prior to their return to their headquarters in Cleveland yesterday.

Call Chicago Talks To End Union Fight

(*Continued from page* 1)

by the lockouts are left in a precarious position. Apparently, any serious breakdown of sound equipment would force the closing of theatres if the union's lockout orders were to be enforced to the letter. I. A. projectionists in the three cities have been instructed to refuse service men admittance to the booths, with exhibitors being left to their own devices, apparently, in the event of a breakdown.

Both Erpi and RCA Photophone will send representatives to the Chicago meeting, and circuits and independents with houses affected by the lockouts are also expected to be represented. Circuits involved include Loew's, Warners, RKO, Paramount and Fox Midwest.

A guess was hazarded here yesterday that a jurisdictional dispute between the I. A. T. S. E. and the I. B. E. W. either may have brought about the lockouts or will evolve from the I. A.'s current organizing drive in the service men's field. Many of the service men are members of the I. B. E. W. The I. A. long has claimed exclusive jurisdiction over the projection booth and at present is in the midst of a vertical organizing drive in theatres, exchanges, most of the studio labor classifications and groups allied with the industry.

Equipment companies state that no evidences of dissatisfaction among service men, a comparatively highly paid classification, have been brought to their attention.

Chicago Union Drive Set

Chicago, April 30.—It is understood on good authority here that the I.A.T.S.E. and the operators' union are about to start a widespread union organization drive. The Chicago Theatrical Stagehands' Protective Ass'n, I.A. affiliate, is moving to unionize ushers, box-office employes, exchange and laboratory workers and other groups.

The move is seen as an effort to check the inroads of the C.I.O. It is further understood that George Browne, I.A. president, plans a new setup for lower paid classes, such as ushers, who would get Class B membership.

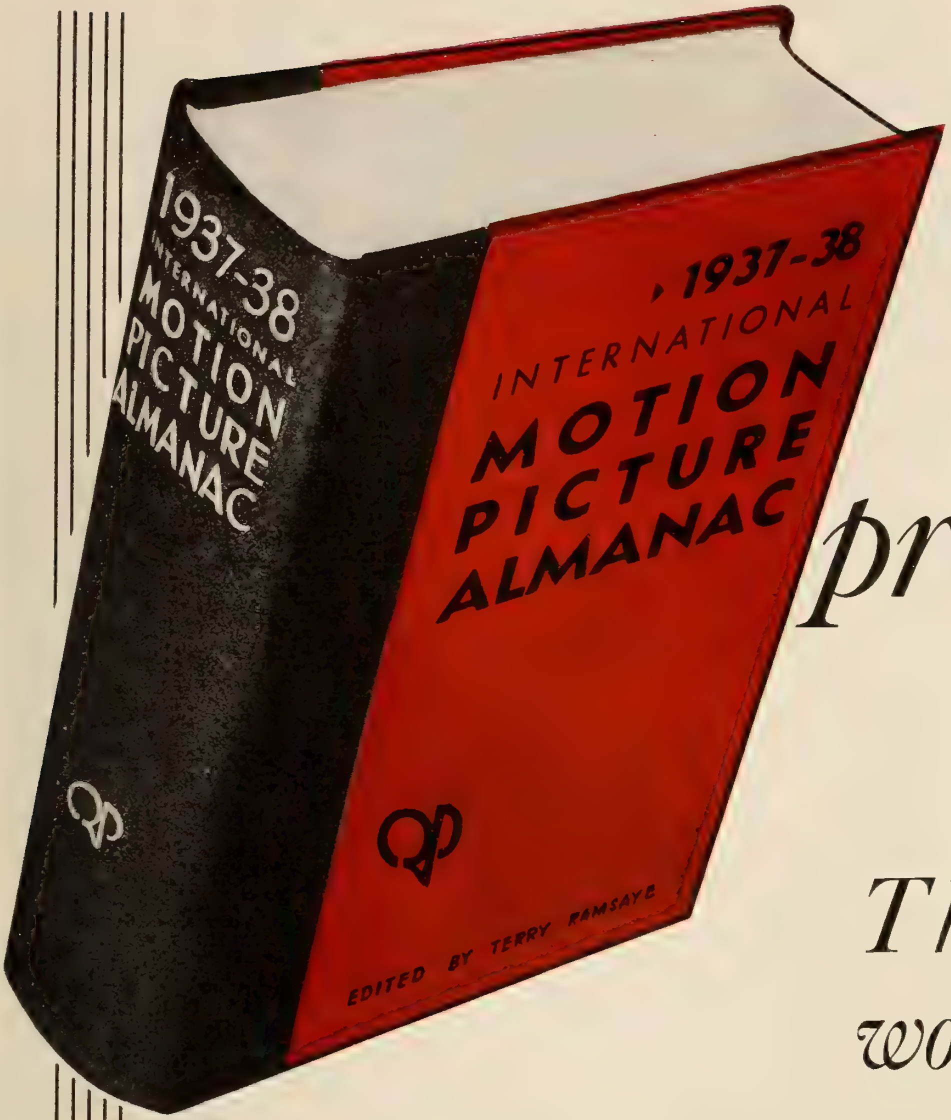
Fox Midwest Has 101 Of 125 Houses Open

Fox Midwest is now operating 101 of the 125 theatre properties owned by the circuit, Elmer C. Rhoden, operating head, stated yesterday. The circuit now owns 100 per cent of the Tower and Downtown, two first runs in Kansas City. Last Fall, Fox Midwest purchased a half interest in the houses from William Reinke and two months ago bought the other 50 per cent.

Business in the midwest has not been so good in the past few months, Rhoden said, but the outlook is good. He will remain in New York until Monday conferring with Spyros and Charles Skouras.

Dickinson on Tour

Arthur Dickinson of the M.P.P.D.A. will leave Monday on an extended tour of exchanges in the middle west and southwest in connection with fire prevention consultations.



Now in preparation

The industry's worldwide reference authority

INTERNATIONAL
MOTION PICTURE ALMANAC
1937-38

Revised, enlarged and brought up to the minute, it will include every development of a dramatic year. There will be more than 1,400 pages crammed with facts and figures covering every phase of the motion picture industry.

The Who's Who section will record over 13,000 biographies; statistical data will include every branch of Production, Distribution and Exhibition. And . . . *new,* a Radio Department.

QP

QUIGLEY PUBLICATIONS
ROCKEFELLER CENTER • NEW YORK

◀ Radio Personals ▶

WAYNE L. RANDALL, NBC's director of publicity, begins his vacation today. . . . Johnnie Johnstone, WOR's chief of publicity, left New York last night for Washington to attend the opening of the WOL studios. . . . F. K. Gropper of the Compton agency has been delegated to serve as press contact. . . . Russ Morgan, through Fanchon & Marco, has been signed for Warner shorts. . . . Robert Simmons, who has passed his screen test for 20th Century-Fox, takes his voice test next week. . . . Mme. May Pons arrives here aboard the French liner *Paris* today. . . . Bettina Steinke, daughter of "Jolly Bill," has completed the murals in the children's room at NBC. . . . Jack Denny follows Paul Whiteman into the Drake hotel, Chicago, May 7, with a Mutual wire. Denny's new vocalist, Helene Miller, with the orchestra through a Fanchon & Marco contract. . . .

✚

Arch Obeler, author of the network mystery serial, "Lights Out," is in town, honeymooning . . . Dorothy Thompson (Mrs. Sinclair Lewis) will conduct the guest column of the Heinz "Magazine of the Air," May 10 . . . Teel Williams has joined the local offices of N. W. Ayer & Son as an account representative . . . Charles Kullman, who has been ailing, returns to the "Beauty Box Theatre" Wednesday . . . Edgar Bergen is organizing an American Society of Ventriloquists . . . Joan Blaine, who has been vacationing, tomorrow rejoins the cast of "A Tale of Today" . . .

Shift "Personal Column"

"Personal Column of the Air," heard on both NBC networks, will be heard at a new time on the Red network beginning next week. Now heard Mondays through Thursdays from 2:45 to 3 P. M., E.D.S.T., the series will be broadcast from 4:15 to 4:30 P. M., ED.S.T., the same days as above, effiective May 3. Procter & Gamble sponsors, through the Compton agency.

Also on May 3, the program's coverage will be expanded by the addition to its network of WTIC, Hartford, and WBEN, Buffalo.

CBS Signs Carl Carmer

Carl Carmer, novelist, who authored "Stars Fell on Alabama," has been signed under CBS artists bureau management, and will begin a new series for CBS titled "Your Neck of the Woods" on May 31. The program details and time are not available yet.

Signed also under CBS artist bureau management is Dr. Harry Hagan, well known in radio circles for his spelling bee program. Dr. Hagan will conduct a series of spelling bees for CBS beginning May 16.

Slowie Takes Over Today

WASHINGTON, April 30.—Thomas J. Slowie of Clinton, Ia., tomorrow will begin his new duties as secretary of the F.C.C., a post to which he was appointed Thursday. The position has been vacant since the resignation of Herbert L. Petty some time ago.

New Talent Bureau On Coast Operating

HOLLYWOOD, April 30.—The first move on the part of Transamerican Broadcasting and Television Artists' Bureau since establishing an exclusive radio talent bureau here, following incorporation this week, gets under way Sunday when Don Becker planes to New York with six radio shows on film and wax. The programs to be sold include a Lionel Atwill dramatization of "Lawrence of Arabia," a Both Tarkington radio story and three comedy scripts.

Actual operation of the talent bureau, which will handle writers as well as players and prepare finished shows for sponsor consumption, will start in two weeks, it was stated by Martin Gosch, vice-president in charge of the local office and radio director for Warners. Headquarters will be confined to the Warner lot until organization of the bureau is completed. John L. Clark heads the company.

Equipped for all phases of radio production, the T. B. T. bureau is now making deals with Hollywood talent agencies on a split commission basis. Tentative deals with four or five agencies have already been completed.

Gosch stated there was no intent to annex extra commissions from the agencies other than were rightfully earned and that the bureau was formed after a year's survey which showed the definite need for a radio talent organization equipped to handle programs and talent. Whether the agencies cooperate with the new bureau in the matter of talent will be up to these organizations and in no way will they be forced to deal with T. B. T., Gosch said.

Yale News on Air

New Haven, April 30.—The *Yale News* staff will present five minutes of university news, Mondays through Fridays on WBRY, beginning May 5 for the American Tobacco Co. and Lucky cigarettes. Lord & Thomas is the agency.

Holds Hotel Liable For Reproductions

Ruling that a hotel is liable for reception of a copyrighted song over its master radio, Federal Judge John M. Woolsey awarded a judgment of $250 damages and costs to the Society of European Stage Authors & Composers, Inc., against the New York Hotel Statler Corp.

The complaint charged that the copyrighted song, "As We Part," was broadcast over WJZ without permission and that the defendants sent the song to individual receiving sets in the rooms of the Hotel Pennsylvania over its master radio. The Society contended that this reproduction was a public performance for profit.

Book Time for Airtemp

J. Sterling Getchel's radio time buyers are reserving time on stations throughout the country for spot announcements for Airtemp, Inc., subsidiary of Chrysler Corp. Airtemps sells air conditioning equipment.

Agency on Five-Day Week

Effective today, Batten, Barton, Durstine & Osborn begin a five-day week, continuing until the fall.

F. T. C. Issues Order On Radio Sets Sale

By CLARENCE LINZ

WASHINGTON, April 30.—The Federal Trade Commission tonight disclosed the issuance of an order prohibiting unfair methods of competition in the sale of radio sets and parts by a number of manufacturers and dealers in New York, Philadelphia and Washington.

The order requires the respondents to cease representing in any way, through use of trade names or marks of which they are not the owners, and without the permission of the lawful owners, that their radio products are those manufactured, sold, endorsed or licensed by a number of well known concerns, including Warner Brothers Pictures, Inc., and its subsidiary, Brunswick Radio Corp., RCA, General Electric and others.

Guest Program to WSPD

"It Can Be Done," the program headed by Edgar Guest and a dramatic cast for the Household Finance Co., has added WSPD, Toledo, to its repertory of NBC-Blue stations. Batten, Barton, Durstine and Osborn, Chicago office, handles the account.

Fifty-three Per Cent of NBC March Programs Start in East

Fifty-three per cent of all programs heard on NBC networks originated outside of New York during the month of March, 1937, as against 48 per cent in 1936, it is revealed in figures compiled by NBC's statistical department. Despite the sharp gain made by Hollywood, however, New York supplied almost twice as many program hours to the networks as any other point. Comparative figures on the four leading program sources:

	March, 1936	*March, 1937*
New York	**696 hours**	**676 hours**
Chicago	**387 "**	**320 "**
San Francisco	**354 "**	**351 "**
Hollywood	**104 "**	**47 "**

Fifty-three per cent of the sponsored program time in March, 1937, was filled from the Eastern division stations; 25 per cent from the Central division, and slightly more than 21 per cent from the Western division. Thirty-three per cent of total network time was sponsored.

Equity Plans Drive to Get Radio Talent

(*Continued from page 1*)

spokesman. The reports of organizing efforts in the past were greeted with spirited challenges by network officials who declared they would resist the unionizing of radio talent to the utmost.

Equity's present decision to carry organizing into the radio professional field stems directly from the recent Supreme Court decision upholding the Wagner Act in connection with the Associated Press test case. With the press wire service held to be engaged in interstate commerce, Equity's attorneys have offered opinions that the decision applies equally to radio.

Equity officials declined to disclose the organization's plans as to method or exact time for the start of its radio unionizing drive. It was learned, however, that a basic form of contract for all radio talent, such as is now in use in the theatre, will be insisted upon in the event Equity's excursion into radio meets with success. Among the contract's provisions will be pay for rehearsals, broadcasts and re-broadcasts for the west coast.

See Radio a Membership Source

Equity also regards radio organizing as an instrument by which it can strengthen further its Hollywood standing. With an increasing number of film personalities being engaged for broadcasts, and with Hollywood rapidly gaining in importance as a point of program origin, Equity sees a large part of its radio union affiliate's membership being drawn from studio ranks. With the existing close cooperation between Equity and the Screen Actors' Guild, the latter organization, obviously, would also be benefitted by the establishment of an Equity radio union. Film stars would have to be members of one or the other, it is indicated, in order to appear on the air.

NBC to Start WSPD With Hour Program

A full-hour program May 2, from 10:30 to 11:30 P. M., E.D.S.T., on the NBC-Blue network, will serve to usher WSPD, Toledo, into the NBC family of stations as a member of the basic Blue network. The program will originate in three different cities, New York, Toledo and Chicago.

The talent from New York will comprise Jean Sablon, Maida Severn and Norman Cloutier's orchestra. From Toledo Mayor Roy C. Stark and John H. Ryan, WSPD station manager and vice-president, will be heard in talks, with entertainment by Reggie Childs' orchestra. Roy Shields' orchestra and a vocal group will be heard from Chicago.

To Attend Soviet Ad Meet

Russel Pierce, publicity director of Cecil, Warwick and Legler, will sail May 8 for Russia, where he will attend the Soviet Union's first "All Union Advertising Exhibition." He will be accompanied by Richard R. Hudler, of "News-Week."

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 103 NEW YORK, MONDAY, MAY 3, 1937 TEN CENTS

Unions Break With Results Now Awaited

Opening of Studios to Show Strike Extent

HOLLYWOOD, May 2.—The walkout of 3,000 studio painters, scenic artists and makeup artists early yesterday morning, under the direction of Charles Lessing, marked a definite break between the Federation of M. P. Crafts and the I.A.T.S.E. The Federation claims 14,000 studio workers.

The remaining unions in the Federation did not strike, and it is anticipated that the real test will come tomorrow, when it will be determined whether the picket lines set up yesterday morning will be honored by the crafts.

Federation spokesmen charged the I. A. with approaching craft members with an offer to join the I. A. and continue at work, and called the I. A. a producer organization.

Pat Casey, producer union contact, had told Lessing he was willing to recognize the Federation as the proper agent for negotiations on wages and hours, but thought it unfair to make a decision regarding a union shop until producers discovered exactly what wages and hours were demanded. Lessing had insisted on a union shop for the entire Federation.

Lessing made no prediction relative to strike decisions of other crafts.

Seattle Workers in Unionization Drive

SEATTLE, May 2.—More than 70 employes on Film Row here have been unionized during the last few weeks, and an intensive campaign to organize theatre ushers and doormen will be inaugurated this week.

Handling the organization of the theatre and film exchange employes is O. M. Jacobsen, traveling representative of the I.A.T.S.E. He is assisted by Charles Crickmore, president of the stage employes' local; Richard Crist, president of the projectionists' local; and Basil Gray, business agent for the stage employes.

Picket Strike

Pickets of Local 802 of the mucians' union at the Coliseum went on a strike at 4 P. M. the other day. The men, who get $2 a day, weren't paid off on time and so walked off the job.

ColumbiaDean Denies Acting On Allied Law

Knew Nothing of Theatre Divorce Bill, He Says

Recently printed assertions that the dean of the School of Law of Columbia University had "declared" that Allied States' theatre divorce legislation "is constitutional and should be upheld by the U. S. Supreme Court" were flatly repudiated yesterday and branded as "an absolute misstatement of fact" by Dean Young B. Smith at Kent Hall, Columbia.

The assertions were circulated widely among independent exhibitors, particularly Allied States members. The circumstances surrounding the unauthorized use of the Columbia Law School dean's position are a subject of inquiry now by Dean Smith, he said. It is known that the Columbia official was especially aggravated over the linking of his office with solicitations for funds with which to finance the Allied legislative campaign and with

(Continued on page 7)

Warners to Extend Philadelphia Games

PHILADELPHIA, May 2.—With 12 Warner houses here now playing Bango and Bonus Night, Ted Schlanger yesterday completed plans for instituting Bank Night in 13 theatres starting May 18. In addition four out-of-town houses in the circuit will adopt the same game.

The move follows plans announced recently that Warners would compete with games in all spots where independents are using giveaways.

Warners expect to open the new

(Continued on page 7)

Over 1,000 Expected At Radio Men's Meet

The three-day convention of the Institute of Radio Engineers here May 10-12 will be attended by more than 1,000 radio engineers, according to that organization.

This year's convention marks the silver anniversary of the Institute. The Institute, beginning with a membership of 100, now has a membership of 5,500. During the convention awards will be presented to members for outstanding accomplishments in their fields.

More Radio—Page 8

M-G-M POLICY TO BE HELD FLEXIBLE

Rodgers Will So Inform Delegates to Sales Meet on Coast

HOLLYWOOD, May 2. — M-G-M's sales policy next season will be flexible, as it has been for the current season, William F. Rodgers, general sales manager, will tell convention delegates when he announces the company's new lineup of 44-52 pictures.

Each situation will be studied individually and allocations will be based upon returns during the past two years. This policy during the current year has resulted in the largest domestic gross in the history of the company.

It is expected that terms in some of the percentage groups will be tipped slightly. This is due to the large sums of money to be invested in the big pictures planned for 1937-38.

Among the outstanding attractions scheduled are "Idiot's Delight," "The Firefly," "Pride and Prejudice," "Marie Antoinette," "The Return of the Thin Man," "The Foundry," "Girl of the Golden West," "Rosalie," "Hats in the Air," "Johann Strauss," "Show Shop," "Great Day" and "B Before High C."

Hal Roach will concentrate on eight musicals for next season. He has lined up a number of music writers and stars for the series. In addition he

(Continued on page 6)

Columbia to Have 58 for Next Season

LOS ANGELES, May 2.—Columbia's lineup for next season will call for 58 features, of which 16 will be westerns, 126 shorts and four serials of 15 chapters each. The program is virtually the same as the current season with the exception of the 60 reels of serials which Louis Weiss is producing for the company.

Abe Montague, general sales manager, is due Wednesday from New Orleans where he is holding a district meeting of the southern branches.

Several important circuit deals are understood to have been closed for the 1937-38 product.

Rube Jackter, who is with Montague in New Orleans, will leave there Sunday night for New York where he is due next Tuesday.

Delay Action on Wis. Theatre Bill

MADISON, Wis., May 2.—The Assembly Committee on Commerce and Manufacturers has voted indefinite postponement for the Hall bill, which would prohibit producers from operating theatres, following a hearing on the measure here.

Appearing against the bill was B. J. Miller, representing the Warner and Fox circuits, while Mrs. J. E. Hansen of the Wisconsin Council of the Parent-Teachers Ass'n.; Herbert L. Mount and Ray Tesch, both of Milwaukee, and representing the Independent Theatres Protective Ass'n. of Wisconsin, spoke for the bill.

A similar measure in the Senate

(Continued on page 7)

"Wake Up" Seen by 197,735 in 8 Days

Approximately 197,735 persons attended the Roxy during the first eight days of "Wake Up and Live." This is nine per cent above any picture for the same number of days in the past five years.

On the opening day of the second week, the take was almost as great as the first day.

Majors Seek Spots For Five Roadshows

Roadshows are coming into their own again with five major companies now seeking theatres for two-a-day engagements.

Loew's, which is following "The Good Earth" with "Captains Courageous," has already dated the new picture in six spots and is now trying to line up theatres which showed the film version of Pearl Buck's book throughout the country. In a number of situations roadshow houses cannot

(Continued on page 6)

Talent List Big

Hollywood, May 2.—Under contract to M-G-M at the studio are 100 writers, 75 featured players, 20 directors and 20 stars, exclusive of the Marx Brothers.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 3, 1937 No. 103

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Pittsburgh's Flood Cost Total $15,000

Pittsburgh, May 2.—A total of about $15,000 in damages was suffered by five downtown theatres, the Penn, Stanley, Alvin, Fulton and Barry in last week's flood here. The rivers fortunately stopped at 35 feet.

While the physical effects were slight, most of the cost to management was in the form of labor. Every theatre was manned for days by extra crews stripping basements and getting ready for all emergencies. Johnstown, Pa., and Wheeling, W. Va., also had slight losses from the high waters.

Sheehan to New York

Hollywood, May 2. — Winfield Sheehan leaves for New York Monday on a business visit. He will return in about three weeks.

Another
Metropolitan
Photo
Assignment
Dinner, Dance & Awards

Insiders' Outlook

By RED KANN

Hollywood, May 2.

TALES from the Hollywood Hills:

This continues to be the land where credits rule the roost. It is part of the system and, more often than not, numerical prowess outruns creative and actual prowess on the theory bouncing through the producer mind that talent must be good; otherwise, how could it have gotten that much work and that many credits? Unsung and very important, therefore, and by this calculation, is Harry Brand. This explains why:

In Joe Schenck's lavish and far flung office suite at 20th Century-Fox where gray and the moderne motif join hands, his desk Telematic, which clears inter-office communications, has a series of calls. In the upper row, New York rates first; Brand, second; Darryl F. Zanuck, third, and Bill Goetz, fourth.

▼

Fun is fun. Hollywood knows it and the walls of Brand's own office demonstrate it. There, world celebrities adorn his picture frames.

"To Harry from Otto" [H. Kahn]

"To H. B. with affectionate regards, J. P. Morgan."

"Sincerely, Henry Ford."

Benito Mussolini with "Saluta, Benito."

Calvin Coolidge with "To H——. C. C."

General Pershing: "To Harry, my best always."

Ramsay MacDonald: "To my dear friend, Harry."

To the left, Brand and Cosgrave of Ireland caught by the same lens. It is the one authentic picture of the collection. . . .

▼ ▼

Paramount's well-advertised slogan, "If it's a Paramount picture, it's the best show in town," found its funniest parallel in the mythical Miracle Pictures with its equally mythical takeoff slogan, "If it's a good picture, it's a Miracle." Hollywood today includes Sam Katzman, who produces as Victory Pictures. You're supposed to fill in the blackout on your own. . . .

▼ ▼

The Metro influence:

Now that "The Thin Man" has been followed by "After the Thin Man" and 20th Century-Fox is doing "Thin Ice," talk is around of a sequel to the first Sonja Henie feature. To be called "After the Thin Ice." . . .

▼

The skating personality, it may be of interest, is a keen business woman. On her recent personal appearance jaunt, she used dummies for deals on rinks and cleaned up. It didn't take sports promoters long, however, to get wise. Any time a bid comes their way now, they insist upon learning who the actual principal is. . . .

▼ ▼

Among Hollywood's wonders: "War Lord," a forthcoming Warner attraction.

This is "The Bad Man" which the late Holbrook Blinn gave lustre. The locale has been transferred bodily from Mexico to China. . . .

▼ ▼

Chauffeur, Joe Shea. Passenger, Eddie Alperson. The car, a studio Ford. As it lumbered into a Vine Street parking space, one tire went flat.

Alperson to the parking attendant: "Can we exchange this for a bicycle?" . . .

Dr. Joachim to S.M.P.E.

Dr. H. E. A. Joachim, director of the research department of Zeiss-Ikon A. G., Dresden, Germany, arrives on the Bremen today en route to Hollywood to attend the S.M.P.E. convention, which he will address. He was largely instrumental in persuading European producers to adopt American camera and projection standards. Eric W. Schumacher of Noris Carbon Co. will accompany Dr. Joachim to the coast.

Remodel Seattle House

Seattle, May 2.—John Danz's Winter Garden has closed to permit remodeling. Approximately $20,000 will be spent on the house, which will reopen May 10.

RKO Starting 15

Hollywood, May 2.—RKO will place 15 in production during May, S. J. Briskin says.

Brand Annexes Two

Hollywood, May 2.—Phil Gersdorf will join the 20th Century-Fox publicity department under Harry Brand Monday. Dick Pittinger, after seven years with RKO, is another Brand addition. Nat Harrison succeeds at RKO.

Open at Grand Central

Today will mark the opening of the new newsreel theatre in the Grand Central Station. The theatre has a seating capacity of 212. Officers of the corporation operating are John Sloane, Donald Bayne, W. Wallace Lyon and Harold A. Ley.

Open Baseball Season

The Columbia baseball team this evening will open the season of the M. P. and Amusement Baseball League, playing against the Apeda Studios team, the only new entrant in the league.

Warners Start Heavy Campaign on 'Prince'

Warners have under way an extensive exploitation campaign on "The Prince and the Pauper," tying in the film with the Coronation in England on May 12. The film will open at the Strand on Broadway Wednesday evening. The company claims to be giving the film the largest national billboard campaign in its history, with a one-week advance and three-week current buildup, using 24-sheets in 1,400 cities.

Fan magazines are included in the campaign, and considerable photographic material has gone out to newspapers who are said to have requested it because of the detailed pictures of Coronation procedure. Over 2,000 stores have been tied in on the exploitation, Warners claim.

Warners Starting Rental Plan

Warners tomorrow will adopt its sales accessories rental plan in all exchanges. The plan closely follows that inaugurated by Paramount last year.

Ampa Winners Take Plaques at Dinner

Ampa advertising awards were made Saturday night in the grand ballroom of the Hotel New Yorker at the second annual awards dinner of the organization. M-G-M took the pressbook award for "The Great Ziegfeld"; Joseph Tisman of Warners won the poster prize for "Black Legion"; Alec Moss of Paramount captured the best trade paper award, the insert on Russville, Ind., and Ralph Rolan of the March of Time took the bronze plaque for the best advertisement addressed to the public.

The awards are made by Gordon White, retiring president of the Ampa, following brief talks by Frank Presbrey of the advertising agency bearing his name, and Louis Nizer, attorney. Mayor LaGuardia made a brief appearance, congratulating the winners. More than 600 guests attended the affair.

Legion Approves 14 Of 16 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, approved 14 of the 16 pictures reviewed, 11 for general patronage and three for adults, and classed two as objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Cafe Metropole," "The Case of the Stuttering Bishop," "Der Dschungel Ruft" (German), "The Frame Up," "The Gold Racket," "The Great Hospital Mystery," "Make Way for Tomorrow," "Oh, Doctor," "The Three Comrades" (Russian), "Two Gun Law," "The Wildcatter." Class A-2, Unobjectionable for Adults—"As Good as Married," "Night Must Fall," "San Quentin." Class B, Objectionable in Part—"Talk of the Devil," "The Tenth Man."

Schlesinger Returning

Hollywood, May 2.—M. A. Schlesinger is en route to New York via Canada following a short visit here which dealt principally with interests outside films, including his citrus fruit enterprises.

Everything POINTS TO "A STAR IS BORN"

It is the emotion of "A Star Is Born" that makes it a great box office picture . . . if you don' choke up then there's something wrong with your sense of values.—*Ed. Sullivan, N. Y. Daily News*

Held over at Radio City Music Hall, N. Y., after a tremendous first week. Thousands of standees at every performance!

Opened to the largest gross of any picture in two years at the Capitol, Springfield. A sure holdover as thousands form street lines during record box office wait of over an hour and forty-five minutes!

SELZNICK INTERNATIONAL PRESENTS

JANET GAYNOR · FREDRIC MARCH

in **A STAR IS BORN**

the first modern picture in TECHNICOLOR *with*

ADOLPHE MENJOU · MAY ROBSON

ANDY DEVINE · LIONEL STANDER

Opening day breaks all house records for season at United Artists Theatre, San Francisco, for both attendance and money. Second day sets another record!

Biggest opening in four years at the Warner Theatre, Worcester, management wires. Thousands waiting in the rain at every show!

Moved over to continuous first-run at both United Artists and Wilshire theatres, Los Angeles, after a smashing ing week at Grauman's Chinese and State theatres!

PRODUCED BY **DAVID O. SELZNICK** · *DIRECTED BY* WILLIAM A. WELLMAN · *RELEASED THRU UNITED ARTISTS*

Purely Personal

MANNY REINER of M-G-M has been signed by the Women's Chamber of Commerce of New York to appear as fashion commentator for the annual style show at the Rainbow Room Wednesday night.

•

Joseph B. Kleckner, president of Motiograph, is in New York making arrangements for an export representative and to discuss new plans with Joe Hornstein, local distributor.

•

Arthur Lee, who sails next Wednesday on the *Queen Mary,* will be back about May 1. His wife and daughter will remain in England for an indefinite vacation.

•

Irvin Shapiro, general manager of World Pictures, left on Saturday to visit Buffalo, Rochester and Detroit to set the runs on "The Great Love of Beethoven."

•

A. H. and Fred Schwartz return today from Miami and Key West where they have been fishing.

•

Elmer C. Rhoden plans to return to Kansas City today.

•

Joe Brandt left for the coast over the weekend.

Cummings Shifts Staff

Omaha, May 2.—District Manager Evert R. Cummings of Tri-States has made the following management changes: City Manager Eddie Forrester from Grand Island, Neb., to manager of the Omaha; Manager James Schlatter from the Omaha to manager of the Sioux City Orpheum; Assistant Manager Breck Fagin of the Omaha Orpheum to manager of the Grand Island Capitol and exploiteer for all three Tri-States houses there, and Assistant Manager Don Shane of the Sioux City Orpheum to assistant at the Omaha Orpheum.

McKittrick Transferred

Kansas City, May 2.—Raymond McKittrick, manager of the Kansan, Commonwealth theatre at Osawatomie, Kan., has been shifted into the Republic-Midwest exchange here. With John Scott, who has been exchange booker, will handle Republic-Midwest's city sales and booking.

Extend Whale's Contract

Hollywood, May 2.—James Whale, director of "The Road Back," has been re-signed by the studio to supervise cutting and possible added scenes. Whale held a previous contract with Carl Laemmle, Jr., to be effective April 22, but, as Laemmle was not ready for production, he was able to go back to Universal. Whale has a two-year contract with Universal after the Laemmle film.

Form Patriotic Pictures

Dover, Del., May 2. — Patriotic Pictures Corp. has been formed here to produce films. Its capital is listed at $25,000. M. C. Swearer, E. M. Swade and O. B. Clayton of Wilmington are the incorporators.

Looking 'Em Over

"The Last Night"

(Amkino)

The waves of ecstacy which apparently filled the majority of the critics of New York's daily papers when they viewed this latest importation from Soviet Russia cannot be echoed here. Granted that it is one of the better pictures to come from the Government-controlled studios of Russia, it is nevertheless so heavily biased in the direction of revolutionary propaganda that it ceases to be good entertainment and takes on the aspect of studied glorification of the revolution.

The scene is set in Moscow on the night of Nov. 6, 1917, the eve of the so-called October revolution, the date being governed by the old Russian calendar. It recounts the story of two families, one of poor workers, the other of a wealthy manufacturer. Seen is the the rising of the workers in Moscow, the almost romantic interlude which develops between the young son of the worker and the daughter of the manufacturer, at a school dance immediately before the fighting, and the sacrifice of the various members of the worker's family before their final victory, led by the sole surviving masculine member of the family, while his elderly mother cheers wildly in support.

There are several active and reasonably impressive scenes of the fighting between the White and Red forces, and one or two of the performances are worthy of mention, but on the whole the film is not sufficiently extraordinary to warrant playing in any situations except where the Russian sympathies run high. Yuri Resiman directed.

Reviewed without production code seal. Running time, 90 min'utes. "A."

Overseas Previews

"The Gang Show"

(Herbert Wilcox)

London, April 20.—"The Gang Show" is a transcription and variation of the annual review staged by Boy Scout organizations in England under the direction of Ralph Reader. The stage show, largely due to the enthusiasm of its amateur players, plus the considerable talent they revealed, has been a very big success. The film retains the happy-go-lucky atmosphere, adds something of a story continuity and a love interest that gives Reader a leading part to play.

The plot interest is based on the fact that a troop of Scouts, threatened with the loss of their meeting place, decide to run a stage show to raise funds for the rent. "Skipper," their leader, has been trying to sell himself as a singer or producer to all the agents and theatrical managers in London. His only success has been to find a future wife in an agent's secretary. Because the girl has been left in charge of a theatre while her employer is in Paris, the Scouts' "Gang Show" displaces "Faust" as the attraction. When the big boss returns the box-office consoles him for his secretary's duplicity, and makes the Skipper's reputation.

Some catchy numbers, skits of stage acts by the boys, dancing and spectacles are the ingredients. It has tieup possibilities with Scout organizations, which American exhibitors will be able to evaluate more exactly when Reader, and a print, arrives in the United States, where he aims to do something at the big Scout Jamboree in Washington.

Running time, 75 minutes. "G." ALLAN

Plan Houston Theatre

Houston, May 2.—Construction has started on a $10,000 theatre for West University Place, a suburb, and it is expected to be completed in 45 days. The theatre is a part of the West University Place community center. It will seat 400. D. F. Luckie, E. F. Jurena and Miladie Jurena will operate.

Reports Australian Gain

Hollywood, May 2.—Charles R. Rogers has received a cablegram from Herc McIntyre, Australian sales manager for Universal, stating that company business there has increased 37 per cent in the last 24 weeks.

Portables in 150 Spots

Lincoln, Neb., May 2. — More than 150 communities of Nebraska, Kansas and Missouri are being serviced by portable projection sets, according to film exchange estimates. No town is larger than 1,000 population. About 30 sets are working.

Advance Places Series

Distribution rights to a series of eight action melodramas for 1937-'38 release have been sold by Mitchell Leichter of Advance Pictures to Pop Corson's Masterpiece exchanges in Philadelphia and Washington. The series will be based on H. H. Van Loan stories, Leichter said.

Short Subjects

"Hollywood Party"

(M-G-M)

Elissa Landi plays hostess to many film folk at one of those parties that make delightful and refreshing entertainment. There are dances by a snappy chorus, singing, comedy, beautiful Technicolor compositions and high jinks by Charlie Chase. Anna May Wong models the latest from China and Leon Errol mixes a King Edward cocktail that proves disastrous. A lot of pleasant diverting material is condensed into the two reels. Production Code Seal No. 2,492. Running time, 21 mins. "G."

"Stranger Than Fiction No. 34"

(Universal)

This is the usual collection of interesting oddities. The reel is made up of seven clips including a Gypsy wedding, a pet rooster that serves as a doll for a child, breeding silk worms in New York and a cat-saving police dog. Production Code Seal No. 01,-304. Running time, 8½ minutes. "G."

"Twilight on the Trail"

(Paramount)

Louise Massey and her brothers serve as an effective background for the rendition of the title song. It is one of those bouncing ball numbers. A cowboy artist draws some animated cartoons illustrating "tall stories," which provide pleasant comedy. Production Code Seal No. 01,221. Running time, 7 mins. "G."

"Pathe Topics No. 6"

(Radio)

Amusing stuff by Walter Walters, the ventriloquist, and his dummies, and comment on ski technique by Percy Olton, an expert on the literary side. The last sequence is devoted to scenes of the John Harvard's birthplace in London. It is an interesting series of glimpses of the places frequented by leading lights of British letters. Reviewed without production code seal. Running time, 9 mins. "G."

Myers Suit Naming 20th-Fox Dismissed

Seattle, May 2.—The $250,000 damage action against 20th Century-Fox and executives of Evergreen State Amusement Co. brought by Lieut.-Gov. Victor A. Meyers three weeks ago has been dismissed with prejudice here by Presiding Judge Hugh C. Todd.

The dismissal order was presented by Clarence R. Innis, attorney, who said the "with prejudice" provision meant that the action could not be commenced again against any of the defendants by Meyers. The suit was instituted originally as a result of remarks made in "Thanks a Million" with reference to a former band leader, now officiating as a lieutenant-governor.

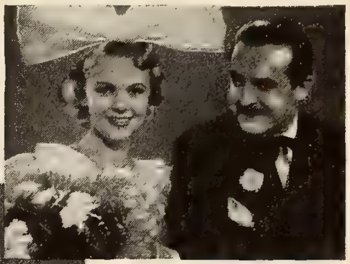
Seek 2% S. C. Tax

Columbia, S. C., May 2.—Representative Bryant has introduced a bill providing for a gross retail sales tax of two per cent.

YOU CAN'T STAND 'EM ON THEIR HEADS WITHOUT PEP AND LAUGHS IN YOUR SHOW

BUSTER WEST and TOM PATRICOLA
in
"HI-YA DOC?"

But you can go to the mat with Old Double Bill by giving them the big entertainment and big star names in the big *Educational* May Month Parade of Showmanship Shorts



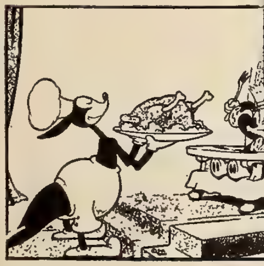
JEFFERSON MACHAMER
and his "Gags and Gals"
in
"COMIC ARTIST'S HOME LIFE"

NIELA GOODELLE
in
"MELODY GIRL"

HERMAN TIMBERG Jr and PAT ROONEY Jr
in
"FRESHIES"

TIM and IRENE
in
"HIS PEST GIRL"

SISTERS OF THE SKILLET
in
"HOLDING THE BAG"



PUDDY THE PUP
in
"PUDDY'S CORONATION"
TERRY-TOONS

BERT LAHR
·
BUSTER KEATON
·
HARRY GRIBBON
·
IRIS ADRIAN
·
KIKO the KANGAROO

Presented by E. W. HAMMONS

Educational Pictures
"THE SPICE OF THE PROGRAM"
REG. U.S. PAT OFF

DISTRIBUTED IN U. S. A. BY
20TH CENTURY-FOX FILM CORPORATION

M-G-M Sales Policy to Be Held Flexible

(Continued from page 1)

is expected to announce 12 Our Gang comedies. James A. FitzPatrick's plans call for 12 TravelTalks and Pete Smith will continue his series of novelties. With the Harman-Ising contract expiring this season, Fred Quimby, short subject general manager, has arranged for a new group of 13 color cartoons. There will also be 104 issues of News of the Day.

Louis B. Mayer, Roach, Al Lichtman and a number of other studio and home office executives who came here in advance and greeted the convention special on its arrival at Pasadena. W. S. Van Dyke, one of the company's top line directors, was on the train, having left with the New York contingent.

Preliminary meetings between branch and district managers and bookers and office managers were held today with home office executivs.

The first business session will get under way tomorrow for the 250 delegates representing every branch of the company but the foreign force. After opening addresses and an outline of the three-day meetings, the men will adjourn for luncheon at the Culver City studio. The afternoon will be spent inspecting the studio. This is the first time in 10 years that the entire sales force has been here.

Product Data Wednesday

A preview screening is slated for tomorrow night at the Ambassador Hotel, where the meetings will take place. Tuesday will find an all-inclusive business program with a screening at night. Wednesday's schedule will be pretty much the same. The big feature of the day will be an announcement of the product by Rodgers and a resume of percentage terms and flat rentals.

Thursday will be recreation day, with each man free to go where he chooses. Friday will find the men starting the homeward trek with Ernest Morrell in charge of arrangements.

Michael Balcon, supervisor for M-G-M production in England, under Ben Goetz, will meet the sales force for the first time. He has been here several weeks studying production angles for British production.

Denies Theatre Reports

Although reports have been current that Loew's has been negotiating for a Times Square theatre in addition to several neighborhood sites, an executive of the company has denied any deals are on for new houses other than the structure that is being built at Fenton Ave. and Boston Road in the Bronx.

To Get Film Equipment

Boston, May 2.—Permanent film equipment may be installed in the Shubert during the early part of the summer. Temporary equipment is now in the legitimate house which has been leased by Columbia for the roadshowing of "Lost Horizon." The Shubert is usually closed during the summer.

Jungle Notes from Leo

Hollywood, May 2.—Jack Byrne, New Haven, vied with Bill Scully, New York, for sartorial honors. Jack works for Bill, but that didn't make much difference. However, Jack challenged Bill to a game of handball, while Bill wanted to play it out on a golf green. The score's pretty much even since the boys cannot seem to make up their minds on a mutual sport.

✚

Ed Churchill and Lynn Farnol of Donahue & Coe, advertising agency, were planning to go along with the boys, but had to cancel the last minute.

✚

Bill Rodgers' first crack when he sees Sheriff George Hickey, western district manager, will be that he can attend the convention only with an M-G-M badge, all others having been ruled out. Ever since Hickey was deputized, he's been meaning to do a lot of things—but never has.

✚

Leopold Friedman wired Bill Rodgers: "Sorry I can't be with you. I've got to keep the home fires burning."

✚

Charlie Moskowitz has yet to be heard from. Joe Vogel has been trying to make up an alibi, but it's no soap.

✚

Harry Worden, salesman at the Boston exchange, is mourning the loss of his mother. Harry was to have joined the convention train out of New York, but stayed over to attend the funeral. Morris Wolf, branch manager for the Bay City, left by plane Friday night and will meet the delegates at the hotel.

✚

Woody S. Van Dyke confesses he doesn't know what his next picture will be for M-G-M. He says he's having a swell time with the M-G-M conventionites, particularly Joe Vogel, who has been giving him an earful on theatre grosses.

✚

Much of the secret huddling of the past few days is a secret no longer. Joe Vogel confesses he's been talking about "Captains Courageous," which has been dated in five situations in addition to Philadelphia, where it is now rounding out a second week at the Locust. The new dates are Erlanger, Chicago May 9; Astor, New York, May 11; Carthay Circle, Los Angeles, May 12; Colonial, Boston, May 16; and Gary, San Francisco, May 17. The last date had originally been set for May 11.

✚

Bob Lynch feels mighty proud of Philadelphia, where he is district manager. He points with pride to the city's growing importance. The reason, he says, is that instead of home office executives opening the first test roadshow engagement of "Captains Courageous" in Boston, as has been the practice, Al Lichtman and Bill Rodgers picked the Locust in his town.

✚

Rudy Berger, Washington exchange manager, can't wait until he returns for the Variety golf tournament May 21 at Indian Springs, just outside of Washington. Last year he copped second prize and this year he's out to beat Joe Morgan, former partner in the Crandall circuit.

✚

Nicholas M. Schenck, who is represented at the convention by Al Lichtman, is enjoying the Miami climate so much he has extended his stay another week. He is now due to return to New York the week of May 10.

✚

Jack Bowen, New York branch manager, talked a good game of golf on the way out. He recommends playing on Sam Cocalis' special course at Deal, N. J.

Out Hollywood Way

Hollywood, May 2. — Franciska Gaal, Hungarian actress, has received a quota number from Mexico so she can remain here indefinitely. . . . Bill Pine, associate producer for Cecil B. DeMille, and a camera crew headed by Victor Milner, leave for New Orleans in a few days to start "The Buccaneer." . . . James Stewart in a hospital suffering from arthritis, and production of "Vivacious Lady" held up.

"Drums of Destiny," original by Roger Whately, and seventh in Tom Keene series for Crescent, to start Thursday. . . . Grace Moore here awaiting Columbia assignment. . . . Sol Lesser leases space on Grand National lot for "The Californian."

✚

Title Change—Final title of Joe E. Brown picture, "Riding on Air," RKO.

✚

Casting—Richard Carle and Robert Spencer in "Love in a Bungalow," Universal. . . . Chick Chandler in "Armored Taxi," 20th Century-Fox. . . . Ruby Keeler, Joan Blondell, George Brent and Patrick Knowles in "Casino," Warners.

✚

Contracts—Calary Brothers, English comedians, signed for "Double or Nothing," Paramount. . . . Ray Middleton. baritone, signed by Paramusical.

✚

Writers—Francis Martin and Walter DeLeon complete screenplay of "Artists and Models," Paramount. . . . They are assigned to next college musical. . . .

Jack Goetz to Sail

Jack Goetz, vice-president of Du Art Labs., will sail tomorrow night on the *Queen Mary* for a six-week business and pleasure trip. He will be accompanied by his wife and will visit London, Belgium, Paris and Budapest.

Robbins Will Divide Time in Three Spots

Jack Robbins, head of Robbins Music Co., in which Loew's is interested, will divide his time between Hollywood, New York and London in the future.

With Loew's holding 51 per cent of the stock in his company and Robbins maintaining the two per cent control vote, the head of the music company will spend five months a year in Hollywood, five months in New York and two months in London.

Robbins is giving up his home in Hollywood and soon will sail for London to establish a music unit for M-G-M's British production company. He is now working on "I Married an Angel," the Deer Wiman show which M-G-M has acquired for the screen. Rogers and Hart are doing the music score with Robbins' company publishing the music. He is also working with George Marshall on the Pan American Exposition Revue which will open at the Dallas fair June 14. Sammy Fain and Irving Cahal are writing the music. A 2,000-seat theatre is being built for the show, which will run one hour. Among the leading bands which will appear in the show are Rudy Vallee, Ted Fio Rito and Benny Goodman. Chester Hale is directing the chorus with Leon Leonidoff and Jo Melziener in charge of art work.

Majors Seek Spots For Five Roadshows

(Continued from page 1)

be secured for weeks because of legitimate show tours.

Columbia has been showing "Lost Horizon" in numerous cities and is still looking around for additional dates. Having recently extended its lease on the Globe until May 26, Columbia is said to have an option on the Broadway house which runs indefinitely. Executives of the company have already approached Harry Brandt with a view to holding the picture through the summer.

Brandt is undecided whether to keep the Globe as a two-a-day showplace after "Lost Horizon" bows out. He has had offers from Paramount, 20th Century-Fox and Universal. The Central, a first run also operated by Brandt, is adjacent to the Globe, but cannot be converted into a two-a-day because of film commitments.

Universal has "The Road Back," which it plans to show twice daily on Broadway. Paramount has "Souls at Sea" and "High, Wide and Handsome," while 20th Century-Fox is now figuring on a $2 top for "Slave Ship."

Tri-States Planning Remodeling Program

Sioux City, Ia., May 2.—An intensive remodeling program which will affect every one of Tri-States' Sioux City houses except the Orpheum, largest of the group, has been revealed by District Manager Evert R. Cummings at Omaha.

Total expenditure will approximate $50,000, with between $15,000 and $20,000 being spent on the Iowa. New seats will be installed in the Princess and Hipp, the Rialto's cooling plant will be modernized and the Granda will get a new front.

Busy Six-Day Schedule Set By M-G-M Men

HOLLYWOOD, May 2.—A tentative program has been set up for the six days M-G-M delegates will be in town for the annual sales convention.

Today: Preliminary meetings of district and branch managers and office managers and bookers in the afternoon.

Monday: At 9:30 in the morning, William F. Rodgers will call the first business session to order in the Fiesta Room of the Ambassador Hotel. He will preside at this session. Luncheon recess will be called at 11:45, when delegates will go to the studio for luncheon and a general inspection which will continue all afternoon. In the evening, dinner will be held in the French Room of the Ambassador, following which "They Gave Him a Gun," which Harry Rapf produced, will be screened at the Carthay Circle as a combination convention and regular press preview. Many studio luminaries will turn out in force.

Tuesday: Morning and afternoon sessions are slated. Dinner is again set for the French Room and a preview of a second film will follow. The name of the picture hasn't been set as yet.

Wednesday: Morning and afternoon sessions with Rodgers expected to list product and details of sales policy. This will be the last business day. In the evening, all visitors will be the guests of Hal Roach at a barbecue and rodeo.

Thursday: Recreation day with delegates on their own. The sales force will have a choice of fishing, golfing, swimming or a trip to Catalina. The big social function of the convention is slated for the evening at the studios with a complete parade of players promised. Indications are the festivities will run far into the night and early morning.

Friday: At 11:30 A. M., Leo's lions will set forth from the Ambassador to board the special train at Pasadena at 12:30 P. M. The homeward trip will begin.

RKO Men Fly West

Ned E. Depinet, S. Barret McCormick and A. A. Schubart flew to the coast yesterday to discuss preliminary arrangements for the RKO annual sales convention which gets under way at the Ambassador, Los Angeles, June 16, and will continue for five days. Depinet said Saturday he plans to be gone a week.

Warners to Extend Philadelphia Games

(*Continued from page* 1)

Savoia, neighborhood house, between May 15 and June 1. The theatre will seat 700 in the orchestra and 400 in the balcony.

Another new unit, to be known as the Main Line, with 1,000 seating capacity, will start going up in September in the Osborne district.

Pilots of M-G-M Meet

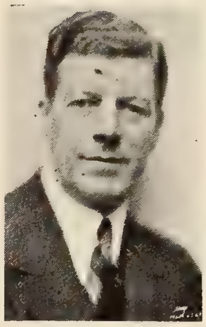
AL LICHTMAN
Assistant to President

W. F. RODGERS
General Sales Manager

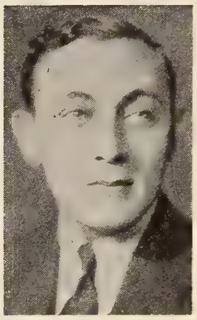
LOUIS B. MAYER
Head of M-G-M Production

T. J. CONNORS
Eastern Sales Manager

E. M. SAUNDERS
Western Sales Manager



FRED QUIMBY
Short Subject General M'g'r



J. R. VOGEL
Operating Loew's Out of N. Y.

HOWARD DIETZ
Head of Advertising and Publicity

SI SEADLER
Advertising Manager

New Game Insurance Started in Indiana

TERRE HAUTE, May 2.—Bank Night operators here are beginning to be disturbed over an insurance plan which was recently established. With the insurance plan allowed to operate, charges of "politics" are heard.

Recently an organization was formed here to engage in various forms of entertainment, incorporated under the name of Skeeters, Inc. Later the corporation started selling tickets to potential winners of theatre Bank Night, to insure them of the full amount of the prize offered in event their name was drawn and they were not present. The tickets were sold at 15 cents whereas it would cost 25 cents to deposit an attendance card at the theatre, or 35 cents for evening attendance.

Delay Action on Wis. Theatre Bill

(*Continued from page* 1)

has not yet been reported out by the committee.

The Balzer bill, providing for a three per cent amusement tax, has been killed by the Assembly. The measure had been recommended for indefinite postponement by the committee on taxation.

McCormick Gets Theatre

PITTSBURGH, May 2. — A. W. McCormick, assistant sales manager for 20th Century-Fox, has resigned to become an exhibitor. He has taken over the Beaver, Beaver Falls, Pa., from Max Schaffel, effective May 1. The latter gave up the 420-seat house to go to California for his health.

ColumbiaDean Denies Acting On Allied Law

(*Continued from page* 1)

urgings to exhibitors as voters to prevail upon their state legislators to befriend the theatre divorce measures.

The discovery that the use of the Dean's office in connection with the Allied legislation was unauthorized followed upon a request by MOTION PICTURE DAILY for a copy of the supposed opinion on the constitutionality of the measures.

"I never submitted such an opinion," Dean Smith declared with obvious indignation. "I know nothing of the so-called theatre divorce legislation and had not even heard of it until a few days ago when my attention was called to a published statement that I had pronounced it constitutional. That is an absolute misstatement of fact. I have asked for copies of the publications involved and am inquiring into the unauthorized use of this office in connection with this legislation."

Doubts Law School Statement

Asked if it could be possible that the statement referred to an opinion of the faculty of the Columbia Law School, Dean Smith declared that it was unlikely that a faculty opinion would be given without his knowledge.

"I am sure that it does not represent the opinion of either the faculty or the Law School," he said. "However, it is possible that the substance of the measure was presented to the legislative drafting department for criticism or suggestions and that an opinion on its constitutionality may have emanated from that department.

Doubt as to the constitutionality of the theatre divorce legislation was expressed by C. E. Brase, assistant attorney general of North Dakota, in an opinion submitted to the Governor of that state in March. North Dakota is the only state in which the legislation has been enacted.

Wall Street

Little Board Activity

	High	Low	Close	Net Change
Columbia	32¼	31½	32¼	+ ½
Consolidated Film.	3⅝	3½	3⅝	+ ⅛
Consolidated, pfd..	13½	13½	13½	+ ⅜
Eastman Kodak..	156½	155½	156½	+2½
Eastman Kodak, pfd.	151	151	151	—1
Loew's Inc.	77¼	76¼	76¼	— ¾
Loew's, Inc., pfd..	106	106	106	+ ⅜
Paramount	22⅛	21¾	21¾	— ⅜
Paramount 1 pfd..	155⅞	153	153	—1⅞
Paramount 2 pfd..	20	19⅞	19⅞	— ⅛
Pathe Film	7¼	7⅛	7¼	+ ⅛
RKO	9⅛	8¾	8¾	— ⅜
20th Century-Fox.	38	37¾	37¾	— ¾
Warner Bros.	13⅜	13⅛	13¼	— ⅛

Curb Rises Lightly

	High	Low	Close	Net Change
Grand National...	2½	2½	2½	.....
Sonotone	1½	1½	1½	.....
Technicolor	22⅞	22⅝	22⅞	+ ½
Trans Lux	4½	4½	4½	+ ¼

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's 3½s '46. ..	98¾	98¾	98¾	.....
Paramount Pictures 6s '55	100½	100½	100½	.....
Warner Bros. 6s '39 wd.	94¾	94¾	94¾	.....

(Quotations at close of May 1.)

FCC Arranges Hearing List For the Week

By CLARENCE LINZ

WASHINGTON, May 2.—Hearings before the F.C.C. during this week will be as follows:

May 3, before an examiner—Applications of J. Leslie Doss, Sarasota, Fla., for a new 1,390-kilocycle, 250-watt daytime station, and WPEN, Philadelphia, for increase of power to 1,000 watts; WRAX, Philadelphia, increase of power to 1,000 watts, and WORL, Boston, increasing of power to 1,000 watts.

May 4, before an examiner—Applications of Clarence A. Berger and Saul S. Freeman, Coeur D'Alene, Ida., for a new 1,200-kilocycle, 100-watt daytime station, and KGKO, Wichita Falls, Tex., for increase of power to 1,000 watts night, 5,000 watts day.

To Hear Honolulu Request

May 5, before an examiner—Applications of Northern Broadcasting Co., Traverse City, Mich., for a new 830-kilocycle, 500-watt daytime station, and WLB, Minneapolis, for change of frequency to 760 kilocycles and increase of power to 5,000 watts, and WCAL, Northfield, Minn., for change of frequency to 760 kilocycles and increase of power to 5,000 watts.

May 6, before the Broadcast Division—Applications of Advertising Publishing Co., Honolulu, for new 1,370-kilocycle, 100-watt station; Fred J. Hart, Honolulu, for 600-kilocycle, 250-watt station; Central States Broadcasting Co., Council Bluffs, Ia., for 1,500-kilocycle, 100-watt station, and contesting applications of Sioux City Broadcasting Co. and C. W. Corkhill for 1,420-kilocycle, 100-watt station at Sioux City.

May 7, before an examiner—Applications of W. F. Whitmore, Hobbs, N. M., for new 1,500-kilocycle, 100-watt daytime station, and WEAN, Providence, for increase of day power to 5,000 watts.

Rift Reported

Reports of discord between Mutual and the network's Philadelphia station, WFIL, were current over the weekend, and the probability is that the station will pull away from Mutual in the near future.

The rift came to a head during the recent broadcast of the Penn relays, which WFIL fed to Mutual. The station held that Mutual should pay the line charges involved. Mutual disagreed.

NBC Artist Service Personnel Switched

NBC's artists service is undergoing personnel changes calculated to increase its talent sales to theatres, advertisers and films.

Lawrence J. Fitzgerald moves from his present position as artists service contact with the program department. He will now sell concert and operatic talent directly to advertising agencies.

Billy Hillpot, formerly a talent buyer with Lord & Thomas, moves to NBC May 15, where he will take over part of Fitzgerald's old duties in addition to preparing NBC managed talent for commercial programs.

John J. Collins, assigned to D. S. Tuthill's office, today moves to the auditions division as assistant to Ernest J. Cutting.

Finally, as already stated here, Fred Niblo has been retained as adviser in film deals and contact with television developments. Niblo assumes his new duties today.

Helen Gray to Comment

A new program featuring commentator Helen Gray makes its bow on WHN today from 2:15 to 2:30 P. M. She will broadcast thereafter every Monday and Thursday. The program marks Miss Gray's first appearance hereabouts. She comes to WHN from KYW, Philadelphia.

Campbell Gets Martha Deane

The Campbell Soup Co., effective May 17, will sponsor the Monday, Wednesday and Friday 2 to 2:45 P. M., E. D. S. T., program of Martha Deane on WOR, instead of the Tuesday, Thursday and Saturday broadcasts.

Form Broadcasters, Inc.

GASTONIA, N. C., May 2.—Broadcasters, Inc., has received a charter from Secretary of State Eure. The authorized capital is $15,000, with $300 stock subscribed by E. D. Sumner, W. M. Nelson and A. E. Woltz, all of Gastonia.

American Airlines Signed

American Airlines, Inc., have signed for a schedule of spot announcements on WNEW, beginning today. The duration is indefinite.

Radio Personals

CHARLES K. FIELDS returns to the "Fireside Recitals" as announcer. . . . R. C. Caples, president of Caples & Co., off on a world tour. . . . Eddie Leonard, the minstrel, will be a featured guest on WMCA today at 1:30 P. M. . . . Raymond Scott has been signed under CBS artist bureau management. . . . Del Casino goes into the Paramount in New York the week of May 5. . . . Dot and Jack Reid, WMCA harmony team, off the air for the summer months. . . . Lanny Ross has signed to make a guest appearance for two weeks at the Pan-American Casino, beginning July 24. . . . B. A. Rolphe has been signed to be heard as conductor of a new series soon to be announced. . . .

✚

Kate Smith's featured guests May 6 will be Ilka Chase, Margalo Gillmore and Earle Larrimore in scenes from "The Shining Hour." . . . Jascha Heifetz will appear for the second time this season as guest soloist on the Ford "Sunday Evening Hour" May 9. . . . Helen Menken will be interviewed by Nellie Revell on NBC-Red May 11. . . . NBC Athletic Ass'n's spring dance will be held May 7, with most of radio row promising to turn out for the affair. . . . Don Haynes, CRA salesman out of the Cleveland office, a New York office visitor this week. . . .

Station in Memphis Has 12th Birthday

MEMPHIS, May 2.—In an all-sponsored schedule which ran from 7:30 A. M. to 1 A. M., WNBR on Saturday celebrated its 12th anniversary.

The only scheduled break in the 17½-hour broadcast, presented under sponsorship of leading Memphis business organizations, was a short program presenting station officials in a brief resume of its history. Participating in this program were H. W. Slavick, managing director of WMC and WNBR, both owned and operated by the *Commercial Appeal*; Mallory Chamberlin, commercial manager of WMC and WNBR, and Francis Chamberlin, manager of WNBR.

WMCA Will Welcome Two Stations to Web

A special salute to WGAL, Lancaster, and WORK, York, will be broadcast by WMCA and the Inter-City network Wednesday evening, May 5, from 9:45 to 10:15 P. M., E.D.S.T. The two Pennsylvania stations are the most recent additions to the Inter-City chain.

The salute will be a variety show featuring WMCA artists and musicians.

Shift Henry Busse Program

Henry Busse and orchestra, heard on the air for the J. W. Marrow Mfg. Co., effective immediately, shift their NBC-Red program from Wednesdays at 4:15 P. M., E. D. S. T., to Sundays at 11:45 A. M., E. D. S. T. The agency is Baggaley, Horton & Hoyt, Inc.

New Shows On the Air

"Hollywood Hotel"

"Hollywood Hotel" Friday night featured a galaxy of greats, including Frederic March, Janet Gaynor, Mae Robson and Adolph Menjou—but the honors for the best performance of the evening (and the best performance of the year, too, in our estimation) belongs to Gracie Fields, the English comedienne, who captivated with a superb performance. Rated on her one appearance, British critic Hannen Swaffer was conservative when he wrote that of the seven greatest artists on the Continent, Gracie was a greater artist than the combined lot.

In a delicious, Lancashire-sprinkled accent Gracie sang a hilarious, naughty (for radio) song about a rich blighter who meant no good by his Nell. The title is "I Never Cried So Much in All My Life." We never laughed so much.

Gracie is the highest priced actress on the screen. If she ever desires to do so, she can easily become the highest priced actress in radio. No matter how high the price, we recommend her to a sponsor.

The aforementioned galaxy of greats offered re-enactments of scenes from their latest picture, "A Star Is Born." The picture episodes were effective, although rather sketchy. Too sketchy, we thought, to be the box-office lure they were intended to be.

"Getting Ahead"

Dale Carnegie's new series, "Getting Ahead," heard on WOR Fridays, is a mild little program, with text loaded with copy book maxims for success. However, we thoroughly enjoyed the author's inspirational talk, and predict his series will be well liked by the listeners.

Fear, said Carnegie, defeats more men than any other thing in the world, and he urged listeners not to be afraid, no matter what their lot, no matter how discouraging their outlook. The one quality possessed by all men, said, Carnegie, was that of courage.

Listeners with problems on how to get ahead in business were invited to write to Carnegie.

The program is sponsored by the Emigrant Saving Bank in New York, and is heard Fridays, 8:30 to 8:45 P. M., E. D. S. T., on WOR.

BANNER

New Review of Sport Heard in Cincinnati

CINCINNATI, May 2. — "The All Sports Review" is a new program on WCKY here, heard between 3 and 5:30 P.M. Mondays through Fridays, during the summer.

The broadcast will feature frequent flashes on baseball scores, race results and other sports news supplied by International News Service and special sports wires. Popular dance music also will be heard.

Renew "Today's Children"

"Today's Children" heard on the NBC Red, has been re-signed for 52 weeks. The program is sponsored by Pillsbury Flour Mills Co. through the Hutchinson Advertising Agency.

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Indispensable
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Picture
Industry

MOTION PICTURE DAILY

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Brief,
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and
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VOL. 41. NO. 104 NEW YORK, TUESDAY, MAY 4, 1937 TEN CENTS

Rodgers Will Reveal M-G-M List Tomorrow

Will Feature the Final Business Session

Hollywood, May 3.—William F. Rodgers, general sales manager of M-G-M, will announce the 1937-38 product details to the convention delegates Wednesday at the Ambassador, Los Angeles. This will be the final business session, with conventioneers having Thursday to themselves for recreation.

Rodgers opened the first business meeting this morning in the Fiesta Room of the hotel, following which the entire sales delegation moved to the studio for luncheon. The afternoon was devoted to a general inspection of the studio and in the evening the men attended a preview of "They Gave Him a Gun" at the Carthay Circle.

Many of the studio's stars, directors, writers, executives and players attended the screening tonight.

Tomorrow's schedule calls for business meetings in the morning and

(*Continued on page* 13)

Small Hope Held for Roxy's Stockholders

Little hope that Roxy stockholders will have a participation in the reorganization is held out in the Securities and Exchange Commission report on the plan now before Special Master Addison Pratt. The S. E. C. report, prepared by R. A. Winter, assistant chief accountant and investigator for the regional office here, was presented to the special master yesterday.

The report notes, however, that it has been "unofficially said that the new Roxy company is willing to assume certain obligations in order to partly compensate Class A stock-

(*Continued on page* 5)

RCA Quarter Net Total Is $2,243,057

RCA and subsidiaries yesterday reported net profit for the first quarter of 1937, ending March 31, of $2,243,-057.80, which compares with net profit of $1,286,691.27, an increase of $956,-366 over the similar quarter in 1936. The net for the 1937 period is after interest, depreciation, amortization of patents and Federal income taxes, but

(*Continued on page* 14)

More Radio—Page 14

Shearer Post Is Confirmed By L. B. Mayer

Convention Guests Told Of Long Contract

Hollywood, May 3.—Louis B. Mayer today confirmed Motion Picture Daily's exclusive story of April 5 that Norma Shearer had signed a new long-term pact at a studio luncheon for visiting sales force. Mayer's statement came toward the middle of the function attended by the entire visiting delegation as well as the complete roster of associate producers and professional talent with the exception of Greta Garbo, Jeanette MacDonald, Nelson Eddy and Robert Taylor.

Beyond mere confirmation of the deal Mayer announced nothing but the arrangement provides for two pictures annually for three years at a reported $150,000 per picture. It makes Miss Shearer a member of the Mayer company in which the late Irving Thalberg was a partner with Mayer and J. Robert Rubin and includes the settlement of her equities in the Thalberg-produced pictures payable in

(*Continued on page* 12)

Monogram Meeting Details Arranged

Details in connection with the Monogram convention to be held in Chicago May 6-8 were completed yesterday by W. Ray Johnston, president. More than 100 representatives of distribution, production and foreign departments will be on hand for the Drake Hotel meetings.

Henri Elman, head of Monogram Capitol Film Exchanges, will be host to the Monogram delegates during the sessions. His office will be the scene of a get-together on the first day. Preliminary talks will be held Thursday night.

The first business session will be called Friday morning with a second scheduled for the afternoon. A dinner

(*Continued on page* 12)

Expect 500 at Coast Meeting of 20th-Fox

Hollywood, May 3.—Approximately 500 men from Europe and the United States will attend the first international sales convention of 20th Century-Fox at the Westwood studios May 30, it was predicted by Joseph M. Schenck, chairman of the board, on his return here Saturday

(*Continued on page* 13)

Get News on Train

Los Angeles, May 3.—Spot news developments throughout the international industry were supplied the M-G-M special across the country by daily wire service to the train from *Motion Picture Daily*.

The telegrams were featured in Si Seadler's daily convention paper and made a hit.

RKO to Have 54 Features For 1937-'38

Shorts Total Will Equal Current Season

RKO will have 54 features and the same number of shorts for 1937-38 as released this season, Jules Levy, general sales manager, stated. Included in the feature lineup will be six George O'Brien outdoor films to be produced by Condor Pictures.

For the current season, KRO announced the same number of features, 88 shorts and 104 releases of Pathe News.

The annual sales convention, which will run five days, opens June 16 at the Ambassador, Los Angeles. More than 200 delegates from the field and home office will attend.

Plans are understood to be under way at the studio for the production of 11 musicals next season. At least two will star Fred Astaire.

Shine Will Submit New Plan for RKO

David Shine, representing 125,000 shares of RKO common stock, yesterday told Special Master George W. Alger that he will present a new plan of reorganization for the company before the close of the hearings. Special Master Alger is holding hearings on the plan of reorganization for RKO proposed by the Atlas Corp.

Wilfred Merrill and N. Peter Rathvon of the Atlas Corp. were the only witnesses yesterday. Merrill stated that Keith-Albee-Orpheum would be able to pay accumulated dividends on its preferred stock in 1938 and that some of the larger stockholders did not desire a dividend because income taxes would run too high.

Discussion yesterday again centered

(*Continued on page* 5)

Labor Peace Now Possible, Casey States

Actor-Producer Demands Can Be Met, He Says

Hollywood, May 3.—Indicating the possible settlement of the actor-producer problems without a strike, Pat Casey, this afternoon said, "On the basis of information I have relative to the actors' demands, I see no reason why a perfectly fair and just understanding will not be reached."

Two committees of three, representing the Guild and producers will resume negotiations Wednesday. Despite numerous questions to work out, both factions realize the obligations and responsibilities to the industry and will approach the meeting with open minds, Casey said. It is now evident to observers that, with the exception of one or two studios, companies anticipating a possible strike situation have passed their heavy production peaks and are now going into a natural slowdown. Casey revealed that several studios even saw fit to lay off employees due to the production slack in the last couple of days.

Costumers presented their demands to producers Monday afternoon and action is pending. Casey indicated that lack of strike strength was causing an unsuccessful walkout, pointing

(*Continued on page* 10)

Hindenburg to Fly Coronation Films

Reversing the definite decision made recently, the operators of the *Hindenburg* have determined to delay the sailing of the big ship, on its second flight of the season to the United States, for two days to permit it to pick up newsreel prints and news photographs of the Coronation. The ship will leave Frankfort-on-Main, Germany, on May 13 instead of May 11, as originally scheduled, and is due at Lakehurst about 6 P.M. on May 15.

The decision to ship newsreel material by the *Hindenburg* is seen here

(*Continued on page* 5)

Columbia in Year's Deal with National

Columbia has completed an oral arrangement with National Theatres for its entire lineup next season. Details of the one-year contract are now being worked out.

This is the second important deal for the circuit closed for 1937-38. The

(*Continued on page* 5)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 4, 1937 No. 104

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Award Lunch Delayed

Hollywood, May 3.—The presentation of the Quigley Grand Awards, scheduled for tomorrow at a luncheon, has been postponed for one day due to the strike at the studios and convention activities. A-Mike Vogel, chairman of the Managers' Round Table Club of the *Motion Picture Herald*, Lew Chatham of Norman, Okla., Silver Award winner, and Sid Holland of Elkhart, Ind., Bronze Award winner, arrived today by United Airlines.

Chicago Hits Burlesque

Chicago, May 3.—Orders to investigate conditions in burlesque houses, particularly with regard to "strip-tease" dancing, have been issued to the police by Mayor Kelly following an expose of this form of entertainment by the *Daily Times*. The move is similar to that now being taken in New York.

Wells Lunch Guest Today

Washington, May 3.—Linton Wells, eastern publicity director for Samuel Goldwyn and lately foreign correspondent for the *Herald-Tribune*, will be tendered a luncheon by former colleagues here tomorrow.

Insiders' Outlook

By RED KANN

Hollywood, May 3.

TWO-THIRDS into Los Angeles and away from the celluloid boulevards is one of Hollywood's most fascinating studios. It boasts of no large sound stages with their overhead flies and their entangling electrical cables. It has no miles of walks, but it has its occasional flower beds. It has no starring list under contract and yet it has. By comparison with its huge neighbors further along on the way to the beaches, its 540 employes total pretty small potatoes. Included in its assets are pencils and drawing boards, inks and Metronomes, ideas and how to execute them. It is the Disney studio, home of Mickey and Minnie, of Donald Duck, the Three Little Pigs and the Silly Symphonies, and it is completely intriguing. . . .

▼

Walt was there, busy in the projection room and either unmindful of or courteous over an appearance thirty minutes behind the designated hour. "I'm glad you came," was his pleasant greeting. We were glad we did at the outset and convinced thoroughly so by the time we left some time later. The tour which followed was the "A" tour. In and out of the animators' quarters—there are fifty animators, if not fifty rooms—we went, Disney explaining the scientific, as well as entertainment, fidelity by which the ideas behind each little story are toyed with, drawn and brought into being; how the dialogue is fitted in and how the music is backgrounded. . . .

▼

From pencil sketches where the animators' ingenuity and spirit of fun so outstandingly evidenced in Disney's output find expression, the average of 15,000 drawings required for each nine minutes of theatre time is duplicated on celluloid as a following step leading to the camera. They must be re-drawn and colors applied, after the colors are determined. There are strips of background over which the camera roams in traveling shots used in regulation feature work. With infinite care, closeups are plotted, frame by frame through automatic controls on the camera. . . .

▼

It's fun, Disney admits, but it's also frequently a long series of headaches. What the characters reflect stems to the conception behind them. Yet, amenable to inkwell and brush, the Disney rascals do not always stay in line. Unlike the temperament displayed by their flesh-and-blood confreres, their temperament often takes the form of inanimatedly looking up and back at their creators as if to remark their performance is lousy and they know it, if their animators do not. Therefore, it is not uncommon for Mickey, Minnie and Donald to find deposit on the cutting room floor. Just like Robert, Greta and Wally. Louis B. Mayer keeps his people in line and so does Disney. . . .

▼

Over the road from his main studio, is an annex. In it, Disney runs an art school, membership one hundred and fifty and in the roster newspaper cartoonists, students who think they have promise and frequently have. A day course prevails and one at night for groups like commercial artists who have the desire for better jobs and no daylight time in which to prepare for them. These novitiates never hang around long. Disney says he can tell quickly if they have what he needs. Those who evidence possibilities are pushed along; those who have not make room for others and the waiting list is long. Those qualifying do fill-in jobs and secondary work. If and when they ripen, they become animators. . . .

▼

Polishing off his final United Artists release, the studio is in the full flushes of its opening endeavors for RKO. In his first year of the new association, Disney plans eighteen releases, not held to any clearly defined series but a mixture of Mickeys, Symphonies and Ducks; Donald is to blossom as full star in his own right anyway and that ought to be of widespread interest to his limitless followers. Walt himself spends his time these days, as usual, perspiring over the stories which his writers fashion and, artists which they are not, insist upon pointing up with crude sketches vaguely reported to be the despair of the animators who know how. . . .

▼

Disney's other major activity revolves around his long-awaited feature, "Snow White and the Seven Dwarfs." Eighteen months in work and much of it remade to meet advanced technique, his investment already is $550,000 with more to go. "It's a hell of a gamble," is how he puts it and philosophically, "but life's that way." The unit system, not exclusive on the lots where humans play it out, functions on this feature cartoon as it does on each of the regular releases. The work is well along now with a November release date through RKO no longer regarded as too remote by the producer. Yet, Disney will not hurry. He figures he has too much at stake to rush into release until his own mind assures him the 300,000 to 400,000 drawings blending into the completed whole tell their story. . . .

▼

Unless our ears tricked us, only one of the staff encountered as we traveled from room to room and from building to building referred to Walt as Mr. Disney. It is a marker of the sort of camaraderie which prevails in his establishment. A full-blown drawing of Snow White as one of the animators would like to see her and does on his office wall, but which the public will not, is another of the kind of good-natured and normal reaction found around the plant. She is a lovely girl. We sought to find out more about her, but asked no questions. Walt would have given her address as the first convenient inkpot. . . .

Kelly in from Coast Praises New Product

Arthur W. Kelly, U. A. foreign executive, returned yesterday from a two-week visit to the studios with glowing reports on pictures in production. He said Walter Wanger has seven more days' work on "Walter Wanger's Vogues of 1938," which is being photographed in the latest three dimension Technicolor. He also stated "Prisoner of Zenda" probably will be released in nine reels. Samuel Goldwyn, Kelly added, has built two enormous sets for "Dead End." For the east river sequence, 35 feet of ground had to be excavated, he said. A 135-foot tower has been built by Goldwyn for the hurricane sequence in "Hurricane."

Walter Wanger Sets Six

Hollywood, May 3. — Walter Wanger has set his six pictures for U. A. release next season after completing "Walter Wanger's Vogues of 1938." They are "52nd Street," "Personal History," "Wuthering Heights," "Desert Intrigue," "Summer Lightning" and "Arabian Nights."

Wanger has one of the largest stock companies with 50 players under contract exclusive of directors and writers. Pat Paterson, Alan Baxter and Tim Holt are definitely scheduled for stardom, the latter having already been loaned out to Samuel Goldwyn for "Stella Dallas."

Among directors under contract are Fritz Lang, John Ford, Tay Garnett, Anton Litvak, Frank Borzage, Harold Young and Irving Cummings.

"Star Born" in 16 Holdovers

"A Star Is Born" will be held for a second week in 16 of the 22 situations where the picture is now playing, it was stated at the U. A. home office yesterday. Of the six remaining towns, four have never held a picture for a second week.

Among the cities holding over the film are Wilkes-Barre, Scranton, Philadelphia, San Diego, Los Angeles, Utica, Columbus, Nashville, New Haven, Springfield and Worcester, Mass.

METRO-GOLDWYN-MAYER'S
GREATEST YEAR

1937-1938

IF YOU COULD SEE M-G-M's CONVENTION TODAY!

Eyes on Los Angeles, Ambassador Hotel!
300 Roaring Representatives of M-G-M!
300 Leaping Lads from Leo the Lion's Lair!
They've heard about *your* next season!
That's why they're ROARING and LEAPING!
They've heard the magnitude of production by
The World's Greatest Amusement Organization!
Never in the fabled history of films
Have showmen-minds conceived the equal!
We hail it now—you'll hail it later!

METRO-GOLDWYN-MAYER'S GREATEST YEAR 1937-1938

◂ Purely Personal ▸

RICARDO CORTEZ left by plane for the coast Sunday to start work on "The Californian" for Sol Lesser. He has been released from his Warner contract. On Saturday night, Cortez took his brother, Bernard Kranz, local RKO salesman, his mother and sister to see "Excursion."

•

Ed Selzer, head of Warners studio publicity, may not attend the company's annual sales convention here. He was scheduled to arrive yesterday, but is still on the coast due to the strike situation.

•

Norman Westwood, who opened the Universal office in Shanghai, and has been there for 17 years, is in town with Mrs. Westwood for a visit.

•

John L. Day, Paramount's manager in South America, will arrive from Rio tomorrow aboard the *Southern Cross.*

•

Edward Altman opened the new Capitol Stage Lighting Co. quarters Saturday with a house warming party.

•

Erwin Van Swol of the 20th Century-Fox foreign publicity department, underwent an appendicitis operation in Lutheran Hospital Sunday.

•

Abe Montague left New Orleans last night for Los Angeles. He will also visit San Francisco before returning east.

•

Leslie E. Thompson returned yesterday from a week at Palm Springs, Fla.

•

Harry Grey of Republic is in from the coast to confer with Harry Engel of F. & M. on talent.

•

Gracie Fields sails today on the *Queen Mary*. She returns after the Coronation.

•

Jack Glauber has resigned as sales manager for Price Theatre Premium Co. to enter his own business.

•

Rube Jackter is due today from New Orleans.

•

L. Jack Schlaifer, U. A. division head, is in Chicago on a 10-day trip.

•

Mary Pickford returned yesterday from a trip to Italy and Germany.

The Tavern
MEETING PLACE
of the INDUSTRY
•
MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB
158 W. 48th St. Toots Shor

Shine Will Submit New Plan for RKO

(*Continued from page* 1)

around the proposed settlement of the Rockefeller Center claim. It was revealed that the Rockefeller interests were reluctant to relinquish control of the Music Hall because it was doubted that RKO could furnish the proper standard of pictures. Rathvon pointed out that three major considerations were involved in the Rockefeller Center claim settlement. They were the claim as allowed by Special Master Thomas B. Thacher, the office space in Rockefeller Center and the operation of the Music Hall. It was felt by all parties concerned, according to Rathvon, that the best method of dealing with the problem was to incorporate it in the plan of reorganization for RKO. Rathvon revealed that Time, Inc., was interested in the proceedings and was considering the submission of a plan itself. The present plan did not come into existence until Nelson Rockefeller and Floyd Odlum entered the picture.

Alger Asks Caution

Alger stated that he would require not only expert testimony, but also actual figures to prove that the proposed leases on the Music Hall and Center are desirable ones.

Rathvon expressed confidence in the earning power of the Center and stated that RKO is planning several picture deals for that theatre. In setting up the plan, however, no attempt was made to figure profits from either the Music Hall or the Center. If any develop, they will be so much additional income according to Rathvon. The most important innovations in RKO are the obtaining of Leo Spitz for the presidency of the company and the hiring of Sam Briskin to head production on the coast, he said. Cross examination of the witnesses failed to alter their testimony. Rathvon admitted that the market value of the new debentures will probably be less than par, but expects them to rise later. Proponents of the plan are expected to conclude their case on May 12, the next hearing date.

RKO Boston Shifts Scale

Boston, May 3.—A new price scale has been put into effect at the RKO Boston, coincident with the policy shift at the first run to double features without vaudeville. Evening prices have been dropped from 75 cents to 55 cents top, with the balcony now being given a special price, 40 cents. Until 2 P.M., admissions are 25 cents instead of 55. Until 5 P.M., the auditorium is 40 and the balcony still 25 cents.

RKO Buys "Amstel"

Hollywood, May 3.—RKO today joined the companies using the New York stage as a product proving ground with the purchase of Jacques Deval's play titled "Amstel." Pandro Berman will produce the New York production, making the picture in the fall with the same leads.

Whitney East Tomorrow

Hollywood, May 3.—John Hay Whitney and David O. Selznick have delayed their departure for the east and now plan to leave Wednesday. Among those also leaving will be William Wellman, Ben Hecht, L. F. Alstock and Russell Birdwell.

Small Hope Held for Roxy's Stockholders

(*Continued from page* 1)

holders," from whom the debtor company received $3,750,000. Counsel for the Class A stockholders is still negotiating with proponents of the plan and 20th Century-Fox, which receives a 20-year lease on the Roxy under the reorganization plan, for a participation.

The plan, with the recent amendments offered by 20th Century-Fox, is described in the report as "more favorable now than in its original form." Winter states that the total cost of the property to the new company will be $4,834,688, including new cash, bonds and stock. He estimated the present value of the property at $3,639,846. Estimating depreciation at three per cent, instead of the two per cent used on the Roxy's books, Winter figures the net depreciated cost on the property up to April 1, last, at $6,672,093. Depreciation cost on equipment originally valued at $1,057,560, is figured at 10 per cent per year, giving the present equipment a valuation of $32,246, according to the report.

Commenting on future prospects for the Roxy, the report points out that Howard S. Cullman, trustee, has estimated 1937 earnings at $300,000, while interest charges and depreciation for the year will amount to $536,364. Winter's own estimate, on the basis of an average of $5,600 per week for the last 32 weeks, is only $274,495 for 1937. All estimates are contingent upon ability to obtain a supply of good pictures.

The report was requested by Federal Judge Francis C. Caffey and is the first instance of the S. E. C. being called upon for a reorganization service of this kind by a Federal court.

Cut Brooklyn Para. Levy

A reduction of $1,730,000 on the assessed valuation of the Brooklyn Paramount property as made by the Tax Dep't, was granted yesterday by Supreme Court Justice Steinbrink. The department had assessed the property at $4,800,000. In granting the reduction, which was sought by Allied Owners Corp., owners of the property, Justice Steinbrink declared that "the property is overimproved" and pointed out that while the theatre occupies two-thirds of the building, it yields less than one-third of the total income derived from the property.

Bein Charges Denied

Edward Chodorov, who wrote the film script for "Mayor of Hell," yesterday denied the charge of plagiarism made by Albert Bein. Bein is suing Warners in U. S. District Court for an alleged infringement of his copyrighted play, "Lil' Ol' Boy." Islan Auster, who wrote the script, "Junior Republic" upon which Chodorov alleges he based the picture, also testified for the defense. Federal Judge Henry W. Goddard will view the picture at a special showing today in an effort to determine whether an infringement occurred. The trial is expected to be concluded today.

Again Delay Allied Case

For the second time yesterday, argument on the motion of the Allied M. P. Operators' Union and others asking dismissal of a suit brought by the Gotham Amusement Corp. and operators of six other independent local houses was adjourned; this time until tomorrow when the matter will be heard by Justice Aaron J. Levy in N. Y. Supreme Court. The plaintiffs ask that the contract involving themselves, Allied and the I.T.O.A. executed several years ago be declared effective until June 30, 1943, the original expiration date of the contract.

Hindenburg to Fly Coronation Films

(*Continued from page* 1)

as making it possible for all newsreel companies to have prints at the theatres at the same time, and may even cause the cancellation of the flights understood scheduled by Captain Mollison, the English flyer, and Dick Merrill, the transport pilot, for individual newsreels. If the flights are not cancelled and the flyers get through, they may be expected to beat the *Hindenburg* to the United States by two days.

Columbia in Year's Deal with National

(*Continued from page* 1)

first was with 20th Century-Fox. National Theatres has 420 theatres and J. J. Sullivan, F. W. C. buyer, is due from Los Angeles in a few days to work out product buys.

The circuit has two years to go on its M-G-M franchise and one year on the Paramount deal signed last year.

Ask Chicago "Spain" Ban

Chicago, May 3.—State Deputy Michael J. Howlett, of the Knights of Columbus, today asked Governor Henry Horner to bar the film "Spain in Flames" distributed by Amkino. The film's Communistic angle caused the action.

"Courageous" at Carthay

Hollywood, May 3.—"Captains Courageous" opens at the Carthay Circle as a roadshow beginning May 14. The top scale will be $1.65 on the usual two-a-day plan.

Roxy 3-Mo. Net Is $94,485

The Roxy yesterday reported a profit of $94,485 for the first quarter ended April 1. The figure compares with a profit of $30,870 reported for the corresponding period a year ago.

Adjourn Brandt Action

Argument on the motion in which Brandt Theatres, Inc., Times Square Theatre Corp. and operators of 32 other neighborhood houses seek permission to examine before trial Charles Moskowitz, assistant treasurer of Loew's Inc., was adjourned yesterday until May 10. The suit is based on Loew's change in policy from the four and three-day split week to five and two days.

Expunges RKO Claim

The claim of Boyle & Priest against RKO was expunged in Federal Court yesterday by Judge William Bondy on recommendation of Special Master Richard B. Scandrett.

Postpone Fox Hearing

Atlantic City, May 3.—The resumption of hearings in the William Fox bankruptcy, scheduled for tomorrow, before Federal Referee Robert E. Steedle, have been postponed to May 10.

PARAMOUNT TURNS WITH

COMEDY! Charlie Ruggles, Ben Blue in a terrific laugh routine, and Roma Vincent, comedy find, turn on the fun in . . . **"TURN OFF THE MOON"**

ROMANCE! Eleanore Whitney, Johnny Downs in a love affair that proves these two romantic youngsters aren't just acting in . . **"TURN OFF THE MOON"**

SONGS! Kenny Baker, singing star of Jack Benny's air show, warbles sweetly with "Turn Off the Moon" in **"TURN OFF THE MOON"**

SPECTACLE! Brilliant sets, scintillating ensembles, plenty of eye-filling production to back the musical numbers of . . . . **"TURN OFF THE MOON"**

ON THE BOX-OFFICE
"TURN OFF THE MOON"

Chockful of everything a good musical needs . . . "Turn Off the Moon" is the bow-in of Fanchon, co-producer of famed Fanchon and Marco Units, who knows what the public wants and gives it to them . . . plus!

It's a Showman's Show with all the elements of a Hit!

MUSIC! Phil Harris, Jack Benny's radio maestro, and orchestra, swing "Southern Hospitality" and four other grand tunes in . . . **"TURN OFF THE MOON"**

RHYTHM! Eleanore Whitney and Johnny Downs turn on the heat with the sensational new "Jammin'" dance for . . . . . **"TURN OFF THE MOON"**

NOVELTY! Fanchon's gorgeous Fanchonettes in sensational routines, including famed Bubble Dance, one of many surprises in **"TURN OFF THE MOON"**

"TURN OFF THE MOON"

with **CHARLIE RUGGLES**

Eleanore Whitney • Johnny Downs

Kenny Baker • Phil Harris & Orchestra

Ben Blue and Marjorie Gateson

Directed by Lewis Seiler • A Paramount Picture

"Wake Up" on Dual Seattle Lead, $8,600

SEATTLE, May 3.—"Wake Up and Live," heading a dual with "The Man Who Found Himself," took top honors for the week, $8,600, at the Fifth Avenue, passing par by $1,600.

"Married Woman" and "Time Out for Romance" ran up to $7,350, over the line by $1,350, at the Orpheum, and "The Good Eearth" pulled a strong $8,500 in its first week at the Metropolitan. Other first runs were weak.

Total first run business was $36,000 without the Metropolitan. Average is $36,500.

Estimated takings for the week ending April 30:

"WAIKIKI WEDDING" (Para.)
BLUE MOUSE—(950), 30c-35c-40c-55c, 7 days, 4th week, extended run from Paramount. **Gross:** $3,400. (Average, $4,000)

"WAKE UP AND LIVE" (20th-Fox)
"THE MAN WHO FOUND HIMSELF" (Univ.)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $8,600. (Average, $7,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
"LET'S GET MARRIED" (Col.)
LIBERTY—(1,800), 25c-30c-40c-55c, 7 days, 5th week. **Gross:** $3,600. (Average, $5,000)

"MAYTIME" (M-G-M)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 5th week, extended run from Fifth Ave. **Gross:** $3,700. (Average, $4,000)

"MARKED WOMAN" (F.N.)
"TIME OUT FOR ROMANCE" (20th-Fox)
ORPHEUM—(2,450), 30c-40c-55c, 7 days. **Gross:** $7,350. (Average, $6,000)

"JIM HANVEY, DETECTIVE" (Republic)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville headed by Harry Welsh. **Gross:** $3,900. (Average, $4,500)

"THE GOOD OLD SOAK" (M-G-M)
"HER HUSBAND'S SECRETARY" (F.N.)
PARAMOUNT — (3,050), 30c-40c-55c, 7 days. **Gross:** $5,450. (Average, $6,000)

"THE GOOD EARTH" (M-G-M)
METROPOLITAN—(1,200), 50c-75c-$1.00-$1.50. Twice daily. **Gross:** $8,500.

Paris Labor Holiday Affects Film Houses

By PIERRE AUTRE

PARIS, May 3.—Theatres were seriously affected here Saturday evening, as Paris celebrated May 1 as Labor Day and a national holiday for the first time. Bus, subway and taxi service was discontinued after 8 P.M. All state theatres were closed all day and film houses giving continuous performances were open only after 4 P.M.

Potential patrons who do not own automobiles had no way of reaching the first run theatres in the center of Paris, on the Champs Elysees and other main streets. There were no newspapers published.

In Grand National Post

SALT LAKE CITY, May 3.—Irving Jacobs, former district manager for G.B., has been named to a similar post for Grand National, with headquarters here. W .W. McKendrick, former Grand National local manager, has resigned to become branch manager here for Monogram.

To Reopen in Worcester

WORCESTER, May 3.—Loew's will reopen the Plaza, dark for the past three years, on Wednesday, with a split week first and second run policy. Harry F. Shaw, division manager, and Erle Wright, publicity head, will officiate at the opening.

No Laughter

Berlin, May 3.—The latest foible in the German film situation is the attitude of the German press, which, presumably inspired by the Government, has begun to take sharply to task film patrons who laugh at pathetic or tragic sequences in new German films.

Virtually all German films now are produced under the supervision of the Nazi Government.

"Star" Leads Los Angeles In 2 Houses

LOS ANGELES, May 3.—"A Star Is Born" stepped out front in a big way at Loew's State and at the Chinese. At the former the $17,146 take was over par by $3,146 and at the Chinese the $14,945 take was $2,445 over the line.

"Lost Horizon" held up to $8,400 in its seventh week at the 4 Star. "Waikiki Wedding," with a stage show, took $15,500 in its third week at the Paramount. This was $2,500 under a first week average.

Total first run business was $96,691. Average is $107,950.

Estimated takings for the week ending April 28:

"THE GOOD EARTH" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 4 days. **Gross:** $9,600. (Average, $17,000)

"A STAR IS BORN" (U. A.)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $14,945. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 7th week. **Gross:** $8,400. (Average, $3,250)

"TALES FROM THE VIENNA WOODS" (Foreign)
GRAND INTERNATIONAL—(750), 35c-40c, 7 days. **Gross:** $2,400. (Average, $1,200)

"23½ HOURS LEAVE" (G. N.)
"GIRL LOVES BOY" (G. N.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $4,100. (Average, $8,000)

"A STAR IS BORN" (U. A.)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $17,146. (Average, $14,000)

"23½ HOURS LEAVE" (G. N.)
"GIRL LOVES BOY" (G. N.)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $4,100. (Average, $8,000)

"WAIKIKI WEDDING" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 3rd week. Stage: F. & M. revue, Pat Henning, Paul Robinson, Betty Raye, Rube Wolf and his orchestra. **Gross:** $15,500. (Average, $18,000)

"CALL IT A DAY" (W. B.)
"PENROD AND SAM" (F. N.)
Warner Bros. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $11,500. (Average, $14,000)

"CALL IT A DAY" (W. B.)
"PENROD AND SAM" (F. N.)
Warner Bros. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $9,000. (Average, $12,000)

May End Stage Shows

SCOTTSBLUFF, Neb., May 3.—Local showgoers may be without stage shows unless they patronize them better, Manager Bill Boston of the Egyptian, a Gibraltar Circuit house, threatened in a recent newspaper ad, which said:

"Note: Unless the public comes out to see this stage show it will be the last. To help we have reduced the matinee price."

"Wake," Show With $27,600 Tops Detroit

DETROIT, May 3.—"Wake Up and Live," with a stage show headed by Benny Meroff and his band, piled up a huge $27,600 at the Fox. This was $7,600 over normal.

"Personal Property" was strong with $24,400 at the Michigan in its second week. It also was accompanied by a stage show. "Top of the Town," in its second week, and "Girl Overboard," in its first week, at the Adams, pulled a good $5,200.

Total first run business was $78,600. Average is $70,000

Estimated takings for the week ending April 29:

"TOP OF THE TOWN" (Univ.)
(2d week)
"GIRL OVERBOARD" (Univ.)
(1st week)
ADAMS—(1,770), 10c-40c, 7 days. **Gross:** $5,300. (Average, $5,000)

"WAKE UP AND LIVE" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days. Stage: Benny Meroff and band, Jackie Marshall, Larry Powell, Florence Gust, Miss Sonia. **Gross:** $27,600. (Average, $20,000)

"PERSONAL PROPERTY" (M-G-M)
MICHIGAN—(4,100), 15c-75c, 7 days, 2nd week. Stage: Lester Cole Singers, Vic Hyde, Paul Gordon, Conway & Parks, Beatrice Hagen. **Gross:** $24,400. (Average $20,000)

"KING AND THE CHORUS GIRL"
"DON'T TELL THE WIFE" (RKO)
(W. B.)
STATE—(3,000), 10c-40c, 7 days. **Gross:** $5,200. (Average, $5,000)

"THE GOOD OLD SOAK" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, days. **Gross:** $8,600. (Average, $10,000)

"THE WOMAN I LOVE" (RKO)
MADISON—(2,000), 15c-65c, 7 days, 2nd week. **Gross:** $7,500. (Average, $10,000)

"Marked" on Dual Leads Providence

PROVIDENCE,, May 3. — Spring weather brought strong business to downtown theatres with all houses equalling or exceeding par. "Marked Woman," on a dual with "Melody For Two," grossed $8,800 at the Majestic, over by $1,800, and the Strand, with "Internes Can't Take Money" and "Circus Girl," garnered $8,000. The usual take is $6,500.

"The Good Old Soak" at Loew's State hit its $12,000 par and Fay's likewise was up to its usual $7,000 take with "What Price Vengeance" and a revue. "The Woman I Love" and "The Man Who Could Work Miracles" were $100 over the average $7,000 at the RKO Albee.

Total first run business was $42,900. Average is $39,500.

Estimated takings for the week ending April 29:

"WHAT PRICE VENGEANCE" (Rialto)
FAY'S—(1,600), 15c-40c, 7 days. Stage: "Barn Dance Frolic." **Gross:** $7,000. (Average, $7,000)

"MARKED WOMAN" (W.B.)
"MELODY FOR TWO" (W.B.)
MAJESTIC—(2,400), 15c-40c, 7 days. **Gross:** $8,800. (Average, $7,000)

"THE WOMAN I LOVE" (RKO)
"MAN WHO COULD WORK MIRACLES" (U.A.)
RKO ALBEE—(2,300), 15c-40c, 7 days. **Gross:** $7,100. (Average, $7,000)

"GOOD OLD SOAK" (M-G-M)
"NOBODY'S BABY" (M-G-M)
LOEW'S STATE—(3,400), 15c-40c, 7 days. **Gross:** $12,000. (Average, $12,000)

"INTERNES CAN'T TAKE MONEY" (Para.)
"CIRCUS GIRL" (Republic)
STRAND—(2,300), 15c-40c, 7 days. **Gross:** $8,000. (Average, $6,500)

"Wake Up" 2d Week Chicago Top, $18,000

CHICAGO, May 3.—The second week of "Wake Up and Live" at the Roosevelt was the outstanding business in Loop theatres last week, which in most instances was very dull. Grossing $18,000, $7,000 above average the picture was more than holding its own and looks good for a run of several weeks in the Loop.

Two other holdovers did well also. "Waikiki Wedding," in a second week at the Garrick after three big weeks at the Roosevelt, continued to do better than average business. "Seventh Heaven," in a second week, was satisfactory at the Apollo. "Doctor's Diary" at the State-Lake and "Fifty Roads To Town" at the Oriental were above the normal gross also.

Business elsewhere was poor. Unsettled weather throughout the week and competition from circuses, baseball and the opening of golf courses hurt somewhat.

Total first run buiness was $117,600. Average is $118,000.

Estimated takings:

Week Ending April 29:

"SEVENTH HEAVEN" (20th-Fox)
APOLLO—(1,400), 35c-55c-75c, 2nd week. **Gross:** $6,700. (Average, $6,500)

"INTERNES CAN'T TAKE MONEY" (Para.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Salici Puppets and revue. **Gross:** $27,600. (Average, $32,000)

"FIFTY ROADS TO TOWN" (20th-Fox)
ORIENTAL — (2,490), 35c-55c, 7 days. Stage: Fritzi Wick and revue. **Gross:** $16,500. (Average, $15,000)

"WHEN LOVE IS YOUNG" (Univ.)
PALACE — (2,509), 35c-55c-75c, 6 days. Stage: Eddie Garr and revue. **Gross:** $14,000. (Average, $19,000)

"DOCTOR'S DIARY" (Para.)
STATE-LAKE - (2,776), 20c-35c-40c, 7 days. Stage: Yeva and revue. **Gross:** $14,500. (Average, $13,000)

Week Ending April 30:

"WAIKIKI WEDDING" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days, 2nd week. **Gross:** $7,500. (Average, $6,500)

"WAKE UP AND LIVE" (20th-Fox)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days, 2nd week. **Gross:** $18,000. (Average, $11,000)

"MAYTIME" (M-G-M)
UNITED ARTISTS—(2,070), 15c-65c, 7 7 days, 5th week. **Gross:** $12,800. (Average, $15,000)

Wall Street

Declines Spot Board Trading

	High	Low	Close	Net Change
Columbia	32	31	31	—1¼
Consolidated	3⅝	3½	3½	— ⅛
Consolidated, pfd.	13½	13½	13½	.....
Eastman	156	156	156	— ½
Loew's, Inc.	75¾	75¼	75½	— ¾
Paramount	21½	21¼	21¼	— ⅝
Pathe Film	7¼	7	7	— ¼
RKO	8⅞	8½	8⅞	+ ⅛
20th Century-Fox.	37⅝	37¼	37⅝	— ⅛
20th Century, pfd.	46	46	46	— ¼
Warner Bros.	13⅛	12⅞	12⅞	— ⅜

Light Curb Rise

	High	Low	Close	Net Change
Grand National	2⅝	2⅝	2⅝	+ ⅛
Sonotone	1⅝	1⅝	1⅝	+ ⅛
Technicolor	23	22⅝	22¾	+ ⅛
Trans-Lux	4½	4½	4½	.....
Universal Crp.	5	6	6	— ½

Fractional Bond Gain

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	+ ⅞
Paramount Pict. 6s '55	100¼	100¼	100¼	— ¼

(Quotations at close of May 3)

ACHIEVEMENT

EASTMAN announces two new super-duplicating materials...*Eastman Fine-Grain Duplicating Negative and Positive Films.* They lead to duplicates actually indistinguishable from originals, and at last provide the industry with the complete answer to a highly important photographic problem. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*

DUPLICATING FILMS

Labor Peace Now Possible, Casey States

(*Continued from page* 1)

out that the projectionists' picketing campaign has been carried on in New York for the past three years yet theatres continue to do unprecedented business. Casey hit at coercion charges hurled at the I. A. T. S. E. by the union federation, stating emphatically that I. A. T. S. E. is not a company union. There is no stoppage of producer-union's basic agreement, Casey said.

Reports that F. M. P. C. had filed a formal protest with the Central Labor Board are denied by a board spokesman. Despite the fact that the strike is now on for several days, Casey says, he still is waiting for a statement outlining individual grievances or wages and working demands.

No Theatre Pickets

Picketing campaigns against theatres running films from companies under strike failed to materialize today. Charles Lessing stated that candid camera fans were adding to the excellent union file of those going through picket lines and would be used in the future.

A series of federation committee meetings to select picket captains, etc., is scheduled Monday and Tuesday. The Labor Board expects Washington action on the S. U. E. complaint against I. A. T. S. E. during the day.

Heavier picketing by the Federation was resumed today but failed to hold up production on 34 features now working on major lots, according to an early announcement from Casey's office. Casey expressed gratification for the Actors' Guild decision to defer a walkout vote for a week and stated this morning that a checkup of all lots indicated that production is continuing as usual.

Studios announced pictures working as follows: Paramount 10, Warners six, M-G-M five, Universal one, RKO four, Columbia three, United Artists four, Roach one and Selznick one.

Union spokesmen predicted that all branches of studio art departments will be on strike by midnight Monday. Meanwhile the feeling is tense between I. A. T. S. E. and the Federation due to the reported I. A. T. S. E. move to disorganize strikers through membership offerings.

See Carpenter Peace Monday

The carpenters' stand in the strike is scheduled to be settled at a meeting Monday. Casey conferred with the costumers local and a conference is expected to settle whether the costumers join the Federation or negotiate independently.

Whether the strike had direct effect on sets in delaying production could not be determined today. Heavy Police details patroled the studios. Pickets wore F. M. P. C. arm-bands signifying federation membership. Their activities were carried on without trouble although an unconfirmed report stated that there had been some trouble between pickets and police at the 20th Century-Fox studio.

All the unions parties to the studio basic agreement—I.A.T.S.E., Musicians, I.B.E.W., Carpenters and Joiners, Teamsters and Cauffeurs—are working. The unions out are all members of the Federated Motion Picture Crafts—stationary engineers, plumbers, molders, culinary help, utility employes, machinists, boilermakers, painters, scenic artists and makeup artists. An attempt is being made, it is understood, to work out a compromise so that these unions will come under the basic agreement.

Actors' Guild Uses Situation

The Screen Actors' Guild, which has been seeking a closed shop for some time, is using the present situation to press its demands not only for a closed shop, but also for abolition of the call bureau as it pertains to day players speaking lines, for $25 travel time, payment by producers for fittings, abolition of "weather permitting" calls, time and one-half for overtime, contracts with definite time of work to be stated, access to Central Casting Bureau records to permit guild members to ascertain whether non-guild members are being employed, one hour for lunch in an eight-hour day and no blacklisting by Central Casting or producers.

Phila. Union Elects

Philadelphia, May 3.—William Gabriel, M-G-M booker, has been elected president of Local 7 of the Exchange Union. Other officers are: James Keating, U.A., vice-president; Mollie Cohen, M-G-M, secretary. Practically all those eligible locally are claimed to have joined the union, the membership now numbering 220. The status of bookers has not yet been set, but it is believed that will be settled shortly. Demands are now being formulated and are expected to be presented within two weeks.

To Present Demands

New Haven, May 3.—Managers of local exchange offices will submit an unrevealed wage scale presented by the local A. F. of L. union of exchange employes, to their home offices, following a conference with a committee of three union members and William Barry, business manager, and Harry Feldman of the I. A. T. S. E.

Start Hartford Drive

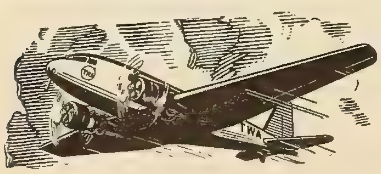
Hartford, May 3.—The unionization of janitors, ushers and doormen under the A. F. of L. is under way here to ward off threats of C.I.O. activity. Several meetings have been held, but no formal organization plans have been announced.

I. A. in Chicago Meet

Chicago, May 3.—Equipment company and theatre executives met with I. A. T. S. E. officials today to discuss unionization. The meeting will probably last two or three days. The first session started this afternoon.

Gas, Not Water

Wauseon, O., May 3.—P. R. Toumey, owner of the Princess, drilling on his property for water for his cooling system, found gas and is said to be getting about 10,000 cubic feet a day.



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GENERAL AIR EXPRESS

Kuykendall Delays His National Tour

Ed Kuykendall, M.P.T.O.A. president has been forced to delay the start of his proposed two-month tour of 13 key cities to marshal exhibitor support for his organization's trade practice program, it was stated at M.P.P.D.A. headquarters here yesterday. His plans at the moment are said to be indefinite.

Kuykendall is at his home in Columbus, Miss., recuperating from a recent illness. It was indicated that, in addition, he is not anxious to start a westward trip while the legislative situation in Washington, as it affects theatres, remains unsettled. The apparent reference was to the Administration's financial program and the possibility of legislation to re-establish trade practice codes.

Loew Takes Dyckman Here on September 1

Loew's will take over the Dyckman, in upper Manhattan, from Sol Silver on Sept. 1, it was learned yesterday. Several other deals are in negotiation and are expected to be closed by circuit executives shortly, it was stated. All are in the local territory.

The Cameo, New Rochelle, recently acquired by Loew's, has been pooled with RKO, which has been jointly operating its two houses in that city with Loew's for the past 10 years.

Thompson Due Today

Harlan Thompson, producer, and Russell Crouse and Howard Lindsey, writers, are due today on the *Santa Paula*. During the voyage from the coast they completed the script for Paramount's "The Big Broadcast of 1938." Thompson will use the Astoria studio for the shooting of the scene featuring Kirsten Flagstad, Norwegian Wagnerian soprano.

"Earth" at $9,900 In 13th Week Here

"The Good Earth" tallied $9,900 in its 13th week at the Astor. The picture bows out next Monday night to make way for "Captains Courageous."

"Lost Horizon" garnered about $10,000 last week at the Globe. Columbia's lease runs until May 26 and indications are the option on the house may be picked up for another four weeks.

The first three days of the second week of "Wake Up and Live" at the Roxy were good for $29,000. It is being held a third week.

At the Music Hall, "A Star Is Born" grossed $68,100 for the first four days of the second week. This is $300 less than the same days of the initial week. W. G. Van Schmus is holding the film a third stanza, which will make the fifth picture to be held by the theatre for 21 days. U. A. executives, however, are hopeful the attraction will go over to a fourth week. At the Aldine, Philadelphia, where the picture opened Saturday, the day's take was $4,400 for the 1,400-seat house. The management was forced to give 108 refunds.

The Strand garnered about $12,000 on the third week of "Marked Woman." Tomorrow a formal opening will be held for "The Prince and the Pauper."

"Make Way for Tomorrow," a Paramount picture, will open at the Criterion on Saturday. The theatre may be taken over by Paramount for two-a-day showings of "Souls at Sea" and "High, Wide and Handsome."

Move to Reconsider Chicago Bank Night

Chicago, May 3.—Steps to reopen the question of Bank Night legality were taken in State Supreme Court and Municipal Court here today. A rehearing was asked in Supreme Court by B. & K. attorneys and in Municipal Court Chief Justice Sonsteby continued until June 9 the motion for new trials in the cases of 46 theatres whose managers were fined for operating bank night.

Censor Law Unconstitutional

Jacksonville, May 3. — Ordering the release of Samuel Cummings, against whom four charges had been filed in connection with the alleged showing of the unapproved film "Ecstasy," Judge Worth W. Trammell of the Circuit Court of Dade County (Miami) ruled in Miami Saturday that the Florida law providing for censorship by the national board of review is unconstitutional.

The state law makes it a misdemeanor to exhibit a picture not approved by the national board of review. Judge Trammell held the state law was unconstitutional because it delegated legislative authority to an unofficial board in another state whose duties were not fixed by law. The jurist held also that other Florida legislation provides amply for prohibiting the showing of immoral or indecent films. It is anticipated that an immediate appeal would be taken.

Gillham Heading East

Hollywood, May 3.—Robert M. Gillham leaves for New York tonight by train having screened forthcoming Paramount product during his stay here. He will return for the company's sales convention early in June.

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Recently published records show that a major factor contributing to accidents in motion picture theatres is the low visibility experienced by patrons entering the darkened interior from the brilliant light of the street. Darkened interiors are necessary when the level of screen illumination is low, but SUPREX CARBONS provide an intensity of screen illumination which permits supplementary lighting adequate for comfortable vision from the moment of entrance.

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Shearer Post Is Confirmed By L. B. Mayer

(*Continued from page* 1)

three equal sums added to each of the first three films produced.

Likewise nothing was said about the producing auspices on her first effort but the producer is expected to be Hunt Stromberg and the first picture "Pride and Prejudice."

On huge Stage 5, tastefully decorated in blue with 35-foot silver trees, 100 guests were entertained. Confetti knee high showered down on busses which brought the sales force from a perfunctory morning session at the Ambassador. Union waiters earlier had refused to pass picket lines outside the gates and, while those served probably did not know it, the waiters who handled the service were recruited from the ranks of truck drivers and longshoremen and had been put up in the plant over night to avoid any interruption in the extensive preparations. Virtually all contract players were present and took bows.

Miss Shearer an Honor Guest

Flanking Mayer on the immediate right were Miss Shearer and Al Lichtman and on his left Joan Crawford and William F. Rodgers. Spotlights picked up each individual as introduced while Edward Ward and the studio's recording orchestra furnished music and Frank Whitbeck acted as master of ceremonies from a loudspeaker which rang through the stage. Also introduced was Metro's directorial roster embracing George Seitz, George Fitzmaurice, Edward Sloman, Sam Wood, Jack Conway, W. S. VanDyke, Clarence Brown, John Stahl, Dorothy Arzner, Richard Thorpe, Robert Z. Leonard and Ed Marin. Collectively they took a smiling bow.

The company's divisional and district sales heads were included on a long L-shaped dais. A rising silent tribute was paid to Marcus Loew, founder of the company, described by Mayer as a "Christly human being," also to the late Irving Thalberg and Felix Feist.

Montgomery a "Good Friend"

Where significance might reasonably have been read into it or not, some thought it interesting at least that Mayer described Robert Montgomery, president of Screen Actors' Guild which is reaching for a closed shop, as his "good friend." Gay bunting and flags well nigh blanketed the studio.

Entertainment following the luncheon was climaxed when a great curtain rolled up to disclose the spectacular skyscraper set of "Broadway Melody of 1937." Suzanne, for whom Metro holds greatest hope as a singer, was introduced as were Igor, formerly Charles Gorin; Judy Garland and her Clark Gable chorus, Betty Jaynes, who possesses unusual quality of voice, and, as a finale, Sophie Tucker, onetime described as "last of the Red Hot Mamas." The new company song, "Roar, Leo, Roar" topped and concluded the affair after which the delegates made inspection of sound stages.

Addresses were made today by Lichtman, Charles E. Stern, Charles Kessnich, Sam Shurman, George Hickey, Jack Flynn, William Scully, Harris Wolfberg and Robert Lynch. These talks were in addition to addresses by Tom Connors, E. M. Saunders and Alan Cummings on various phases of sales handling and Round Table discussions on shorts with Fred Quinmby, Pete Smith, Robert Benchley and Hal Roach.

Howard Dietz spoke on promotion, Si Seadler on advertising, William Ferguson on exploitation and Barrett Kiesling on good will.

Sam Shirley, district manager, headquarters in Chicago, and Jack Flynn, district manager, headquarters in Detroit, were winners in Metro's annual billings competition and today were presented two weeks' salary by William F. Rodgers. Portland, Buffalo, Salt Lake and Cleveland exchange managers, office managers, bookers and salesmen also were awarded two weeks' salary each as winning exchanges in this competition. Special awards for merit, signalized by a lion's head pin with a bar including one star, went to Burton Bishop, Charlotte manager, for the best branch results and to Louis Amacher, Portland manager, and Maurice Saffle, Salt Lake manager, for ending their drives with only one unsold possibility in their territories.

The same award was given 13 salesmen for having sold 100 percent their possibilities before March 1. They were Henry Rosenblatt, Boston; Phil Bobys, Washington; Clarence Pippin, Philadelphia; Milton Jacobs, Cincinnati; Jack Sogg, Cleveland; Lewis Ingram, Atlanta; Truly Wildman, Kansas City; Joseph Warren, Portland; David McElhinney and C. W. Boulet, Salt Lake; L. S. Hulling, San Francisco; E. J. Lipson, Milwaukee, and Edwin Brauer, Cleveland.

Conventionites regathered for dinner in the French room at the Ambassador and later repaired to the Carthay Circle for a showing of "They Gave Him a Gun."

On Tuesday there will be morning and afternoon sessions at which time as much detail of the new season's program as the company proposes to divulge will be given. In the evening a private showing of "Parnell" in rough form is planned with no outsiders scheduled to be present.

Jungle Notes from Leo

Los Angeles, May 3.—While the preponderance of Leo men hit the city in the M-G-M special over the Santa Fe system from the east, the coast offices, which is to say San Francisco, Seattle and Portland, journeyed in over the Southern Pacific and to a different terminal at 9 A.M., Sunday morning. These delegates included I. Furman, manager; E. C. Mix, L. S. Hulling and S. Schuster, salesmen; T. Aspell, Jr., office manager, and H. Schmidt, first booker from San Francisco; L. Wingham, manager; B. W. Rucker and M. Rubenfeld, salesmen; J. Comer, office manager, and H. Blatt, first booker from Seattle, and Louis Amacher, manager; J. T. Warren, salesman; Miss T. I. Hasbrook, office manager, and A. S. McCarl, Jr., first booker from Portland.

The Los Angeles boys merely took to their cars to reach the Ambassador.

✚

Bill Ferguson has been roaming the hotel at large, fixing displays and banners of welcome for the conventionites. The Metro trade mark surrounds the tower of the Ambassador. The well-known Neon sign which flanks the front of the hotel and is familiar to hurrying motorists along Wilshire Boulevard has its welcome sign. The transportation booth at the entrance to the hotel is marked with an M-G-M directional sign for information of the visitors and, over the room clerk's desk is another welcome in case anyone gets an idea this is some other company's convention.

✚

The topflight studio group which met the special at Pasadena included Louis B. Mayer, Sam Katz, E. J. Mannix, Hunt Stromberg, Harry Rapf, Bill Koenig, Bernie Hyman, Benny Thau, Larry Weingarten, Joe Cohn, Louis D. ("Buddy") Lighton, Jack Cummings, Norman Krasna, Joe Mankiewicz, John Emerson, J. K. McGuiness, William Anthony McGuire, Edgar Selwyn, and Eddie Chodorov. Or in other words, virtually the entire production roster.

✚

The train ran as an advance section of The Chief and arrived at practically all points ahead of the regular Santa Fe schedule.

✚

Not an all male get-together by any means, although the feminine charm is confined to a handful. The women delegates include M. Ryan office manager at Buffalo; E. Frank, first booker at Chicago; H. Anderson, first booker at Omaha and T. I. Hasbrook, office manager at Portland.

✚

George Hickey, western district manager popularly known as "The Sheriff" met the train 10 minutes late. His story was he had been compelled to follow a Chinese laundry wagon and managed to do 10 blocks in 25 minutes.

There are three cocktail lounges in the 10 block area.

✚

No confirmation yet of the report Si Seadler will again wear Lucien Hubbard's 10-gallon Stetson. Hollywood still remembers Si's recent visit when he was mistaken by a member of the paying public for a rich rancher at the preview of "Captains Courageous."

✚

Barrett Kiesling, member of Howard Strickling's publicity crew, is the point of contact with the press. He has set up quarters at the Ambassador, equipped with typewriters and their adjuncts to make it convenient for newspapermen covering the meetings.

✚

Jack Flynn, whose prowess as a consumer of beer out of cans or anything else handy is widely known, confined himself to milk on the journey. He insisted he was in training. As a matter of fact, it was his doctor who placed him there.

✚

To Ernest Morrell, in charge of transportation, will come the end-of-the-convention grief. His is the responsibility of seeing to it that the boys make the special when it pulls out for the east Friday.

✚

At Pasadena, there was much ceremony with camera, still and motion picture. Louis B. Mayer delivered a speech of welcome and a welcoming key to the city was handed out. Actually.

✚

A special convention house organ was published in time to clamber aboard the special at Barstow. It gave the gang their first idea of the arrangements made on their behalf.

✚

Bob Lynch of Philadelphia refused to pose for the cameras. It might have been because he needed a shave. Excuse for not shaving: "My wife forgot to pack razor blades."

Monogram Meeting Details Arranged

(*Continued from page* 1)

will be held that night with a meeting of franchise holders and the advisory committee slated later in the evening. On the advisory committee are Johnston, Herschel Stuart, Edward A. Golden, Scott R. Dunlap, Norton V. Ritchey, John W. Mangham, Howard Stubbins, Ed Blumenthal, Elman, Charles W. Trampe, Benjamin Welansky, Sam Decker, Joe Felder, Lon T. Fidler and Steve Broidy.

The convention special will leave New York tomorrow. At Albany, Broidy, manager of the Boston branch and salesmen associated with that office, will board the train. Decker, William Hurlburt and salesmen of the Detroit branch will get on at Detroit. The return trip will be via Pittsburgh and Philadelphia.

Among those who will attend are Johnston, J. A. Sisto, underwriter of the Monogram stock subscription; Sol A. Rosenblatt, counsel and board member; Golden, Dunlap, Ritchey, Stuart, Louis Lifton, publicity and advertising director; J. S. Harrington, transportation manager; J. P. Friedhoff, comptroller; and William Jaffee, associated with Rosenblatt.

Branch Heads to Attend

Branch managers include Stubbins, Ray Olmstead, Los Angeles; Ed Blumenthal, Dallas; Nate Schultz, Cleveland; George Blumenthal, San Francisco; Carr Scott, Oklahoma City; Decker and Hurlburt, Detroit; William Norris, William P. Humston and Lester Durland, Kansas City; Trampe, Milwaukee; A. M. Goldstein, Seattle; Fidler, Denver; Mangham, Atlanta; D. J. Selznick, Pittsburgh; Elman, Chicago; Carl Harthill, Indianapolis; F. E. Judd, Des Moines; L. O. Ringler, Omaha; Broidy, Boston; William Onie, Cincinnati.

Dunlap will leave the coast today for Chicago.

Felder in Monogram Post

Joe Felder, home office contact for Republic, has resigned to join Monogram as New York branch manager.

Prior to joining Republic, Felder was local exchange head for Majestic and before that was a member of RKO's New York sales force. He will attend the Monogram convention Thursday, Friday and Saturday at the Drake, Chicago.

Rodgers Will Reveal M-G-M List Tomorrow

(*Continued from page* 1)

afternoon with another preview to be held at night.

For many of the men this is the first glimpse at Hollywood and attending previews is a new thrill.

Rodgers will announce a minimum of 44 and a maximum of 52 features for next season.

Roach to Have Barbecue

HOLLYWOOD, May 3.—Hal Roach will tender a "Days of '49 Barbecue" for M-G-M conventioneers on Wednesday at his Culver City Ranch.

Chairman S. S. Van Keuren has named his reception committee as follows: Matt O'Brien, Milton Bren, Larry Tarver, Hugh Huber, Oliver Hardy, Stan Laurel, Norman McLeod, Gordon Douglas, Fred A. Purner, William Lewis, W. L. Stevens, Harry Black, Russell W. Walker, W. McGraw and W. M. Furlong.

It was expected that 500 would attend.

Garbo Continuance Granted

LOS ANGELES, May 3.—M-G-M filed a request in court here today asking a continuance in the Greta Garbo loan trial instituted recently by David Schratter. Continuance was granted until June 21 in Judge Fletcher Bowron's court. Lester Roth represented M-G-M and claimed that production responsibilities made the request necessary. The judge overruled an opposing motion.

Expect 500 at Coast Meeting of 20th-Fox

(*Continued from page* 1)

from Havana and Miami in his new yacht.

The decision to bring the complete executive personnel in sales and distribution to the convention was taken as a result of the exceptionally fine business being done by the company "and pictures in general," Schenck said. The company's expansion program included the recent purchase of 100 acres adjoining the studio and the setting of a $4,000,000 plan of improvements.

Sidney R. Kent, president, and John D. Clark, general sales manager, will head the contingent which will travel by special train from New York. Welcoming and addressing the convention delegates will be William Goetz, Sol M. Wurtzel, Jason S. Joy, besides Schenck and Darryl F. Zanuck.

From New York will be W. C. Michel, Sidney Towell, Felix A. Jenkins, Spyros Skouras, E. W. Hammons, Jack Skirball and Harvey Day, together with Kent and John D. Clark. Foreign representatives will be headed by Walter J. Hutchinson, and will include: R. Sutton Dawes, London, British sales director; S. S. Crick and Charles Munro, Australia; Dell Goodman, Far East manager; W. W. Sullivan, of Giodano; A. Paucker and T. Isdahl, Jr.; European sales managers.

Dinner Ends Paris Meet

PARIS, May 3.—The 20th Century-Fox European sales convention ended here Saturday with a dinner at the Hotel George V, where the four-day meeting was held. The morning was occupied with a screening of "Under the Red Robe," produced by Robert Kane, head of World Pictures, 20th Century-Fox English producing company.

The meeting was presided over by Sidney R. Kent, president, and included sales executives from practically all countries of Europe as well as from England and the Near East. Several of the executives, including Kent and Truman Talley, head of Fox Movietone News, plan to go from here to London for the Coronation next week.

Reveals Lens Method

The production of unbreakable optical lenses for cameras, spectacles and other purposes on a mass production basis is claimed as possible by a new invention perfected in England and introduced here by its co-inventor, Peter Koch de Gooreynd of London. The lenses are made from transparent plastic, and the new development involves a moulding process by which it is claimed 1,500 units per hour may be turned out.

M-G-M Men Welcomed With Speeches

M-G-M's sales personnel rallying 'round the Pasadena town pump to listen to Louis B. Mayer, William F. Rodgers and Al Lichtman welcome them to the company's sales convention, on their arrival on Sunday morning, bound for the Ambassador in Los Angeles. At the right Mayer, Metro production chief, extends a hearty hello to Charles Kessnick, southern division sales manager. On the platform in the picture above are the official welcomers. . . .

SEC Shows 20th-Fox Stock Sale by Chase

By CLARENCE LINZ

WASHINGTON, May 3.—Sale by the Chase National Bank in March of 4,102 shares of 20th Century-Fox common and 4,404 shares of $1.50 cumulative preferred, held under escrow agreement, was shown today in the semi-monthly report of the SEC.

At the close of the month, the bank still held under agreement 347,807 shares of common and 699,414 shares of the cumulative preferred.

The report also showed the exchange by John D. Hertz, through Lehman Brothers, of 167,000 six per cent 20-year Paramount debentures for a similar number of 3¼ per cent convertible debentures and the sale of 65,000 of the latter in March.

A report on transactions in Consolidated Film Industries securities for past months was filed by the Setay Co., Inc., New York, showing the disposition in November, 1936, of 1,500 shares of common. A report on Universal Pictures showed the sale by the Universal Corp., Wilmington, Del., of 100 shares of common; at the close of the month the corporation held 228,927 shares of common and 20,000 shares of second preferred.

The commission disclosed the receipt of a corrected report of Earle G. Hines, New York, officer and director of General Theatre Equipment, showing that when the company's registration became effective Jan. 27, last, he held 1,000 shares of common stock.

Blank Theatre Pact Extended to July 6

Inability to complete all of the legal phases of A. H. Blank's new partnership operating contract with Paramount for Tri-States Circuit by the expiration date of the present agreement on Thursday, resulted yesterday in an extension to July 6 of the existing agreement. The new pact will be completed well in advance of that date, it is expected.

Blank is expected here next week to confer with Y. Frank Freeman, Paramount theatre head, and Samuel Spring, attorney for Blank, on details of the new agreement.

Radio Personals

VIC KNIGHT has resigned as producer of the Phil Lord programs and will assume similar duties for Eddie Cantor. . . . Lanny Ross will be the guest of honor at the Boys' Club of America dinner next Thursday. WOR will carry the broadcast. . . . Guy Lombardo will return to the Roosevelt for the eighth consecutive year this fall, through a deal set yesterday by MCA. . . . NBC's Photo Exhibit, just closed, attracted 10,238 visitors. . . . R. M. Morris and G. M. Nixon of NBC's engineering department will deliver addresses before the Acoustical Society of America in Washington today. . . . Harlan Eugene Reid will replace John Steel as commentator on Mutual's pre-coronation broadcast from England May 11. . . . The "Men About Town" have been signed for the forthcoming General Foods program starring Bob Ripley.

◆

Bob Benchley will be the guest of honor on the Jack Oakie "College" broadcast May 11 . . . Bing Crosby's guests for his next broadcast will include Mary Garden, Basil Rathbone, and Janice Porter . . . Peggy Woods, of the "Miss Quis" cast will headline the Hammerstein "Music Hall" presentation May 11 . . . Lenox R. Lohr, NBC president, will address the Federated Advertising Clubs of Chicago Thursday . . . Kenneth M. Goode's book "What About Radio?" is now in the bookstalls . . .

NBC Engineers Arrive

Six NBC division engineers arrived at Radio City yesterday for a week of conferences at the New York office prior to the Institute of Radio Engineers' meeting next week. They are: A. H. Seaton, San Francisco; R. H. Owen, Denver; H. C. Luttgens, Chicago; S. E. Leonard, Cleveland; W. J. Purcell, Schenectady, and A. E. Johnson, Washington.

Revival to Be Mutual Feature

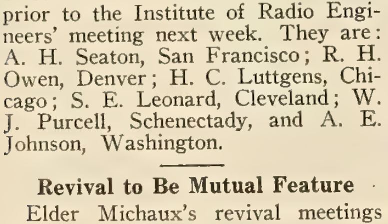
Elder Michaux's revival meetings will be a Mutual feature beginning May 17, from 10 to 10:30 P. M.,, E.D.S.T. WOL, Washington, will feed the program to a coast-to-coast hookup. The Elder's meetings formerly were heard on the CBS network.

Elmer Baughman Promoted

CINCINNATI, May 3. — Elmer Baughman, WCKY announcer, has been appointed assistant studio manager of the station. He will take over some of the duties of Lee Goldsmith, studio manager.

Lakeview Takes Block Series

The Lakeview Electrical Appliance Co. is the latest purchaser of Martin Block's "Make Believe Ballroom" on WNEW. The contract, beginning immediately, is for 52 weeks.


LEO SAYS:

Greetings to OXYDOL —WHN original amateur hour's new sponsor!

WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Business Gain

Blackett-Sample-Hummert, Inc., cites its 14-year record, stating that the agency's dollar volume has increased every year since its founding in 1923, and that its business volume has risen 259 per cent since 1929. The agency claims, for the third consecutive year, the largest radio volume of any agency.

Educational Radio Up at Ohio Session

COLUMBUS, May 3.—Educational broadcasting by educational and commercial stations and in the schools, selection and training of radio talent, pupils and teachers, the Government's responsibility for educational broadcasting, licensing of educational stations, listener participation, drama and music programs, recordings, the radio workshop and sound effects are among the topics to be discussed at the eighth annual Institute for Education by Radio, opening a three-day session here today.

Those attending the conference are H. V. Kalternborn, CBS; John W. Studebaker, U. S. Commissioner of Education; Gladstone Murray, Canadian Broadcasting Co.; Ernest La Prade, NBC; Irving Reis, CBS, and others.

More than 60 educational program recordings have been sent here from various sections of the country to be judged during the conference. Awards will be made for the most meritorious program from educational institutions, and commercial stations which broadcast educational programs.

"Jury Trials" to Fade

"Famous Jury Trials," Mutual feature for the past 36 weeks, fades from the airways after next week's broadcast. It will be resumed in the fall. The series is sponsored by The Mennen Co. and is heard Mondays from 10 to 10:45 P.M., E. D. S. T. on stations WLW, WOR, WGN and WAAB.

Fields on New Program

W. C. Fields will make his first appearance on a commercial program May 9 when he takes part in the opening of the new Chase and Sanborn program on NBC May 9. The comedian's only other air appearance was on a testimonial program to Darryl Zanuck.

Name Vallee English Cast

The first of the Rudy Valle programs from England May 6 will feature the Lord Mayor of London, Charles Laughton, Richard Tauber, operatic singer; Will Fyffe, comedian; Binnie Hale, vocalist, and the Royal Horse Guards Band.

Robinson on "Bandwagon"

For the second time in the past two weeks, Edward G. Robinson will appear on Kate Smith's "Bandwagon" program as the featured guest. May 13, Robinson will present scenes from "Five Star Final" on the program.

McCormick in New York

John McCormick, newly appointed manager of WKRC, is in New York conferring with CBS executives on station business.

WHN Amateur Hour Gets New Sponsor

WHN's Amateur Hour, broadcast as a sustaining feature for the past two weeks, will be sponsored by Procter and Gamble beginning with tonight's broadcast. The contract, through Blackett-Sample-Hummert is for 13 weeks. The series formerly was sponsored by Phillips Milk of Magnesia.

Jay C. Flippen will continue as "em cee," and the programs will continue to originate from the stage of Loew's Ziegfeld as heretofore.

Additionally, three renewals were effected at WHN yesterday. "Marriage Problems," heard Thursdays 5:45 to 6 P.M., E.D.S.T., has been re-signed for 13 weeks by Gordon & Dilworth, Inc., through Topping & Lloyd.

The Carter Medicine Co., for 52 weeks, has renewed its three times per day, seven days a week spot campaign, through Street & Finney; and the Louis Howe Co. will continue its spot announcements, four times daily, for an additional six weeks. H. W. Kastor & Sons is the agency.

Mutual's First from Coast Starts May 11

The first commercial to be heard on Mutual from California will be a program sponsored by Skol, beginning May 11 from 12:15 to 12:30 P.M., E.D.S.T. and weekly thereafter. As indicated previously in MOTION PICTURE DAILY, a film company will tie up with the series, probably Grand National Films.

Mutual stations which will carry the broadcasts comprise WOR, WGN, CKLW, WAAB, WFIL, WBAL, WOL, and the Don Lee chain. The Peck agency handled the deal.

Yale Music Students on Air

NEW HAVEN, May 3.—A new series of recital programs, including small chamber music groups and solos, by junior, senior and graduate students of the School of Music, Yale University will be heard over the combined Mutual and Colonial networks from WICC, every Monday evening 9 to 9:30 E.D.S.T., beginning tonight. The series, under the supervision of Dean David Stanley Smith and arranged by Ellsworth Grumann of the Applied Music Dep't, is the first regular studio air project to be undertaken by the Yale School.

KMOX Staff Is Shifted

ST. LOUIS, May 3.—A reorganization at KMOX places Harry M. Flannery in the post of news editor of the station, while Jerry Hoekstra, director of press relations, has been transferred to the program department in charge of public affairs broadcasts and musical programs.

Louis Nelson has been engaged as director of promotion and publicity, beginning May 15. Publicity duties, meanwhile, have been taken over by Violet Evers.

Larry Burke Signed by NBC

Larry Burke, Irish tenor, has been signed by NBC artists service and will be presented in a regular series of broadcasts following his guest appearance on the RCA "Magic Key" next Sunday.

New Shows On the Air

"Hollywood Whispers"

George Fischer's "Hollywood Whispers," a cheer evoker on the west coast for the past five years, blossomed forth as a network feature (Mutual) Saturday evening, with exciting results. One thing about those entrepreneurs of intimacy . . . they simply cannot be taken lackadaisically.

Lashing out at producers who permit voice dubbing in their pictures, Fischer demanded the practice be abolished as unfair to the performer and public. Fischer cited the case of radio singer Buddy Clark who voice dubbed for Jack Haley in "Wake Up and Live," and warned producers he'd expose all similar subterfuges on his program.

Having thus dramatically asserted his might and righteousness, Fischer offered a ream of choice Hollywood chit-chat, concluding with a tale of a near fight between George Brent and one of the Mdivani's in a Hollywood night club. In a film revue, "Cafe Metropole" was rated at 3½ cheers by Fischer. Gene Raymond was the guest on hand and the subject of an interview.

"Hollywood Whispers" is offered Saturdays at 10:50 P.M., E.D.S.T. on Mutual. It's a sustainer, but should be sponsored soon.

"Surprise Party"

The Willys-Overland "Surprise Party," comprising the music of Kay Kyser's band and the Kyser troupe of vocalists, is first rate entertainment. It is under a cloud, however, in that the style of entertainment is too reminiscent of the pattern created by Fred Waring and made famous by his Pennsylvanians. Another fault—a more serious one—is the perennial one of over-long commercials.

The first indictment is easily overlooked and condoned. As someone once said, it is better to listen to an excellent carbon copy than to listen to a deadly original. Over-long commercials, however, are not so easily forgiven. "Surprise Party" is too excellent a program to need an over-dose of front office handling. The entertainment provided by the Kyser gang will do a much better selling job than a book of commercial blurbs, if the sponsor will only give the "gang" a chance. The advice, we know, is academic, but good.

"Surprise Party" is heard Sundays from 10 to 10:30 P. M., E.D.S.T., and is sponsored by the Willys-Overland Motor Co. The network is Mutual's.

BANNER

RCA Quarter Net Total Is $2,243,057

(*Continued from page* 1)

without taking into account provision for Federal surtax on undistributed profits.

Total gross income for the quarter from all sources amounted to $25,109,349.42, which compares with a gross income in the 1936 period of $22,542,319.04. Net income for the 1937 quarter before deductions was $3,503,766.72. Deducted from the net profit was $790,000 for the dividend on the convertible first preferred.

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and
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to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
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Brief,
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and
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VOL. 41. NO. 105 NEW YORK, WEDNESDAY, MAY 5, 1937 TEN CENTS

House Group Asks Action On Film Probe

Rules Committee Urges Judiciary to Move

By BERTRAM F. LINZ

WASHINGTON, May 4.—Immediate consideration of the resolution for an investigation of the film industry introduced by Representative Hobbs of Alabama was today recommended to the House Rules Committee by the Judiciary Committee.

Primary targets of the investigations, which would be conducted by the Judiciary Committee, would be the Hays office, with a view to determining its purposes and accomplishments and the extent to which members have cooperated through the organization to suppress competition; the members of the M.P.P.D.A., to

(*Continued on page* 5)

Network Business Shows April Jump

The network business barometer again registered a sharp upward climb, with NBC, CBS and Mutual reporting substantial gains in April this year over the same month a year ago. The NBC gain is 19.5 per cent. CBS reports an increase of 33 1/10 per cent. Mutual's increase is 19.8 per cent.

Advertisers' gross investments in NBC network time for the month totaled $3,277,321, as against $2,741,928 in April, 1936.

The Red network total was $2,303,519. The Blue network total was $973,802.

The April figures bring NBC's 1937

(*Continued on page* 13)

Total of 3,759,690 French Sets in Use

By PIERRE AUTRE

PARIS, April 27. — Official reports just published here reveal that on March 1, last, there were 3,759,690 radio sets listed in France for payment of the special radio tax. The tax is 15 francs (75 cents) for crystal sets, 50 francs for tube sets, 100 francs for sets used for free, public auditions and 200 francs ($10) for public, paying auditions.

The breakdown of the total number of sets is as follows: crystal, 67,369; tubes, 3,642,944; free auditions, 49,197; paying auditions, 180.

More Radio—Pp. 12-13

Studio Heads Help Present Quigley Award

Adolph Zukor Formally Presents Placques

HOLLYWOOD, May 4.—Studio executives and theatre men joined in the presentation of the Quigley Grand Awards of the Showmen's Round Table Club of *Motion Picture Herald* at a luncheon at the Hotel Roosevelt.

Adolph Zukor presented the silver 1936 plaque to L. A. Chatham, manager of the Sooner, Norman, Okla., and the bronze to Sid Holland, manager of the Elco, Elkhart, Ind. The silver award was for Chatham's campaign on "Anthony Adverse" and the bronze for Holland's campaign on "The Music Goes Round."

A-Mike Vogel, chairman of the Round Table, outlined the history of

(*Continued on page* 10)

Erpi, RCA, Service Talks Are Suspended

CHICAGO, May 4.—Conferences between Erpi, RCA and exhibitor representatives, on the one hand, and I.A.T.S.E. officials, on the other, over the three-city lockout of equipment service men were adjourned indefinitely here tday. While no settlement of the I.A.'s demands for national unionizing of the service men was reached, it is understood that, as a result of the conferences, servicing will be available to theatres in the event of serious

(*Continued on page* 10)

English Tax May Hit American Companies

LONDON, April 26.—The new tax on increased profits disclosed by Neville Chamberlain, Chancellor of the Exchequer, in his budget statement, may hit American film companies operating here. The tax will be levied in one of two forms, at the option of the

(*Continued on page* 5)

Plan 194 Shorts

Los Angeles, May 4.—M-G-M's lineup of 194 shorts will include 78 one-reelers, 12 two-reelers and 104 issues of News of the Day.

James A. FitzPatrick, Hal Roach and Pete Smith will contribute the great majority of the single and two-reel subjects.

Labor Council Has Studio Peace Plan

HOLLYWOOD, May 4.—The Central Labor Council stepped into the union-producer fray here today with a peace plan which may bring the present situation to a quick head. The council action followed the F. M. P. C. appeal asking the council to order a boycott of all theatres throughout the United States showing films from companies affected by the strike.

The labor council committee, comprised of J. W. Buzzell, Chris Leahmann, Elmer Lots and Nate Saper, immediately presented the peace plan to Pat Casey who stated:

"The proposal intended to provide ways and means for ending the present labor dispute in the studios was presented this afternoon by the committee. I shall submit the proposition to the producers tomorrow. If all parties find the terms satisfactory I feel justified in asserting that the strike will be called off. In justice to all concerned I will not make public the suggested peace plan until the produ-

(*Continued on page* 13)

Changes in RKO Plan Are to Be Submitted

Modifications in the RKO plan of reorganization, incorporating new provisions in favor of general creditors, will be submitted to Special Master George W. Alger at the next hearing on the plan, May 12, it was learned yesterday.

The changes were agreed upon during negotiations between the general

(*Continued on page* 13)

Ed Kuykendall Is Invited To the Allied Convention

Ed Kuykendall, M.P.T.O.A. president, and "the independent exhibitor members of his organization" were invited yesterday to attend the Allied States convention, May 26 to 28, at the Pfister Hotel, Milwaukee. A number of Allied States' officials and members attended the recent convention of the rival exhibitor organization at Miami as "observers."

Speakers for the Allied convention are now being lined up and among the subjects which will be discussed are

(*Continued on page* 14)

Casts, Titles For 19 Given Out by M-G-M

Titles to 46 Also Listed As Possibilities

LOS ANGELES, May 4.—Casts and titles to 19 of the 44-52 pictures planned by M-G-M next season were revealed today by William F. Rodgers, general sales manager, as the second business day of the annual sales convention at the Ambassador drew to a close. Titles to 46 other stories, plays and novels were also disclosed as future possibilities.

In addition to the feature lineup there will be 194 shorts, including cartoons and the Pete Smith, Hal Roach and James A. FitzPatrick series.

No mention was made of the number of pictures and titles for Greta Garbo and Norma Shearer in the announcement. Studio and home office story executives are now busy trying to line up Garbo's first for next season. She has just completed "Madame Walewska," second and last for the 1936-'37 season. Miss Shearer is understood to be considering "Pride and Prejudice" and "Marie Antoinette." Although it was planned to make "Marie Antoinette" first, it is understood "Pride and Prejudice" will be started shortly with Hunt Stromberg as the producer.

Clark Gable is down for three pic-

(*Continued on page* 8)

Eighty to Attend G.N.'s First Meet

Sixty members of the sales organization and 20 studio executives are to attend the first Grand National sales convention at the Ambassador, Los Angeles, May 16-19. Among them will be 50 district and exchange managers and 10 from the home office.

The party will leave by special train, arriving on the coast May 16. Coast representatives will meet them there. Edward L. Alperson, president,

(*Continued on page* 5)

20th-Fox in Offer To Roxy's Holders

An offer by 20th Century-Fox to pay Class A stockholders of Roxy Theatre Corp. $1 per share was revealed at the final hearing on the proposed plan of reorganization before Special Master Addison S. Pratt in Federal Court yesterday.

The offer, which was in the form

(*Continued on page* 5)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 5, 1937 No. 105

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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RIO DE JANEIRO: Caixa Postal 3558; A. Weissman, Representative.
ROME: Viale Goribia; Vittorio Malpassuti, Representative.
SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

U. A. Meeting to Be On the Coast May 15

Hollywood, May 4.—United Artists will hold its annual meeting here May 15. Alexander Korda will attend. He is now en route on the *Ile de France* and will come to the coast immediately.

Mary Pickford, who is now in the east, also will attend. The switch from New York to Hollywood was considered practical because Samuel Goldwyn is busy on production, Charlie Chaplin doesn't want to make a trip east, and Douglas Fairbanks is living here. The change eliminates Dr. A. H. Giannini's ocean trip.

U. A. Sales Increase

Sales quotas were passed by all United Artists branches during the 14 weeks of the George Schaefer sales drive, according to A. W. Smith, Jr., general sales manager. He said that cash receipts during the final weeks exceeded by 40 per cent the biggest previous week in the company's history.

"Day" Follows "Night"

"Call It a Day," a Warner picture, has been booked into the Capitol, starting tomorrow. It follows "Night Must Fall."

Insiders' Outlook

By RED KANN

Hollywood, May 4.

FOR a couple of reels we remained rooted to our seat at the Carthay Circle. Grimly and relentlessly Director W. S. Van Dyke was painting the horrible business of converting a man into an instrument of death and teaching him the cruelty of mastering the bayonet. He was showing how Franchot Tone, country boy drafted during the war, sickened and wanted to desert, and then, after they gave him a gun in France, became inflamed with a fierce desire to kill. He was showing how Spencer Tracy, ex-carnival barker, became Tone's pal and took the tussle for granted, all the time confusedly and inwardly rebelling at the false gods which sent one man to shoot down another.

▼

This was the opening Metro conceived for "They Gave Him a Gun" and the promise was for the most exciting experience of this Hollywood sojourn. Then Tone was wounded and Tracy sought him out in a front line Hospital. There he met Gladys George, who nursed Tone to health and there she and Tracy fell in love. It was here something happened and the astonishingly different pace which characterized all which followed, except the closing scene, set in. It was here our grip on our chair relaxed. The story has Tracy returning to the front to be reported dead subsequently. Miss George and Tone pledge themselves and the war chapter ends.

▼

In America Tone becomes a racketeer, Miss George is his wife, and Tracy is touring in the sticks with his own circus. He learns of Tone's racket, accuses Miss George of complicity and urges her to get out. Thus she actually finds out the truth, turns Tone over to the police on the theory he must square his debt to society. Eventually he agrees, declares his guilt in court and starts his journey up the river. Miss George takes refuge from Tone's mob with Tracy's circus. Taunted by his jailmates, Tone makes a break and seeks to take flight with his wife.

Tone, now desperate, threatens to shoot Tracy who shames him out of it. The gathering police descend as Tone again apparently determines to return to prison. However, he instead makes a break and is mowed down, thereby deliberately removing himself from the scene and paving the way for Tracy and Miss George.

To a detective who was their sergeant during the war Tracy turns to end the picture on a bitterly dramatic note with "they gave him medals in France for using a gun. Why don't you pin one on him now?"

▼

Between its sock opening and its forceful concluding shot "They Gave Him a Gun" is so unevenly paced and so variable in content that it becomes difficult to reconcile the entire film to one direction. Tracy is excellent throughout. Tone is indifferent in the middle passages and splendid when the hounds of the law come snapping at his heels. Miss George is not fortunately cast and suffers further under treatment which definitely diverts sympathy from her to other channels. Likewise, believability is strained by a very sketchy development of the love thread. The novel by William Boyce Cowan had a brilliant dramatic idea behind it, but the screenplay by Cyril Hume, Richard Baibaum and Maurice Rapf subdued or lost it. The opportunity was here for a work of genuine and pronounced force. It is the more regrettable that it fails to come off.

Committee Studies Copyright Changes

Washington, May 4. — Copyright legislation today was taken up by the Senate Patents Committee, members of which indicated that hearings would be called, possibly late this month, following the disposition of other legislation now pending.

At a meeting today, the committee discussed the three copyright bills introduced, respectively, by Senators Duffy of Wisconsin, Sheppard of Texas and Guffy of Pennsylvania.

Iowa Legislature Adjourns

Des Moines, May 4.—The Iowa legislature has adjourned without enacting into law any of the numerous measures affecting films which were introduced during the session.

Building Two More Drive-In Theatres

Boston, May 4.—The Drive-In Theatre Corp., is building two new drive-in theatres, one at Soldiers' Field in Cambridge and the other at the turnpike in Rayham, near Taunton. The theatres will cost approximately $40,000 apiece and will each accommodate between 350 and 400 automobiles.

Thomas DiMaura, head of the corporation, is supervising the physical construction while P. Edward Comi has charge of the purchase and installation of equipment.

Col. Signs Miss Swanson

Gloria Swanson has been signed by Columbia for the lead in "The Second Mrs. Draper."

Papers Are Filed in Connie Bennett Suit

Papers in a $62,500 damage action brought by Constance Bennett against Ben Hecht and Charles MacArthur have been served here, it was learned yesterday.

In a complaint drawn by her attorneys, Schwartz & Frohlich, Miss Bennett, who is known as one of Hollywood's smartest business women, asserts that in Dec., 1935, she entered into an agreement with Hecht and MacArthur whereby the two were to write an original screenplay for her which would be ready to go into production by June 1, 1936, when she would be available for outside pictures. At the time of the agreement, she made a $2,500 down payment to the writers, she states, and was to pay an additional $47,500 in three equal installments as portions of the screenplay were completed and submitted to her. On her return from a European trip in May, 1936, she states, she was unable to communicate with the writers, who are numbered among New York's better known practical jokers, and who, Miss Bennett charges, never delivered the promised screenplay.

Stating that under her contract with 20th Century-Fox at the time she never received less than $60,000 per picture, Miss Bennett asserts that the failure of the defendants to deliver the screenplay prevented her from starring in another picture in which she could have earned $60,000. She asks damages in that amount and return of the $2,500 down payment.

Dr. Frenke Sues Universal

Los Angeles, May 4.—Dr. Eugene Frenke today filed suit in Superior Court here against Universal Pictures Co., Inc., for $153,424 charging breach of contract.

The complaint charged violation of a contract signed May 12, 1934 in which Frenke agreed to share the expense of a film titled "Life Begins" and also share in the profits. The contract called for distribution through Universal facilities but Frenke states that he was forced to distribute the film through his own limited channels.

Frenke asks $100,000 which he estimates the picture would make on Universal release, also an additional sum of $45,000 which he claims was spent on the film and $8,000 salary.

J. J. Lieberman represented Frenke.

Sues Paramount on Film

The National Police Gazette Corp. filed suit in U. S. District Court yesterday against Paramount, claiming the defendant's picture "Klondike Annie" contains scenes showing Mae West reading the *Police Gazette* and that by reason of the defendant's alleged illegal and unlawful act in showing the *Police Gazette* the complainant's property is being rapidly destroyed. An injunction and an accounting of profits was asked.

Postpones Korda Trial

Federal Judge John W. Clancy yesterday ordered that the trial of the action of Francis Hackett against Alexander Korda, London Film Prod. and United Artists Corp. be postponed until January, 1938. The order was made on consent of both sides to allow testimony to be taken by deposition outside the state.

WORLD'S GREATEST ENTERTAINMENTS
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14TH
YEAR OF
SUPREMACY

1937 · 1938

"CLEAR THE TRACKS FOR LEO's LEAPING LADS!"

Feather your nest in 1937-38! Ask the lads of Leo the Lion!

They'll soon be speeding back to you with breath-taking news of M-G-M glory on *your* screen! The sky's the limit at Leo's Studio. You've never heard the like of what those master-showmen are up to for next season! It's *your* Greatest year because

M-G-M TOPS M-G-M IN 1937-38!

House Group Asks Action On Film Probe

(*Continued from page 1*)

study the uniform contract, withholding of product from independents, allocation of product to controlled theatres, unreasonable zoning and protection, block booking and blind selling, and acquisition of independent houses; and producer-owned theatres, to determine whether attempts are made to regulate admissions of independents by limitations in contracts and unreasonable delay in furnishing pictures to low admission houses.

The inquiry would also go into the relations between producers and distributors and the manufacturers of reproducing equipment, the principal music-publishing houses and the manufacturers of trailers.

The resolution calls upon the committee to report fully "as to any changes in the anti-trust laws, the copyright laws, the laws against using the mails to defraud, and any new measures which may be necessary or desirable to cure any abuses which may be found to exist in the organization, financing and practices of the motion picture industry."

Eighty to Attend G.N.'s First Meet

(*Continued from page 1*)

and Edward Finney, advertising director, are now on the coast handling convention plans.

In the home office contingent will be: Timothy Murphy, treasurer; W. J. Nonry, comptroller; Ann Rosenthal, legal adviser; James Winn and Stanley Hatch, division sales managers; Alfred Crown, traveling Latin-American representative; Jack Barnstyn, vice-president and foreign managing director; Edward Ugast, assistant foreign manager, and Harry J. Allen, supervisor of Canadian distribution.

The following branch managers will attend:

Branch Head Roster Complete

Cleve Adams, Albany; C. E. Peppiatt, Atlanta; John Scully, Boston; Jack Kaplan, Buffalo; Merritt W. Davis, Charlotte; Ralph Kinsler, Cincinnati; William Shartin, Cleveland; Joe Hartman, Chicago; Al Martz, Dallas; Irving Jacobs, Denver; Lou Levy, Des Moines; Ralph Peckham, Detroit; H. H. Hull, Indianapolis; Russell Borg, Kansas City; Hi Peskay, Los Angeles; Lou Patz, Milwaukee; I. Levine, New Haven; W. M. Richardson, New Orleans; Morris Epstein, New York; John Bachman, Philadelphia; Jules Lapidus, Pittsburgh; Edward I. Hudson, Portland; Patt Pinnell, Salt Lake City; Tom Tobin, St. Louis; H. Bradley Fish, San Francisco; D. D. Matin, Seattle; Harry Brown, Washington; Irving Cohen, Toronto; I. Sourkes, Montreal; S. W. Jacobs, St. John, New Brunswick.

Comerford Plans Two

Scranton, Pa., May 4.—Two theatres in this area will be built shortly, both bearing the name of M. E. Comerford, circuit operator.

Looking 'Em Over

"Michael O'Halloran"

(*Republic*)

In "Michael O'Halloran" audiences are again offered the heavily sentimental Gene Stratton Porter story. It is in modern dress. The cast features Wynne Gibson, Sidney Blackmer, Warren Hull, Hope Manning and the child actor who plays the title role, Jackie Moran. It is one of those films that will find proper reception where patrons are not too discriminating.

Miss Gibson is the neglecting mother who makes scandalous tabloid headlines. Blackmer is the patient husband who starts proceedings for custody of their children. Young Moran is the orphan whose baby sister is paralyzed and who brings the pair together through making Miss Gibson realize her erring ways. Hull plays the philanthropist doctor who restores Charlene Wyatt, Moran's sister, to health. While treating her, he also develops a romance with Miss Gibson's sister Hope Manning.

There are plenty of children in the cast. The support has well picked types; it includes Robert Greig, Helen Lowell, Vera Gordon, Pierre Watkin, Guy Usher and Bodil Rosing, all of whom are competent. Karl Brown directed.

Production Code Seal No. 3,248. Running time, 68 minutes. "G."

"Internes Can't Take Money," reviewed on April 8, opens this morning at the Paramount.

"The Prince and the Pauper," which will be previewed at the Strand tonight, was reviewed by wire from Hollywood on April 7. "Night Must Fall," at the Capitol, "Wake Up and Live" at the Roxy and "A Star is Born" at the Music Hall are holdovers.

English Tax May Hit American Companies

(*Continued from page 1*)

company. Standard profit is estimated from an average of the returns for the years 1933, '34 and '35.

On an increase of six per cent over this figure no tax will be levied. On an increase of six to 10 per cent, 20 per cent tax will be levied; on 10 to 15 per cent, 25 per cent; over 15 per cent, 33⅓ per cent. Alternatively the tax may be levied on the amount by which profits exceed six per cent on the total issued capital of the company. It is believed that the British subsidiaries of many American concerns are today making much bigger profits than in the three "standard years."

Hoyts Expanding Its Australian Circuit

Hoyts Theatres is now in the process of an expansion program which provides for at least 30 additional theatres in Australia, Charles Munro, managing director of the 20th Century-Fox subsidiary, stated yesterday.

Hoyts now operates more than 100 houses in the suburbs with 64 in New Zealand, he said. These theatres are not part of the General Theatres pool with greater Union Theatres, controlled by Stuart Doyle. General, Munro explained, operates only in the key centers.

Munro plans to leave for the coast about May 20, following conferences here with Walter J. Hutchinson, 20th Century-Fox foreign head, who is due from abroad within the next two weeks. While here he is looking for acts for the Australian circuit.

Doyle Building in London

London, April 28.—Stuart Doyle, head of Greater Union Theatres in Australia, has revealed details of the big entertainment centre which he plans near Piccadilly Circus.

Two theatres, a restaurant, shops and a six-floor office block are embodied in the plans of the London Theatre Centre, Ltd., in which Doyle is associated with Harry Lane, designer of the similar State Building in Sydney, Australia. The larger of the two houses, to seat 1,500, will be known as the Regent. The smaller, the Rex, will seat 550 and specialize in unusual films.

Odeon Buys E. G. Control

London, May 4.—Odeon Theatres has acquired a controlling interest in Entertainments and General Investments Corp., Ltd., which controls the County Cinema Circuit. Several of the E. & G. directors have resigned and Oscar Deutsch has joined the board.

The deal creates a circuit of more than 250 theatres, for the most part in non-competitive situations. The majority were built during the last three years. C. J. Donada has received a new long term contract as managing director of the County circuit, and Ralph S. Bromhead is under long contract as general manager. All theatres in the group will be managed and booked with the closest possible co-operation.

It is believed that Maurice Silverstone, United Artists head here, had considerable to do with the conclusion of the arrangement, which was first planned with a United Artists tieup two years ago. The deal creates a circuit which is definitely in competition with the theatre holdings of Gaumont British and John Maxwell.

Korda Leaving Today

London, May 4.—Alexander Korda will leave tomorrow for New York. and is due there May 11. He will bring with him prints of "Knights Without Armor," "Storm in a Teacup" and "Farewell Again." He will attend the United Artists regional sales convention in New York June 14.

London Signs Donat

London, May 4.—Robert Donat has been signed by London Films.

20th-Fox in Offer To Roxy's Holders

(*Continued from page 1*)

of a letter from W. C. Michel, executive vice-president of 20th Century-Fox, to Samuel Kramer, counsel for the stockholders' protective committee, stated that although there was no equity for stockholders, "we thought it would be a generous thing on our part to pay something." Class A stockholders paid between $30 and $40 a share at the time of the original issue.

The offer was made to speed the final confirmation of the plan by eliminating the possibility of extended litigation through appeal to the higher court, but leaves the stockholders free to continue their efforts to have an equity declared for them before Special Master Pratt and Federal Judge Francis G. Caffey.

The offer provides that it must be accepted within six months after final approval of the plan by Judge Caffey. It is made only to stockholders who purchased their shares before May 18, 1932, the date of the receivership, and does not provide for holders of more than 150 shares. This is made on a "purely voluntary" basis by 20th Century-Fox and without any "present obligations" to do so.

Subject to Pratt's Approval

Kramer stated that "limited and unsatisfactory as the offer is," the committee would not pursue any appeal from the final decision of Judge Caffey. Special Master Pratt presented a letter received from Michel which stated that the recent improvements to the plan which were agreed to by 20th Century-Fox would not be binding unless a favorable report on the plan is rendered by Pratt before May 15 and final approval is given by Judge Caffey before July 1.

An unexpected complication arose at the hearing when Carlos Israels, counsel for the Pound bondholders' committee, proponents of the plan, stated that he would oppose payment of administration expenses of the equity receiver, Harry G. Koch, which amounts to $18,560.

Wall Street

Light Gains on Board

	High	Low	Close	Net Change
Columbia	33	31¾	33	+2
Consolidated, pfd.	13⅝	13½	13½	.....
Eastman	156¾	156	156	.....
Eastman, pfd.	152	152	152	+1
Loew's, Inc.	78	75½	78	+2½
Paramount	21⅞	21½	21½	+ ¼
Paramount 1 pfd.	153	153	153	s10
Paramount 2 pfd.	19⅞	19¾	19¾	— ⅛
Pathe Film	7	7	7	.....
RKO	8⅞	8⅝	8¾	— ⅛
20th Century-Fox.	38½	38	38½	+ ⅞
20th Century, pfd.	48	48	48	+2
Warner Bros.	13¼	13	13	+ ⅛

Fractional Curb Change

	High	Low	Close	Net Change
Grand National	2½	2½	2½	.....
Sonotone	1⅝	1½	1½	— ⅛
Technicolor	23⅜	22¾	23	+ ⅜
Trans-Lux	4½	4½	4½	.....
Universal Crp.	5¼	5	5¼	— ¾
Universal Pitc.	9	9	9	—3½

RKO, Warner Bonds Up

	High	Low	Close	Net Change
Loew's 3½s '46	98¾	98⅝	98⅝	— ⅛
Paramount Pict. 6s '55	100½	100½	100½	+ ¼
RKO 6s '41 pp.	117½	117½	117½	+2
Warner Bros. 6s '39 wd	95	94¾	95	+ ⅞

(Quotations at close of May 4)

THE MOST ADVERTISED ATTRACTION IN

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THE PRINCE

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CINEMA
Twin Stars in The Prince and the Pauper
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GREATEST ADVENTURE PICTURE EVER FILMED!
ROBERT TAYLOR BARBARA STANWYCK
THIS IS MY AFFAIR
PRINCE AND PAUPER

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Time devotes cover and 2,000 word write-up!

American features the life story of the Mauch Twins—advertises it nationally—posts 25,000 placards on nation's newsstands!

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In addition to record fan magazine coverage!

BROADCASTS

Mauch Twins are Guests of Honor on coast-to-coast Youth Week broadcast with direct appeal to Boy Scouts assuring full local cooperation!

71 Hollywood Hotel stations broadcast Errol Flynn and Mauch Twins in Coronation scene!

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THE WORLD TODAY IS THE CORONATION

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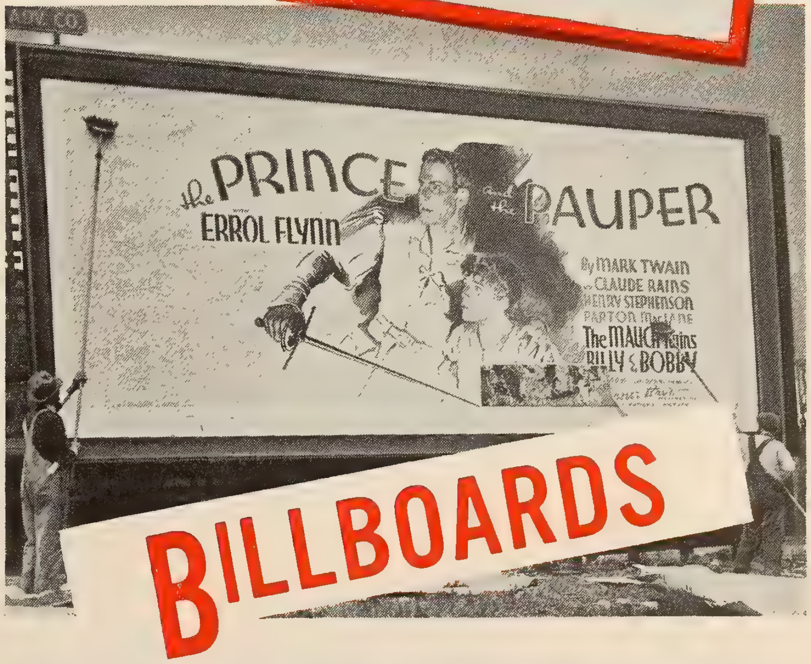
RONATION IS IN IT!)

by MARK TWAIN with
ERROL FLYNN
CLAUDE RAINS
HENRY STEPHENSON
BARTON MacLANE
and the
MAUCH TWINS
BILLY & BOBBY
Eric Portman • Music by Erich Wolfgang Korngold • Directed by WM. KEIGHLEY • A First National Picture

We ask you, and you can ask yourself, what picture ever came to the exhibitor market with public-focus keyed to buying-fever by a campaign as world-reaching as this?...

NEWSPAPERS

On the movie page and in the news section with full and half-pages of pictures and stories!



BILLBOARDS

Hits a new high for outdoor display with 30 solid days of 24-sheeting in 1500 nation-wide cities!

RELEASED THIS WEEK at the peak of the greatest publicity push ever organized for picture promotion by **WARNER BROS.**

Casts, Titles For 19 Given Out by M-G-M

(*Continued from page* 1)

tures; Joan Crawford, one; Jean Harlow, three; Luise Rainer, one; Robert Taylor, four; Nelson Eddy, two; Jeanette MacDonald, two; Robert Montgomery, two; Eleanor Powell, two; William Powell, two; Wallace Beery, two; Freddie Bartholomew, one; Spencer Tracy, three; Myrna Loy, two. No assignments are listed for The Marx Brothers, Charles Laughton and Helen Hayes, although they are included in the star roster. Laughton may appear opposite Miss Shearer in "Marie Antoinette" as soon as he completes film obligations in England. Garbo is expected to appear in two next season.

One of the big productions from the standpoint of advance preparation and technical detail will be "Kim," from the Rudyard Kipling story. While there is no intimation that this will be a roadshow, the policy of the company is not to make decisions on two-a-day pictures until they are in the final stages of production. For the current year, M-G-M had four roadshows, namely, "The Great Ziegfeld," "Romeo and Juliet," "The Good Earth" and "Captains Courageous." With roadshows coming back strongly, it is not unlikely that the company will have the same number on the 1937-'38 schedule as it had this season.

Product Is Itemized

The partial program, as announced, is as follows:

"Kim," by Rudyard Kipling, co-starring Freddie Bartholomew and Robert Taylor.

"Tell It to the Marines," in which Jean Harlow, Robert Taylor and Spencer Tracy are to be co-starred.

"Rosalie" will be a musical play by William Anthony McGuire and Guy Bolton with Eleanor Powell and Nelson Eddy co-starred.

"Three Comrades," by Erich Maria Remarque, in which Robert Taylor, Spencer Tracy and James Stewart will appear.

"Girl of the Golden West," based on David Belasco's stage play with Jeanette MacDonald and Nelson Eddy.

"Idiot's Delight," Pulitzer prize play by Robert E. Sherwood will star Clark Gable, as will "The Great Canadian," story of a hockey player.

In "Spring Tide," play by J. B. Priestley and George Billam will appear Jean Harlow, Robert Taylor and Wallace Beery.

"The Firefly," musical opera by Otto Harbach and Rudolf Friml, will co-star Jeanette MacDonald and Allan Jones.

William Powell and Myrna Loy will be co-starred in "The Return of the Thin Man," written for them by Dashiel Hammett. They will also appear in the Ferenc Molnar comedy, "Great Love."

"Spanish Omelet" and "Wedding Dress" will star Robert Montgomery.

"Stand Up and Fight" is a Wallace Beery starring vehicle.

"Test Pilot," an aviation story by Lt. Comm. Frank Wead, will have Clark Gable and Spencer Tracy as stars.

"The Best Dressed Woman in Paris" is an individual Jean Harlow vehicle.

Joan Crawford will be starred in "Lola Montez," adapted from T. Everett Harre's "The Heavenly Sinner."

"Hats in the Air," a musical by Dwight Taylor with Eleanor Powell in the starring role.

"Merry Christmas" by Norman Krasna is an individual Luise Rainer picture.

As the season gets under way, titles and casts will be filled in along side of contract numbers. The list of 46 titles from which studio executives will round out the program covers many properties included in last year's summary. The list follows:

"The American Flaggs," by Kathleen Norris.

"Anchor Man" by Fanny Heaslip Lea.

"As Thousands Cheer," musical by Moss Hart and Irving Berlin.

"All the Brothers Were Valiant," novel by Ben Ames Williams.

"Bright Girl," by Vina Delmar.

"Caprice," by Dalton Trumbo.

"A Couple of Quick Ones," by Eric Hatch.

"Courthouse Square," by Hamilton Basso.

"Declassee," by Zoe Akins.

"The Distaff Side," by John Van Druten.

"The Foundry," by Albert Halper.

"The Four Marys" by Fanny Heaslip Lea.

"The Far Off Hills" by Lennox Robinson.

"The French Quarter," by Herbert Asbury.

"Goodbye, Mr. Chips," by James Hilton.

"Green Grow the Lilacs," a play by Lynn Riggs.

"The Harbourmaster," by William McFee.

"Her Excellency's Tobacco Shop," by Laszlo Bus-Fekete.

"I've Married an Angel," by Joseph Vaszary.

"I Love You Again," by Octavus Roy Cohen.

"Johann Strauss," an original story.

"La Tendresse," by Henri Bataille.

"Katinka," operetta by Otto Harbach and Rudolf Friml.

"A Lady Comes to Town," by Clements Ripley.

"Ma Pettingill," by Harry Leon Wilson

"Merrily We Roll Along," based on the Broadway stage play by George Kaufman and Moss Hart.

"Nancy Stair," novel by Elinor Macartney Lane.

"No Hero," by J. P. Marquand.

"Not Too Narrow, Not Too Deep," novel by Richard Sale.

"One Came Home," by Grace Norton.

"Pride and Prejudice," by Jane Austen.

"The Paradine Case," novel by Robert Hichens.

"Party," play by Ivor Novello.

"Presenting Lily Mars," novel by Booth Tarkington.

"Pitcairn's Island," by Charles Nordhoff and James Norman Hall.

"Pierre of the Plains," play by Edgar Selwyn.

"Rennie Peddigoe," novel by Booth Tarkington.

"The Red Mill" and "Rose of Algeria," Victor Herbert musicals.

"Race the Gun," novel by Dale Collins.

"Sehoy, Ahoy," Cosmopolitan Magazine serial by Clements Ripley.

"Sari," the Viennese operetta.

"Silas Marner," by George Eliot.

"Sea of Grass" by Conrad Richter.

"Timberline," by Gene Fowler.

"Tish," by Mary Roberts Rinehart.

"The Wind and the Rain," a play by Merton Hodge.

In checking over the 1936-'37 announcement, Freddie Bartholomew was listed in "Kim." Robert Taylor is an addition to the cast on the new program. Gable was scheduled to appear in "Great Canadian" and "No Hero." These titles are again mentioned without casts as possibilities. While the official announcement does not mention Miss Shearer for "Pride and Prejudice" and "Marie Antoinette," the star was slated to appear in these pictures with Laughton in the latter picture. Miss Shearer has not made any pictures since "Romeo and Juliet" but now that she has decided to resume her film career, it is believed she will go through with her original plans.

Jungle Notes from Leo

LOS ANGELES, May 4.—It's "One Take" SAUNDERS now. EDDIE, who, of course, is western district manager, turned song leader for the benefit of the newsreel and led the pack in warbling, loudly if nothing else, "California, Here I Come."

✚

"WILLIE" RODGERS, formally known as WILLIAM F., is now a big shot in the Navajo tribe, as well as in M-G-M. At Albuquerque, the special was met by a band of Indians and, to the music of a Mexican band, RODGERS was made a chief and bedecked with one of the usual elaborate head dresses, feathers and the like. He also was christened with an Indian name, translated loosely as "Young - Man - Not - Afraid - of - Exhibitors."

✚

Impressed, but not too much by the Hollywood beauty brigade turned out as convention greeters, ED BECK, exploiteer out of the Salt Lake City office, immediately went into a defense of and a boost for his home town girls. His claim is Salt Lake possesses more comeliness per acre than Los Angeles avocados. The movement to swing the convention next year to Salt Lake is gaining impetus.

✚

FRANK DREW is Metro's Cleveland manager. He is also a cousin, on his mother's side, of LIONEL and JOHN BARRYMORE and proposes looking them up while here. DREW is the convention's expert in "hearts," which is not what you might think, but a card game.

✚

There is a CARL LIND here. He is a salesman out of Salt Lake and maintains he is in now wise related to his namesake, the eminent bartender in that competitive city to the north, San Francisco.

✚

SID SCHUSTER, San Francisco salesman, meandered from the crowd at the station on the hunt for a sandwich. In place of that, he ended in a Pasadena souvenir shop and returned with a flock of postcards to mail home. So early, too.

✚

The radio influence. BILL ("Dusty Storm") ZOELLNER and that group vaguely identified as "The Convention Crooners" held their own Community Sing until daybreak each A.M. JIMMIE ("Prohibition") BRIENT from New Orleans way, lost his voice at 2 A.M. one morning and was compelled to resort to piano pounding. Which is literal. He did it by foot.

✚

One of the Pullman cars happened to be named "Louis Pasteur." HOWARD DIETZ, SI SEADLER and HOWARD STRICKLING plan a protest.

✚

The solitary straw hat in the aggregation belongs to LOUIS INGRAM, Atlanta salesman, which may mean he believes all he has read and heard about the local climate. In Cincinnati, he created a sort of furore by station-parading, wearing the hat on his head and bedroom slippers in the usual place.

✚

KEN RENAUD, who normally exploits out of Seattle, brought with him two raincoats, one umbrella and a pair of goloshes to be greeted by the hottest day of the spring. Thereafter, he parked the entire ensemble at the station, put on a sport shirt and proceeded to acquire a quick sunburn.

✚

CHARLIE KESSNICH, Southern district manager, is hiding behind a newly developed mustache. His own boys are in cahoots to maintain close scrutiny to the end Kessnich does not fall for the screen test gag and decide to remain here.

✚

HYPPOLITE ARATA—that's his name, so help him—is experiencing three new sensations. The New Orleans booker is on (1) his first train journey, (2) his first convention and (3) his first visit away from his home town.

✚

While the gang generally is properly appreciative of the lens, ELDON BRIWA is not. He avoided the lovelies on the theory a shot might be printed and caught by his frau in New Orleans.

✚

NICK ("Slow Sleeper") LLOYD, one of the Quaker City contingent, maintains the only thing which stopped him from getting enough winks on the way out was the others who get up early.

✚

FRANK JELLENKO, one of the New Orleans gang, thinks he set future fashions with a hot blue polo shirt and made straight for the camera battery.

Lichtman Hits Selling Films At Low Prices

LOS ANGELES, May 4.—Al Lichtman, who delivered the opening address today at the M-G-M convention, criticised the selling of pictures at rates not in keeping with the excellence of the product.

"Good motion pictures," said Lichtman, "are being sold too cheaply by the theatres of America. The cost of picture entertainment has not kept pace with the rise of other prices and the rise of wages. Prior to 1930, the average price at a major theatre was 75 cents. Today the price for an evening show is averaged at 40 cents. There is no question but that there is a definite trend on the part of theatres toward higher prices throughout the United States. This is a healthy situation."

The afternoon session was featured by a number of speakers who discussed various subjects. The delegates heard Howard Dietz, Si Seadler, Joe Vogel, Barrett Kiesling, W. R. Ferguson, Alan Cummings and Robert Benchley.

Variety Men Are Named

PITTSBURGH, May 4.—Five national Variety Club representatives have been elected as follows:

James P. Clark of the Horlacker Delivery Service, Philadelphia, to represent Philadelphia and Washington; R. C. LiBeau of Paramount, Kansas City, to represent Des Moines, Omaha, St. Louis and Kansas City; Jack Flynn of M-G-M, Detroit, for Detroit and Buffalo; Harry Goldstein of Paramount, Cleveland, to handle Pittsburgh, Columbus, Cincinnati and Dayton; Marc Wolf of Theatre Managers, Inc., Indianapolis, for Indianapolis, Milwaukee and Minneapolis; Bob O'Donnell of Interstate Circuit, Dallas, for Dallas.

"Prince" Opens Tonight

Numerous prominent persons, including Mrs. James Roosevelt, mother of the President, are expected to attend the opening of "The Prince and the Pauper" at the Strand tonight.

"WAKE UP AND LIVE" HOLDOVERS MAKE NATION-WIDE SHOW HISTORY!

Already held over in these key cities:

NEW YORK
(after 5 new records during the week . . . and setting a new weekly gross record)

RICHMOND
(day-and-date)

SAN FRANCISCO

INDIANAPOLIS

SPRINGFIELD

KANSAS CITY
(after day-and-date first week)

PHILADELPHIA

DETROIT

CHICAGO
(3rd week)

SEATTLE

BALTIMORE

LOUISVILLE

DALLAS

ST. LOUIS

DES MOINES

PLAN *your* PLAYING TIME ACCORDINGLY!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Metro Has 73 On Its Studio Featured List

Los Angeles, May 4.—A total of 73 featured players will support the 24 stars on the M-G-M roster for the 1937-'38 schedule, delegates to the convention at the Ambassador have been informed. The 24 starring players, with the product in which they will appear, are listed elsewhere in this issue.

The featured player list includes:

Virginia Bruce, Billie Burke, Bruce Cabot, Henry Daniell, Melvyn Douglas, Buddy Ebsen, Madge Evans, Judy Garland, Charles Gorin, Charley Grapewin, Julie Haydon, Ted Healy, Allan Jones, Elissa Landi, Tilly Losch, Edmund Lowe, Una Merkel, Frank Morgan, Edna May Oliver, Maureen O'Sullivan, Reginald Owen, Nat Pendleton, Jessie Ralph, May Robson, Mickey Rooney, Rosalind Russell, Lewis Stone, Franchot Tone, Sophie Tucker, Johnny Weissmuller, Warren William and Robert Young.

Recent additions to the list are:

Louis Borell, Matthew Boulton, Ariane Borg, Lynne Carver, Jeffrey Dean, Reginald Gardiner, Willie Howard, Guy Kibbee, Suzanne Larson, George Murphy, Barnett Parker, Sheppard Strudwick, Dame May Whitty, Cora Witherspoon.

Others on the contract list include:

Elizabeth Allan, John Arlington, Janet Beecher, Robert Benchley, Ray Bolger, Jean Chatburn, Douglas Dumbrille, Cliff Edwards, Grace Ford, Betty Furness, Natalie Garson, Virginia Gray, William Henry, Mitchell Lewis, Della Lind, Stanley Morner, Ruby Mercer, Edward Norris, Oscar O'Shea, Cecilia Parker, Juanita Quigley, Florence Rice, Clarence Russell, Brent Sargent, Helen Troy, Dick Winslow and George Zucco.

Writing Groups Large

The M-G-M writing staff includes 100 names, one of the largest totals ever on the studio roster. The group includes:

James Hilton, Robert Hopkins, John Lee Mahin, Noel Langley, Albert Hackett, Frances Goodrich, Cyril Hume, Morris Markey, Talbot Jennings, Robert Benchley, Ogden Nash, Ursula Parrott, Philip Wylie, Virginia Faulkner, E. Richard Schayer, Edgar Allan Woolf, Dale Van Every, Herman Mankiewicz, Patterson McNutt, Maurice Rapf, Maurine Watkins, Claudine West, Leonore Coffee, Florence Ryerson.

Also Vicki Baum, Robert E. Sherwood, Elmer Harris, Monckton Hoffe, Anita Loos, William Hurlburt, A. E. Thomas, Jack McGowan, Ernst Toller, Ladislaus Bus-Fekete, William Slavens McNutt, Kenyon Nicholson, George Oppenheimer, Zoe Akins, Richard Maibaum, Leon Gordon.

Also Homer Beery, Thomas Bell, A. W. Bernal, Jr., David Boehm, Herman Boxer, John Bright, Maude Brown, Hugo Butler, Edward Cherkose, George Harmon Coxe, Mitzi Cummings, Ruth Cummings, Cliff Dixon, George C. Drumgold, Michael Fessier, Bradbury Foote, Douglas Foster, Edward Freeman, Jules Furthman, Sidney Gilliott, Harold Goldman, Mauri Groshin, Eleanor Griffin, Comm. H. S. Haislip, Harry Hamilton, Lawrence Hazard, Phillipe Heriat, John C. Higgins, Niki Justin, Karl Kamb, Paul Kunasz, Leonard Lee, Robert Lees, Harry Loud, Andrew Morthland, J. K. McGuinness, Hugh Mills, Frank H. O'Neill, Jr., Marion Parsonnet, Robert Pirosh, Stanley Rauh, Tom Reed, Gottfried Reinhardt, Conrad Richter Frederic I. Rinaldo, William Roberts, Howard E. Rogers, Waldo Salt, Jr., Don Schary, George Seaton, Arthur Sheekman, Robert Tasker, Dalton Trumbo, Catherine Turney, Salka Viertel, Mrs. I. Von Cube, Eugene Walters, Charles E. Whittaker, Carey Wilson, Walter Wise and Waldemar Young.

The list of directors include:

Dorothy Arzner, Frank Borzage, Clarence Brown, George Cukor, Jack Conway, George Fitzmaurice, Victor Fleming, Sidney Franklin, Robert Z. Leonard, Gustav Machaty, Edwin L. Marin, J. Walter Ruben, George Seitz, Edward Sloman, John M. Stahl, Errol Taggart, Richard Thorpe, W. S. Van Dyke and Sam Wood.

In addition there are 120 scenarists and musical composers.

"Courageous" in 12 Spots

"Captains Courageous," which will be roadshown in about a dozen key centers, will be released generally the latter part of July or early August.

The picture will open at the Astor for a two-a-day run next Tuesday, by which time sales executives and home office officials will have returned from the coast and the annual sales convention.

He Trapped Himself

Los Angeles, May 4.—Billy Ferguson, who sends lions and chimps around to trade paper editors' offices and scares stenographers, had a pre-convention experience here as exploitation-wise as any of his own stunts.

Practicing on the Ambassador golf course the other day, he made a drive which sent his ball into a gold fish bowl, smashed the bowl and killed the fish.

The hotel management levied $10 for the bowl.

What They're Down For

Los Angeles, May 4.—Stars and featured players on M-G-M's 1937-'38 program as they appear in a recapitulation of the company's announcement to the sales force today. Producers and directors are not listed:

FREDDIE BARTHOLOMEW—Co-starred with Robert Taylor in "Kim."

WALLACE BEERY—Starred in "Stand Up and Fight"; co-starred with Jean Harlow and Spencer Tracy in "Spring Tide."

JOAN CRAWFORD—Starred in "Lola Montez."

NELSON EDDY—Co-starred with Jeanette MacDonald in "Girl of the Golden West" and with Eleanor Powell in "Rosalie."

CLARK GABLE—Starred in "The Great Canadian" and "Idiot's Delight;" co-starred with Spencer Tracy in "Test Pilot."

JEAN HARLOW—Starred in "The Best Dressed Woman in Paris;" co-starred with Robert Taylor and Wallace Beery in "Spring Tide;" co-starred with Robert Taylor and Spencer Tracy in "Tell It to the Marines."

ALLAN JONES—Co-starred with Jeanette MacDonald in "The Firefly."

MYRNA LOY—Co-starred with William Powell in "Great Love" and "The Return of the Thin Man."

JEANETTE MACDONALD—Co-starred with Nelson Eddy in "Girl of the Golden West" and with Allan Jones in "The Firefly."

ROBERT MONTGOMERY—Starred in "Spanish Omelet" and "Wedding Dress."

ELEANOR POWELL—Starred in "Hats in the Air;" co-starred with Nelson Eddy in "Rosalie."

WILLIAM POWELL—Co-starred with Myrna Loy in "Great Love" and "The Return of the Thin Man."

LUISE RAINER—Starred in "Merry Christmas."

JAMES STEWART—Co-starred with Robert Taylor and Spencer Tracy in "Three Comrades."

ROBERT TAYLOR—Co-starred with Freddie Bartholomew in "Kim;" co-starred with Spencer Tracy and James Stewart in "Three Comrades;" co-starred with Jean Harlow and Spencer Tracy in "Tell it to the Marines;" co-starred with Jean Harlow and Wallace Beery in "Spring Tide."

SPENCER TRACY—Co-starred with Clark Gable in "Test Pilot;" co-starred with Robert Taylor and James Stewart in "Three Comrades;" co-starred with Jean Harlow and Robert Taylor in "Tell It to the Marines."

FitzPatrick to Do 12 Shorts in Color

James A. FitzPatrick, producer of Travel Talks, will have 12 Technicolor subjects on M-G-M's schedule next year. His last for this season, "Floral Japan," is now being released.

FitzPatrick's Technicolor unit will sail May 29 on the *Gripsholm* for Sweden, Estonia, Latvia, Lithuania, Poland, Czechoslavakia, Budapest and Vienna for material for next year's subjects.

The producer is now in England making "The Life of Tom Moore" at Sound City Studios for M-G-M's quota requirements. He will return to New York in July, visit New Brunswick, Canada, where he will make a short near Louis B. Mayer's home and then go to Nova Scotia.

Roach to Produce 6 Features, 12 Shorts

Hal Roach will produce six features and 12 Our Gang comedies for M-G-M next season, it was learned yesterday. The first will be "Topper," to be directed by Norman Z. McLeod with Constance Bennett, Cary Grant, Roland Young, Billie Burke, Alan Mowbray, Hedda Hopper and Eugene Pallette. The second will be an original by Eric Hatch, tentatively titled "Roadshow" with Patsy Kelly and Rosina Lawrence.

"Pick a Star," the last of this season's schedule, has been completed with Mischa Auer, Jack Haley, Patsy Kelly and Rosina Lawrence.

"Way Out West" with Laurel and Hardy is currently at the Rialto and will end a week's run Sunday night.

U. S. Aid to French Is Cited by Smith

Paris, May 4.—The aid which American film interests have given to French producers and the work for Frenchmen provided by the handling of American films were stressed by Harold Smith, representative in Paris of the M. P. P. D. A., in his address before the French Parliamentary Cinema Commission. It is expected that new film legislation in France will result from the study of the situation by the commission.

Smith spoke as the representative of the eight major American distributors.

Child Bill Advanced

Albany, May 4.—The Rogers Bill, permitting cities outside Greater New York to pass ordinances to admit unaccompanied children to theatres, has been passed in the Senate and sent to the Assembly.

Artists Due on Coast

Hollywood, May 4.—Peter Arno, James Montgomery Flagg and McClelland Barclay are due here within the next week to work in Paramount's "Artists and Models."

Studio Heads Help Present Quigley Award

(*Continued from page 1*)

the awards and what they mean to picture exploitation and said that interest in them had been growing during the past four years.

The winners were brought here by United Airlines plane by Vogel. He said that the interest of studio executives took the trip out of the prize junket class. The winners are being entertained on a full week schedule of receptions at the various studios, views of productions in work, screenings and other diversions, including a barbecue at the Hal Roach ranch with the M-G-M conventioneers.

Erpi, RCA, Service Talks Are Suspended

(*Continued from page 1*)

breakdowns. The lockout will continue to apply against routine inspections.

One of the reasons for the adjournment of the meeting is believed to be the inability of L. W. Conrow, head of Erpi's maintenance operations, to attend the sessions after becoming ill here.

The lockout of service men by the I.A. is in force in Cleveland and St. Louis, as well as here.

I.A. Not Felt in Kansas City

Kansas City, May 4. — The I.A.T.S.E. move to force unionization of Erpi and RCA service men by refusing non-union men admittance to booths has not reached this section as yet.

As soon as word is received, it is indicated, the union will set up a maintenance department for servicing theatres affected, which will be composed of projectionists who have been "studying service and repair of sound equipment the past two years." Obviously the I.A.T.S.E. has been preparing for the unionization move for at least two years.

Add Moviegoer Tours

With the June issue, *Loew's Moviegoer* will add Richmond, Newark and Wilmington to the circulation list. It is also probable that the publication will be circulated in Boston and Providence.

Identified

Los Angeles, May 4.—The Metro press quarters were a madhouse Sunday, captioning the myriads of photographs shot on the train, at Pasadena and practically everywhere else between that city and the Ambassador.

Barrett Kiesling, press contact for the occasion, was trying to identify a group of three. He spotted the two end men and was puzzled over the one in the middle.

"If it's the one in the middle, he must be an exhibitor," remarked Red Kann.

RAVES LIKE THESE

"Lives up to its name." —*Washington (D. C.) Herald*

"Fine antidote for Spring ennui." —*Washington Post*

"Hollywood gives public a new deal in musicals; 'Hit Parade' has story as well as all-star cast." —*Dayton Journal*

"Real tune-talkie hit—Maybe 'The Hit Parade' didn't cost a million, but it looks like it." —*Cleveland Plain Dealer*

"Cleverly patterned in story and generously sprinkled with humor." —*Philadelphia Public Ledger*

BUSINESS LIKE THIS

"'HIT PARADE' BIG—$23,500 CLEVE., WITH LEWIS." —*Variety*

FOX, Philadelphia, Pa.
"Stood them in line. Packed and jammed 'em inside."

PARAMOUNT, San Francisco, Cal.
"Opened to excellent business and built with each performance."

LOEW'S, Dayton, Ohio
"Excellent. Second day bigger than opening. Third day beat second."

MILLER, Wichita, Kan.
"Far above average for this house."

NEW BAY THEATRE, Ashland, Wis.
"Capacity business again today. Patron comments great. Truly a parade to the box office. Congratulations."
Miner Amusement Co.

IN THEATRES LIKE THESE

STATE and CHINESE	*Hollywood, Cal*
PARAMOUNT	*San Francisco, Cal*
WARNER'S FOX	*Philadelphia, Pa*
RKO CENTURY	*Rochester, N. Y.*
RKO PARAMOUNT	*Syracuse, N. Y.*
LOEW'S	*Dayton, Ohio*
LOEW'S	*Louisville, Ky.*
LOEW'S CENTURY	*Baltimore, Md*
MAJESTIC	*Bridgeport, Conn*
RKO BOSTON	*Boston, Mass.*
LOEW'S CAPITOL	*Washington, D. C.*
LOEW'S STATE	*Cleveland, Ohio*
LOEW'S	*Toledo, Ohio*
RKO KEITH'S	*Cincinnati, Ohio*
LOEW'S	*Indianapolis, Ind.*
FOX TOWER	*Kansas City, Mo.*
RKO BRANDEIS	*Omaha, Nebr.*
PALOMAR	*Seattle, Wash.*
ALADDIN	*Denver, Colo*
PUBLIX CAPITOL	*Salt Lake City, Utah*
MAJESTIC	*Dallas, Texas*
HOLLYWOOD	*Fort Worth, Texas*
MAJESTIC	*Houston, Texas*
CAPITOL	*Scranton, Pa.*
RIALTO	*Allentown, Pa.*
STATE	*Harrisburg, Pa*
CENTER	*Ottawa, Canada*
FAMOUS PLAYERS	*Montreal, Canada*

FRANCES PHIL

LANGFORD · REGAN

THE HIT PARADE

with a parade of standout radio, stage and screen personalities

Directed by GUS MEINS · Screen play by BRADFORD ROPES

SAMUEL ORNITZ · Original story by Bradford Ropes

Produced by NAT LEVINE · A REPUBLIC PICTURE

REPUBLIC PICTURES

Televising of Coronation Is Medium's Test

By BRUCE ALLAN

LONDON, April 26.—The television broadcast of the Coronation procession will be by far the most ambitious transmission yet attempted by the British Broadcasting Corp. It is being carefully planned as a demonstration of the possibility of direct news transmission and both in length and in technical details will be ahead of anything previously regarded as possible.

The two outstanding points of the transmission are that it will reproduce the entire two-mile procession passing a given point and that it will be transmitted without the use of an intermediate film. It will therefore be a working model of television as it will be in the perfected state; the instantaneous transmission of an event at the moment of its occurrence. Three Emitron cameras will be used. Frederick Grisewood, chief announcer of the B. B. C., will deliver a running commentary.

Distant and closeup crowd shots are also planned by the B. B. C. as part of a program which will last one hour and will be seen by owners of television receivers in 1/160th of a second after the event. The cost will be about $100,000. Announcement of the program has caused a small boom in the sale of television receiving sets in London.

Pulitzer Winners on Air

Gabriel P. Heatter will interview four Pultizer prize winners on his 9 P. M., E.D.S.T., period on WOR tonight. They are: Anne O'Hare McCormick, of the *New York Times,* who won the foreign correspondents' award; John J. O'Neill and William Laurence of the *New York Times* and *Herald-Tribune,* respectively, joint winners of a prize for the story on the Harvard Tercentenary, and C. D. Batchellor, cartoonist of the *New York News.*

"Hobby Lobby" Goes on WOR

"Hobby Lobby," a new program produced by Dave Elman, formerly head of Marshalk & Pratt's radio department, will begin on WOR May 18 from 10:30 to 11 P. M., E.D.S.T., and each Tuesday at the above time thereafter. The program will provide a clearing house for people with hobbies.

Station Executives Due

Arriving here today from Cincinnati will be Frank Smith, sales manager of WLW; E. K. Bauer, of the same station, and Don Becker, of Transamerican. Their visit here is in connection with the auditions to be held in the studios of WHN today for talent for the new WLW "line."

Barrett With Ida B. Allen

Maurice Barrett, of the WHN production staff, has been assigned to the personal staff of Mrs. Ida Bailey Allen, home economist heard on numerous WHN programs. Barrett will assist in production and will also aid in script matters.

Radio Personals

PRESTON H. Pumphrey, manager of the radio department of Cecil, Warwick & Legler, will address the graduating class of the School of Business Administration at Ohio Wesleyan tomorrow. . . . His subject: "Making Radio Advertising Pay." . . . And Kermit Moss in the media department at the same agency, has been transferred to radio production. . . . Rudy Vallee's band will reopen the Astor Roof Garden May 24. . . . The "Harlem" program for Fleischmann Yeast will shift westward to Chicago for the next two broadcasts. . . . Don Kerr, of WMCA's announcing staff, now has nine accounts a week, making him by far the station's busiest announcer. . . .

✚

B. J. Hauser of NBC's advertising and sales promotion department will discuss radio advertising before the advertising class of Commercial High in New York today. . . . Claude Rains, Fray and Braggiotti and Dizzy Dean will be the featured guests on Joe Cook's "Shell" program Saturday night. . . . Arline Blackburn, "Kitty" in "Pretty Kitty Kelly," has a birthday today. . . .

Patricia Ryan, currently heard on the NBC-Blue network, has been signed by that network's artists' bureau. . . . Erno Rapee soon heads for California where he will conduct several symphonies. . . . Ben Bernie arrived in New York yesterday. Incidentally, Ben's horse, Wes, starts for the first time at Belmont Park next Monday. . . . Lou Holtz and Nadine Conner will be guests on "Showboat" next Tuesday. . . . Holtz has been booked also for a guest spot on the Ben Bernie program May 18. . . .

✚

Seagoing radio scribes Alton Cook and Mike Porter have removed the tarpaulins from their "yachts" and are set for the boating season. . . . Carolyn Wells returns to the Heinz "Magazine of the Air" for a guest appearance May 14. . . . Patricia Norman has replaced Edith Dick on the "Hit Parade." . . . The Gladys Swarthout "ice" series fades this Sunday. . . . Phil Spitalny's all-girl orchestra is now making a short at the Paramount studios here. . . .

✚

Pauline Swanson, of Bob Taplinger's west coast office, headed for Hollywood yesterday after a two-week stay in New York. . . .

Will Honor Thomas

Scranton, May 4.—Admirers of Tom L. Thomas, baritone on "Showboat," have organized a party of more than 1,000 to attend Thomas' Metropolitan Opera debut on May 15. Thomas came here as a Welsh immigrant at the age of 12 and was a resident here until two years ago when he went to New York for vocal instruction.

✚

Chicago Town Pump

CHICAGO, May 4.—"News to You" is the name of a news broadcast heard three times daily over WMAQ. United Press supplies the news for the broadcasts which started last week . . . Friendly Philosopher Homer Griffith is back in Chicago broadcasting over WLS. Started May 1 . . . Pillsbury Flour has renewed the "Today's Children" program for another year, effective May 29. This is the fifth year for the program, over NBC-Red . . . Les Tremayne has gone to Florida for a month's vacation . . . WLS has three new programs starting in May. They are: 13 quarter-hour programs for Allis Chalmers Mfg. Co., starting May 18; *Household Magazine,* 15 minutes, three times a week, and J. W. McCormack Co., Inc., 13 quarter-hour programs, once a week, started May 1 . . . Julian Bentley, WLS news editor, is now doing five news broadcasts daily . . . Conklin Mann, assistant to Burridge D. Butler, is in New York . . . Tom Fizdale in Hollywood doing the p.a. work for Fibber McGee and Molly . . . Frank Rand of CBS is now judging beauty contests . . . Joe E. Brown has returned to Hollywood after a week's broadcasting of baseball over WJJD . . . Ted Weems and band went to the Trianon for an engagement recently.

✚

Louisville Town Pump

LOUISVILLE, May 1.—The broadcast of Kentucky Derby, May 8, over the NBC network, and sponsored by Brown-Williamson Tobacco Co., will also be carried locally by WHAS, CBS outlet. Deal was handled by Lee Coulson, commercial manager of WHAS, with cigarette company officials . . . The Old Kentucky Clocker, formerly on WAVE and WKRC, and various Florida stations, is now giving last minute scratches and opinions of the day's card at Churchill Downs, over WGRC.

To Attend Paris Conventions

A feature of the convention of the Continental Advertising Ass'n in Paris from July 5 to 10, which will be attended by a large delegation of American advertising men and women as members of the Advertising Federation of America, will be an international convention on radio advertising. Another event will be the reunion of the general committee of the International Advertising Ass'n.

Opens Ad Agency

HOLLYWOOD, May 4.—Bob Collier has settled in Southern California and opened an advertising office in Hollywood.

Stanton to Show Film Again

PHILADELPHIA, May 4.—Pat Stanton, WDAS general manager, will stage another film show May 5 at the Philadelphia Turngemeinde. The film is a travelogue of Ireland which Stanton made last summer. In shows held during the past winter, Stanton showed his film to more than 5,000 listeners.

Margaret Hanley Quits WIP

PHILADELPHIA, May 4.—Margaret Hanley, a member of the WIP program staff for the past five years, has resigned. Replacing her is Betty Shaffer, receptionist. The newest addition to the program staff is Marian Black.

F. C. C. Applications Ask 2 New Stations

WASHINGTON, May 4.—The F.C.C. yesterday received applications for authority to construct new stations, from Meno Schoenbach, Woodward, Okla., to operate on 1,500 kilocycles with 100 watts power, and Martin R. O'Brien, Aurora, Ill., to operate daytime only on 1,500 kilocycles with 250 watts power.

Also received were applications from WTOC, Savannah, for increase of day power to 5,000 watts, and KGAR, Tucson, Ariz., for change of frequency to 1,340 kilocycles and increase of night power to 250 watts.

KDKA Has Nuptial Party

PITTSBURGH, May 4.—Three brides-to-be of the KDKA staff were guests at a surprise pre-nuptial party here yesterday. The girls are Relda Garrett, Betty Eisley and Marcella Campbell.

Miss Garrett is secretary to General Manager H. A. Woodman; Miss Eisley is assistant to assistant program manager Dare Fleck, and Miss Campbell is assistant to continuity chief Robert Saudek.

Held on Way Here

SALT LAKE CITY, May 4.—John Held, Jr., left here today for Lincoln on his way to New York where he will complete the present collegiate series for Pontiac. He has been here visiting his mother and will return again for the summer months.

Swor, Lubin for Cycle Trades

Bert Swor and Lu Lubin have been booked to take over the guest spot previously assigned to "Honeyboy and Sassafras" on tomorrow night's Cycle Trades of America broadcast on NBC. The replacement is brought about by the death of "Honeyboy."

Lux to Dramatize "Scotland"

The Lux "Radio Theatre" production for May 10 will be a dramatization of the picture "Mary of Scotland," with Joan Crawford and Franchot Tone portraying the leading roles on the air.

WNEW Signs Meisel Tire

The Meisel Tire Co. has signed the WNEW "Ballroom" program for 52 weeks, three 15-minute periods per week, effective today. The Schillin Adv. Corp. set the deal.

Goodman Back to "Parade"

Al Goodman returns to the CBS "Hit Parade" series for the American Tobacco Co. beginning with the May 9 broadcast. Goodman's first guest will be Bill Gargan.

Again Print WOR Booklet

WOR has issued a second printing of its recent promotional piece, "A Signal Story," due to a continued demand for the booklet.

Taylor Adams in New Job

Taylor Adams of Young and Rubicam has joined Beyer, Cornell and Newell here as an account executive.

Winninger in "Go-Getter"

Charles Winninger will offer reenactments of scenes from his forthcoming picture "The Go-Getter" on "Hollywood Hotel" May 14.

Radio

Network Business Shows April Jump

(*Continued from page* 1)

four-month total to $13,729,385, a gain of 22.8 per cent over the first four months of 1936.

The CBS total for network time in April of this year was $2,596,238, as against $1,951,397 in April, 1936.

Columbia's four-month total for 1937 is $9,798,891, a 23.5 per cent increase over the first four months of 1936.

Mutual's revenue for April, this year, aggregated $167,590.01, as against $139,934.34 in April, 1936.

Mutual's four-month total is $769,901.17, as against $660,040.98 for the similar period last year. The percentage of increase is 16.6.

KFI Adds Several Accounts

LOS ANGELES, May 4.—New business written by KFI: Three transcriptions, five-minutes for Gardney Nursery Co., agency, Northwest Radio Advertising Co., Inc.; 10 transcriptions, Procter & Gamble Co. (Camay); agency, Pedlar & Ryan, "King Cowboy Revue," bi-weekly program for 13 weeks beginning April 25, for O. M. Tablet Co., agency, Lou Sterling and Associates; 32 spot programs, eight weeks beginning May 3; Palm Beach Clothes, agency, Lawrence C. Gumbinner.

Joseph Cohn in New Post

BOSTON, May 4.—George L. Fecke, president, Standard Syndicated Service, Inc., has appointed Joseph Cohn as New England salesmanager for Standard's syndicated feature, "Movie Money." Cohn has been on the advertising staff of the *Boston American* eight years. Contracts have been signed with WSAR, Fall River; Worcester *Evening Gazette,* and the Lowell *Courier-Citizen.*

WGBI, Scranton, Joins CBS

SCRANTON, May 4.—WGBI, one of Scranton's two broadcasting stations, joined CBS on May 2. The salute to Scranton, which was scheduled on a coast-to-coast network of 101 stations, was postponed until a later date because of a musicians' strike in San Francisco. Mayor Stanley J. Davis pushed the switch which formally connected WGBI with the Columbia system.

Ruth Reeves Lyons to WKRC

CINCINNATI, May 4.—Ruth Reeves Lyons has been named program director of WKRC, Columbia outlet, by John McCormick, recently promoted to manager of that station.

Mrs. Lyons, who joined the WKRC eight years ago, has been musical director and also has handled the women's programs. She will continue the latter in connection with her new duties.

Pierce Quits Don Lee

HOLLYWOOD, May 4.—Sam Pierce, writer and producer of the Don Lee serial, "Calling All Cars," has resigned. No successor has been named.

Lohr, Hays, Noyes To Be Heard May 13

Lenox Lohr, president of NBC; Will Hays, president of the M.P.P.D.A., and Frank Noyes, president of the Associated Press, will broadcast addresses on the NBC-Blue network, May 13, from 3 to 3:45 P. M., E.D.S.T., at the National Convention of the Red Cross in Washington.

They will speak on the public services of radio broadcasting.

Add New Film Broadcast

PHILADELPHIA, May 4. — Adding to the already numerous radio programs over local stations designed to exploit films, WFIL will inaugurate a new "Hollywood Revue" series on Saturday at 4:30 P.M., highlighting the latest hit tunes from pictures. Weaving the tunes into a story body, Duke Rorabaugh, continuity writer, will add intimate chatter about the stars featured in the pictures from which the tunes are taken. Howard Lanin's studio band and guest soloists will feature the film tunes.

WCOA Given Power Increase

WASHINGTON, May 4. — Authority for an increase in day power from 500 to 1,000 watts was today granted station WCOA, Pensacola, Fla., by the F. C. C.

The commission announced also the receipt of applications from John P. Harris, Hutchinson, Kan., for a new 1,200-kilocycle station, 100-watts night, 250 watts day, and from stations WBLY, Lima O., for an increase of power from 100 watts to 250 watts, and WQXR, New York, for an increase of power from 1,000 to 5,000 watts.

Bob Wilson in New Series

BRIDGEPORT, May 4. — Bob Wilson, dean of Connecticut's sports writers, will start a new commercial series of daily five-minute sports broadcasts over WICC, Bridgeport, and New Haven, Mondays through Fridays at 6:30 P.M., E.D.S.T.

Several Title Plans Under Consideration

Several recommendations for altering the present provisions governing the length of time during which title registrations remain in effect are under consideration by the M.P.P.D.A. title registration committee, it was stated yesterday. No action has been taken by the committee on any proposal as yet, however, and none is expected for some time to come.

The proposals for new regulations result from some dissatisfaction with the recent change which releases titles two years after being registered. Prior to that change, rights to registered titles could be retained almost indefinitely by their registrants. The new proposals which have been submitted to the committee would extend title rights of registrants to three or four years.

Any change in the present registration provisions approved by the committee would have to be submitted to the M.P.P.D.A. board for confirmation before being placed in effect.

Labor Council Has Studio Peace Plan

(*Continued from page* 1)

cers have had an opportunity to study it."

Machinists and molders meanwhile applied for negotiation meetings with Casey which are set for Wednesday. The F. M. P. C. explained that the crafts' application for a hearing did not indicate a split in union ranks but merely signified the crafts' wish to present the union shop demand. Some violence was reported at various studios when workers tried to pass through picket lines.

Late today a letter from *Ce Soir,* French magazine, asked the F. M. P. C. to transmit a message from the Federal Section of the French film industry workers who are members of the French Federation of Labor, to workers in the local industry. The message read: "We are following with close attention your splendid movement for better working conditions and wish you complete success. Fraternal greetings from Federal Section."

French Paper Answered

In answering the letter to *Ce Soir* F. M. P. C. stated, "The Federation is organized for the purpose of uniting in one single group all workers in Hollywood in production of pictures and comprises over 10,000 members in 11 unions of all categories, fighting for the purpose of being recognized by employers." The letter said that the Federation was forced to go on strike as a last resort because of "bad faith and lack of cooperation" from employers. It expressed confidence in the French organization and suggested that it could aid in winning the strike by refusing to project American pictures in France and by refraining from going to a cinema where they are shown. The letter was signed by Charles Lessing, executive secretary of the Federation.

Equity Supports Guild

A wire expressing "keen interest" in the Hollywood strike situation and declaring the confidence of Astors' Equity Ass'n in the judgment of the officers of the Screen Actors' Guild was sent to Robert Montgomery yesterday by Frank Gillmore, Equity president, following a meeting of the Equity Council.

The wire, which was not made public in full here, is understood to have indicated the views of Actors' Equity and Chorus Equity on the possibility of the Screen Actors' Guild deciding its policy in connection with the strike next Sunday.

The Equity Council meeting disapproved a proposed reduction of membership dues and officers' salaries. The proposals will be voted on at the annual membership meeting, June 4. A third ticket of councillors and officers is expected to be submitted within a few days.

Talk Contract in Denver

DENVER, May 4.—Terms of a contract have been discussed at a meeting of the new Denver Film Employes' Union and exchange managers, with indications pointing to a satisfactory settlement. The union is asking $35 for head shippers, $25 for assistants, $22 for head inspectors, and $20 for other inspectors, with the possibility that arrangements will be made in the contract for seven-day operation of exchanges, with time off during the week for men working Sunday. Plans are afoot to organize theatre employes.

Changes in RKO Plan Are to Be Submitted

(*Continued from page* 1)

creditors' committee and Atlas Corp., proponent of the RKO plan, and will remove all of the important opposition to the plan except that of dissenting stockholders, it is believed. However, George L. Schein, counsel for an independent stockholders' committee, who stated at the last hearing that he would propose a new reorganization plan, is not expected to do so.

Frank Leatherman Dies

ATLANTA, May 4.—Frank A. Leatherman, 64, who installed the first theatre organ in Atlanta, and who is credited with patents on talking film equipment, died here yesterday. He is survived by his widow, a sister, two brothers and a nephew.

Comerford's Relative Dies

SCRANTON, PA., May 4.—Mrs. John Comerford, sister-in-law of M. E. Comerford, circuit head, died recently at her home in Beverly Hills, Cal., it was learned here.

Degree to Barthelmess

Richard Barthelmess will be presented with an honorary degree of Bachelor of Arts by Trinity College, Hartford, Conn., on June 21. The notification to Barthelmess, who is now in England, stated that "members of the faculty who know you take satisfaction in the contributions you have made to your chosen profession and appreciate your high idealism."

Briggs to Be Speaker

O. Henry Briggs, president of Pathe, will be among the speakers at the Monogram convention in Chicago which starts Thursday. Mortimer Burnside of the J. A. Sisto Co. will also speak.

Not Including Bookers

KANSAS CITY, May 4. — The I. A. T. S. E. here has received word from headquarters not to include in its exchange workers' union, now in process of organization, front office employes or bookers. The local union had been attempting to line up representatives of the two groups on Film Row. The C.I.O. has made no further "official" move to organize Film Row since its meeting two weeks ago was called off by the exchange workers themselves.

Claim Full Membership

PORTLAND, ORE., May 4.—Practically all of the film bookers and inspectresses have voted to affiliate with a union at the first meeting here, the union claims.

English Strike Possible

LONDON, April 25.—Following the refusal of laboratories and printing concerns to negotiate with the Ass'n of Cine Technicians regarding wages and working conditions, district meetings of the grades affected have passed resolutions endorsing any action which the council of the association may take to force recognition.

◂ Purely Personal ▸

HAROLD YOUNG, director, and DANNY DARE, dance director for "Walter Wanger's Vogues of 1938," have been auditioning talent for the musical. HARRY ENGEL of F. & M. has offered the Charioteers, negro radio quartet; Three Bo Brummels, and Lane Tree and Edwards, comedy singing trios; STUFF SMITH and MIKE RILEY and his swingsters.

•

ARTHUR LEE didn't sail last night on the *Queen Mary* after all, having canceled his plans for visiting England until later in the year.

•

WILLIAM GERMAN, GRACIE FIELDS and JACK GOETZ are among those who sailed late last night on the *Queen Mary*.

•

HENRY WILCOXON flew to Hollywood Monday night, after he arrived on the *Queen Mary*.

•

RUSSELL BELL of Monogram will leave Friday by plane for Chicago to attend the company's convention.

•

M. CASERMAN of the 20th Century-Fox legal department planed out to Hollywood last night.

•

ROBERT M. GILLHAM, director of Paramount advertising and publicity, arrives today from the coast.

•

HARRY SCOTT has been appointed Monogram manager in St. Louis.

•

ARTHUR HORNBLOW, JR., is due tomorrow on the Century.

•

OSCAR HOMOLKA sails today from London. He is en route to the coast.

•

CARL LAEMMLE, JR. has arrived from the coast.

•

I. RAPPAPORT of the Hippodrome, Baltimore, was in town yesterday.

•

HARRY C. ARTHUR is due from St. Louis the end of the week.

•

SAM BURGER, roving foreign representative for M-G-M, is now a benedict, having married HAZEL DAVID, niece of I. MILLER, two weeks ago. BURGER, who recently returned from an eight-month trip around the world, will leave in two weeks for parts unknown.

•

OSCAR F. NEU, president of Neumade Products Corp., will leave tomorrow on a tour of the country to visit equipment dealers.

•

EDDIE DOWDEN, Loew Brooklyn publicity man, will be discharged from St. Mary's Hospital, Brooklyn, next week.

•

HARRY GOLDBERG, director of advertising and publicity for Warner Theatres, has left for Memphis and will return Friday.

•

GRACE ROSENFELD of the HAL ROACH office has effected a tieup with Macy's for a display on Our Gang stilts.

•

ED SELTZER, Warner studio publicity head, is now due to arrive from the coast tomorrow.

•

GERTRUDE LAWRENCE and LIBBY HOLMAN sailed last night on the *Queen Mary*.

•

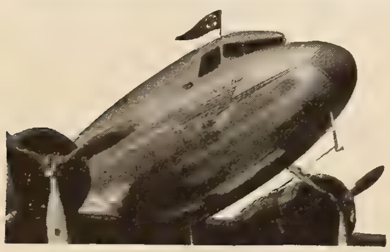
HASKELL MASTERS is in from Toronto conferring with U. A. home office executives.

•

CHARLES SCHWERIN will join the Grand National sales force in Albany the latter part of the week.

•

HERBERT J. YATES has been detained on the coast for another week or so.



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AMERICAN
AIRLINES INC.

Kuykendall Invited To Allied Meeting

(*Continued from page 1*)

"Television and Its Probable Effect on M. P. Theatres," "What the Distributor Can Do to Help the Exhibitor Sell His Merchandise" and "Additional Profit to Be Obtained through Proper Air Conditioning in Theatres."

Wood said that as general chairman "it is my intention to purge the sessions of all hooey and to stay away from meaningless resolutions."

The convention will open with a morning meeting of the Allied board on May 26, with the first business session being held that afternoon. The second business session will be held the following afternoon, May 27, and the annual benefit that evening. A final business session, which will be adjourned promptly at noon on the 26th, will close the convention.

A display of new theatre equipment and accessories will be held in conjunction with the convention. The following companies have indicated they will have exhibits: RCA Mfg. Co., International Seating Co., Alexander Film Co., Erpi, Monogram Pictures, National Screen Service, American Seating Co., National Carbon Co., General Register Co., Wenzel Co., Ideal Seating Co., Acousticon Theatrephones, International Projector Corp., Theatre Trailer Corp.

ITOA to Reelect Today

Harry Brandt and the rest of the officers of the I.T.O.A. will be reelected at the organization's annual meeting today at the Astor. This will make the fifth term for Brandt as president.

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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 106 NEW YORK, THURSDAY, MAY 6, 1937 TEN CENTS

British Units Still at Odds On Quota Plan

CEA Opposes Cost Basis As Deciding Factor

By BRUCE ALLAN

LONDON, May 5.—The conferees representing the Kinematograph Renters' Society (distributors) and the Film Group of the Federation of British Industries have approved use of a minimum cost principle as the determining factor in the application of the quota. The Cinematograph Exhibitors' Ass'n, however, is in favor of the quality clause as recommended in the Moyne committee report on revision of the Films Act, which expires next year.

The decisions reached are expected to be published in the joint statement which will be approved and issued following the final meeting of the representatives of the three major British film groups, which have been holding meetings at intervals for some weeks, to determine the industry's attitude toward the Moyne recommendations.

Variations of the minimum cost basis of quota determination are supported by the F. B. I. and the K.

(*Continued on page* 9)

Talent Elected to Tobis, Ufa Boards

BERLIN, May 5.—In line with the policy indicated some time ago, leading film talent yesterday was named to replace business executives on the directorates of Tobis and Ufa, the two leading companies, now under virtual Government control. Emil Jannings was elected to the Tobis board to determine artistic policies, and Carl Froelich, director, was named to the Ufa board in a similar capacity.

The companies will have boards which will include business men for business details and talent for production polices. In the hands of the latter group will rest all decisions relative to what is to be produced and the manner of production.

Brandt Named ITOA Head for 5th Term

Harry Brandt, president; Bernard Barr, first vice-president; George Rudnick, second vice-president; Leon Rosenblatt, treasurer, and Maurice Brown, secretary, were reelected by members of the I. T. O. A. yesterday at the Astor. This is fifth term for Brandt in the post.

The board of directors named in-

(*Continued on page* 4)

More Than 65 Musicals Now in Sight for Next Season Lineup

Musicals will play a prominent part in the production lineups of major and independent companies next season with more than 65 tentatively scheduled.

Leading the companies is Paramount, which plans 14 with 20th Century-Fox next with a schedule calling for one a month. RKO is third with 11, M-G-M next with eight, Universal, six; United Artists, three; Columbia, two; Warners, two; G.B., five.

Buddy DeSylva will produce at least three of the musicals and Deanna Durbin will probably appear in three for Universal. Walter Wanger will have two and Samuel Goldwyn one on the U.A. schedule. Grace Moore will star in two for Columbia and Jessie Matthews is down for three for G.B. Herbert Wilcox will make two for G.B.

Sales Force Of Monogram Off for Meet

W. Ray Johnston, president, yesterday headed a group of Philadelphia, New York and home office personnel of Monogram leaving on the Wolverine for Chicago and the three-day sales convention which will get under way today at the Drake.

Included in the group were Herschel Stuart, treasurer; Edward A. Golden, general sales manager; Peter Friedhoff, comptroller; Norton V. Ritchey, export general manager; Joe Felder, manager, William E. Raynor and Sidney Kulick, salesmen, New York; Sam Rosen, manager, Sy Perlsweig, Charles Hite, Mel Porter and Phil Wolfson, salesmen, Philadelphia.

John S. Harrington, transportation manager, and Louis Lifton, advertising and publicity head, left for the convention Tuesday night.

At Albany Steve Broidy, Boston

(*Continued on page* 4)

Imperial Lists 37 Films Next Season

Imperial Pictures will produce 32 features in four groups for the 1937-'38 season, and release an additional five in another group. The titles on the schedule are as follows:

Showmen's Exploitation Specials—"My Wondering Daughter," "Beauty Racket," "Sophisticated Lady," "Back From Reno," "The Model Murder," "Negligee."

Blue Ribbon Productions—"Honor Among Women," "Sky Girl," "Penthouse Love," "Night of Crime," "Petticoat Lane," "Murder in the Supreme

(*Continued on page* 4)

FMPC Resists Peace Plan of Labor Council

HOLLYWOOD, May 5.—The Central Labor Council's peace plan to end the film strike failed temporarily here today when the F.M.P.C. reneged on its terms after the producers had accepted the plan.

Following an all morning meeting at M-G-M, producers accepted without qualification the terms for ending the studio strike as presented by a committee from the Labor Council. The two point plan was: (1) that all striking crafts return to work immediately without prejudice, (2) that negotiations be undertaken by representatives of each striking union for the establishment of wage scales and working conditions. Casey stated that it was assured that Labor Council representatives believed the strike would be terminated promptly if the producers agreed to the plan. Charles Lessing stated after conferring with

(*Continued on page* 15)

K-A-O, B. F. Keith Profits Show Gain

Keith-Albee-Orpheum Corp. yesterday reported a net profit of $512,803 after all charges except surtax on undistributed profits for the 13 weeks ended April 3. The figure compares with a profit of $274,049 for the corresponding period a year ago, and is equivalent to $7.97 per share on the 64,304 shares of seven per cent cumulative convertible preferred stock outstanding.

For the 53 weeks ended April 3, K-A-O and subsidiaries show a net profit of $1,539,495 after all charges

(*Continued on page* 9)

MPTOA Seeks Conference on Radio Problem

Wants to Learn Producer Stand on Regulation

A meeting of producers' representatives with the M. P. T. O. A. radio committee to discuss the possibilities of regulating the use of film stars and material on radio broadcasts is being sought in advance of the general meeting of industry officials with representatives of the radio industry, Walter Vincent, committee chairman, said yesterday.

Invitations have been sent out by Vincent to the heads of the major producing companies inviting them to designate representatives to attend the preliminary meeting with the committee. A date will be fixed as soon as possible. Proposals may be evolved at the preliminary meeting for submission to the later session which the M. P. T. O. A. committee will seek with producing company heads and broadcasting officials. Plans for this later session may be developed at a conference which Vincent is seeking with Will H. Hays for today or tomorrow.

Additional developments in radio on pages 14-15

Vincent said that the committee's work would be developed as rapidly as his other duties and obligations would permit. He has been out of the city for several days and during his ab-

(*Continued on page* 14)

Lichtman Addresses Final MGM Session

LOS ANGELES, May 5.—The M-G-M sales policy, flexible in scope, remains basically the same for the new season with "certain individual changes that will be worked out to cover specific local situations," Al Lichtman told the convention during the final session at the Ambassador today. Without defining the films by title,

(*Continued on page* 16)

Annabella Signed by Kent to 4-Film Deal

By PIERRE AUTRE

PARIS, May 5.—Sidney R. Kent, president of 20th Century-Fox, today signed Annabella, who is now in Paris making a French picture, to a contract for four pictures. She will

(*Continued on page* 9)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 6, 1937 No. 106

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

"Prince, Pauper" Is Given a Big Opening

Warners gave "The Prince and the Pauper" one of its special Grade A openings last night. The idea was to make the New York populace think King George had come over here for his coronation. The only thing missing was the royal coach and chargers.

Many came in limousines, more came in taxis and a lot more came on foot. Those who came on foot were lucky if they scrambled through the jam into the Strand lobby with all buttons in place.

Fourteen debutantes wore court presentation dresses, and their ostrich plumes waved in the brilliant glare of flood lights. Members of the International Mark Twain Society were there—also several sets of twins, to tie in with the Mauch Twins. Among those present were: Mrs. James Roosevelt, Mrs. Benjamin Harrison, John W. Davis and Mrs. Davis, Rear Admiral Harris Laning and his staff, Edward G. Robinson, Anna May Wong, Floyd Gibbons, Jack Pearl, Helen Jepson, Helen Gleason, Collette Lyons, Lanny Ross, Gradwell L. Sears, S. Charles Einfield, Sam Morris, Princess Obolensky, Elsa Maxwell, George Abbott, "Dinty" Moore, Mrs. Oliver Harriman, General Louis T. Stotesbury and a number of other socialites.

Insiders' Outlook

By RED KANN

Hollywood, May 5.

"WINGS Over Honolulu" is hooray stuff for the glorious navy and its tradition, but it is also pleasant entertainment modeled from a story pattern which cannot deny its familiarity. In one form or other what Universal has gotten from Mildred Cram's *Red Book* yarn other producers have previously tapped as a lightning approach on the content will demonstrate.

Wendy Barrie, as a Virginia belle, has a chance meeting with Roy Milland, naval aviator. Both fall madly in love and in 24 hours marry.

▼

Come official orders which fly Milland to Honolulu, while the girl travels on a naval transport and has a rough time of it because the menacing and disappointed love interest, played by Polly Rowles, is a daughter of the Admiral, no less. The navy exacting considerable demands from its handsome flyers, Milland has little time to spend honeymooning and Miss Barrie rapidly gets not to like the situation.

When Kent Taylor, who owns yachts and millions and once wanted to marry her, anchors he invites her to a party on his boat, but Milland has to go flying again. He doesn't want her to go. She goes and as a result they break.

Realizing she is interfering with his career, the girl decides to step out by tying up with Taylor. Milland hears of it, flies a naval plane through a fog to dissuade her and cracks up. Following his recovery, he is court-martialed and is about to be drummed out when Miss Barrie explains the fault was hers. Milland earns clemency and the couple have a chance to try it all over again, although why either one should think a second fling will be better than the first is not quite clear. In point of treatment by Isabel Dawn and Boyce De Gaw the approach on routine material is reasonably fresh. H. C. Potter's direction is competently handled against top-notch production backgrounds and gorgeous photography by Joseph Valentine.

▼

The attractive Miss Barrie handles what she has to do adequately in a part requiring standard performance only. This goes for Milland, Taylor and William Gargan. If "Wings Over Honolulu" had genuinely important cast names it would be a cinch for top playing time. As it stands, however, the attraction will register satisfaction in the wide market which is available for a formula picture of its type.

Russell Hardy Here For Justice Dep't

Russell Hardy of the anti-trust division of the Dep't of Justice arrived from Washington yesterday, presumably to check up on a number of complaints filed with his department. He refused to answer questions on the purpose of the trip, stating that "the Dep't of Justice never reveals information on complaints being investigated and suits to be filed."

Hardy, who was the prosecuting attorney against Paramount, Warners and RKO executives in the St. Louis criminal and equity suits, said he planned to return to Washington tonight by plane. He said he has not been in touch with developments in the settlement of the St. Louis case and that his trip was not in connection with it.

Meanwhile, it is learned Albert Law, who has been investigating conditions in Hollywood, may remain there permanently.

Berg Bill Is Passed

Albany, May 5.—The Senate has passed and sent to the Assembly the Berg bill requiring a permit and payment of a $10 fee to change the location of a place of business of reselling tickets of admission to theatres and places of amusement and providing that no license shall be issued unless the office is approved as suitable.

"Maytime" Is March Box-Office Champion

"Maytime" heads the list of "Box-Office Champions" as published in *Motion Picture Herald* today. The Jeanette MacDonald-Nelson Eddy opus is followed by "Love Is News" and "Swing High, Swing Low" in second and third places, respectively.

"Green Light" is in fourth position among the champions, while "Waikiki Wedding" takes the No. 5 spot. "On the Avenue" is sixth in the list with seventh place going, by coincidence, to "Seventh Heaven."

Plan Annual Stage Meet

The American Theatre Council, new combination of theatrical organizations dedicated to a revitalizing of the stage with the American public, stated yesterday that it had decided to hold national conventions annually and that during the World's Fair year an international convention will be held here. The organization's first convention opens May 24 at the Astor.

Mrs. Le Roy Recovering

Hollywood, May 5.—Mrs. Mervyn Le Roy, the former Doris Warner, is making a quick recovery from an appendix operation at Cedars of Lebanon Hospital. She spoke to her father, Harry M. Warner, on the transcontinental telephone a few hours after the operation.

General Suit Naming Electrics Dismissed

Wilmington, May 5.—Judge Nields in the U. S. District Court here has handed down a formal decision dismissing the action brought originally in 1932 by General Talking Pictures Corp. and the Duovac Radio Corp. against the A. T. & T., Western Electric and Erpi.

The charges against A. T. & T. and Western Electric were dismissed, and the injunction sought against Erpi was denied. The court has retained jurisdiction in case Erpi should hereafter endeavor to enforce the so-called "equality" and "repair and replacement" clauses in some of its early contracts. The litigation was started in September, 1932.

Postpone Joan Lowell Suit

Trial of the $250,000 personal injury suit brought by Joan Lowell against Van Beuren was postponed in U. S. District Court yesterday to June 1 by Judge John C. Knox. He stated that he was adjourning the case for the last time and would dismiss the complaint unless the plaintiff was ready to proceed. Miss Lowell's attorney asked for a postponement of the case until October because his client is at present in Brazil and he is unable to locate her. Miss Lowell alleges that she sustained injuries in Central America during the filming of "Adventure Girl" and is now unable to work.

Dismisses Magazine Action

Federal Judge Robert T. Patterson yesterday dismissed the suit of F. Kay Kaplan against Fox Film Corp. because of the failure of the complaint to state a cause of action. Kaplan is assignee of the copyright of *Theatre Magazine*. He charged that the cover design of the August, 1929, issue was infringed in "George White's Scandals of 1935." Judge Patterson ruled that the complaint failed to show that Durenceau, who drew the cover, assigned his rights to the magazine. Kaplan had 20 days to file an amended complaint.

Warner Decision Reserved

Judge Henry W. Goddard in U. S. District Court yesterday reserved decision after three days of trial, in the infringement suit brought by Albert Bein against Warners. Bein claims his play, "Lil' Ol' Boy," was infringed in "Mayor of Hell," which Edward Chodorov wrote while under contract to the company. Chodorov testified that his story was based on an original idea.

Marx Suit Is Settled

Los Angeles, May 5.—A civil infringement suit against Groucho and Chico Marx has been settled out of court. It was brought by Garrett and Carroll Graham, writers, and was predicated on the asserted unlawful use of a radio skit by the comedians.

Grainger-National Meet

James R. Grainger, general sales manager for Universal, has started negotiations with National Theatres on a product deal for next season. A tentative arrangement is expected before the distributor holds its annual sales meetings on the coast, starting May 17.

GEORGE BRENT

is back from 'God's Country' to show a new 'Light' on the subject of romance to adorable

ANITA LOUISE

whose role in 'Green Light' made 'Louise Fans' of all who saw her. They're together in

"THE GO-GETTER"

A grand new Cosmopolitan comedy from the popular Peter B. Kyne story, in which

Charles Winninger

'Cap'n Andy' of 'Show Boat' fame, helps keep everybody happy, especially the exhibitors who get this swell number as one of the 6 big releases for May from

WARNER BROS.

Also in the cast are
JOHN ELDREDGE
HENRY O'NEILL
Joseph Crehan · Gordon Oliver · Eddie Acuff
Directed by Busby Berkeley

Sales Force Of Monogram Off for Meet

(*Continued from page* 1)

branch manager, and his sales force boarded the train. Sam Decker, William Hurlburt and salesmen of the Detroit exchange joined the convention train at Detroit.

Other branch managers who will convene in Chicago today include Howard Stubbins and Ray Olmstead, Los Angeles; Ed Blumenthal, Dallas; Nate Schultz, Cleveland; George Blumenthal, San Francisco; Carr Scott, Oklahoma City; William Norris, William P. Humston and Lester Durland, Kansas City; Charles Trampe, Milwaukee; A. M. Goldstein, Seattle; Lon T. Fidler, Denver; John W. Mangham, Atlanta; D. J. Selznick, Pittsburgh; Henri Elman, Chicago; Carl Harthill, Indianapolis; F. E. Judd, Des Moines; L. O. Ringler, Omaha; William Onie, Cincinnati.

Scott R. Dunlap, vice-president in charge of production, is due to arrive in Chicago this morning from the coast. Sol A. Rosenblatt, attorney for Monogram, and J. A. Sisto, underwriter of the Monogram stock issue, will also be on hand.

Elman will be host to the men during the convention. The first get together will be held in his exchange today and tonight the delegates will assemble at the hotel for preliminary talks.

Busy Sessions Ahead

The first business session will get under way tomorrow with Johnston presiding. A dinner and meeting of franchise holders and the advisory committee is scheduled for the evening. Additional meetings will be held Saturday with a banquet at night officially bringing the sessions to a close.

Johnston will announce product details tomorrow. There will be 42 features, among which will be "My Old Kentucky Home," produced by I. E. F. Chadwick.

O. Henry Briggs, president of Pathe, left for Chicago yesterday morning. He will be one of the principal speakers. Rosenblatt will leave by plane from Philadelphia today. He will make a speech before a garment convention in Atlantic City, following which he will go to Philadelphia to catch a plane. Sisto will leave by plane tomorrow morning, while his partner, Mortimer Burnside, will depart tonight.

Many Addresses Scheduled

Chicago, May 5. — Monogram's three-day convention starting Thursday will be addressed by every important factor identified with the company. Aaron Saperstein, local Allied head, will be among the speakers.

For tomorrow, the schedule calls for open house and cocktails at the Chicago exchange from 4 to 6 P. M. as guests of Henri Elman. In the evening, from 8 to 10, there will be a reception at the Drake.

For Friday morning, the list of speakers will include W. Ray Johnston, Elman, Saperstein, Sol A. Rosenblatt, Scott R. Dunlap and Edward A. Golden.

For Friday afternoon, Louis S. Lifton, Johnston, Harry Berkson, William Onie, Ray Olmstead, Cecil Farnes, O. Henry Briggs, F. E. Judd, John W. Mangham and Dunlap.

In the evening a dinner will be tendered by franchise holders and the advisory committee.

For Saturday morning, Norton V. Ritchey, Steve Broidy, Dave Selznick, George Blumenthal, Lon T. Fidler, Sam Rosen, Harry Bachman, Charles Weiner and Carl Harthill.

For Saturday afternoon, Charles Trampe, Joe Felder, Sam Decker, Herschel Stuart, Howard Stubbins, Mortimer Burnside and Edward A. Golden.

In the evening a banquet will be served at 8 o'clock and officially wind up the meetings.

Name Three Branch Heads

Three new branch managers have been named by Monogram. Sam Rosen, formerly of the Grand National sales staff and before that with RKO, has been named to head the Philadelphia exchange, while Harry Bachman will pilot the Washington branch. Headquarters have not been set up in Washington, but negotiations for an office there are expected to be completed shortly. Additionally, Al Goldstein has been named exchange head for the northwest. He will have offices in Portland and Seattle.

No arrangement has been set for Albany. This is one of the few situations which will be set after the convention.

Grand National Not To Release Shorts

Grand National will not announce any shorts on its product schedule for next season. Condor, which will produce a series of features for Grand National, at one time was said to be planning a series of shorts in addition, but sales executives of the distributing company yesterday denied Grand National would handle any.

James Cagney will make two features for Grand National next season, the sales force will be told at the annual convention on the coast May 17-19

Overseas Previews

"It Isn't Done"

(*Cinesound-British Empire Films*)

Melbourne, April 20.—Here is a film for which this country need make no apologies. It is immeasurably better than anything yet turned out by Cinesound, and in that respect is historic, since it marks a new era in Australia's youngest industry.

In the principal part of Hubert Blaydon is Cecil Kellaway, leading stage player, who wrote the original film story. He typifies a bluff Australian farmer who completely lacks the social graces but has a dignity all his own. The type is well known. He is comfortably settled with his family in the "bush" when news comes that he has inherited a title and a legacy. Blaydon and his family depart for London. Except for the daughter they do not fit into their new surroundings and there are signs of a snobbish indifference on the part of those who resent the Blaydons. Despite this, romance quickly blossoms between the daughter and Blaydon's heir. Finally Blayden deliberately falsifies some evidence which disproves his right to the title, and leaves the new earl and his daughter to marry while he and his wife return to Australia.

Kellaway's Blaydon is an excellent study. A girl with great possibilities is Shirley-Ann Richards. She is by far the most impressive feminine personality local studios have so far delivered. The rest of the cast also is capable. Ken G. Hall directed.

Running time, 90 minutes. "G." Holt

Imperial Lists 37 Films Next Season

(*Continued from page* 1)

Court," "Love Takes a Walk," "No Longer His Woman," "Women at Play," "Bachelor Girl's Diary."

Frontier Action Dramas—"South of Santa Fe," "Prairie Wagon," "We'll Fight for Texas," "Desert Scout," "Buckskin Border Fighter," "Fighting for Freedom," "Shooting for Glory," "Fighting Plainsman."

Musical Outdoor Attractions—"Cowboy Cavalier," "Six Gun Courage," "The Masked Rider," "Six Shooter Law," "Law Man from Montana," "Two Gun Terror," "Law Comes to the Badlands," "Wyoming Wildcat."

Crown Productions—"The Marriage of Corbal," from the story by Rafael Sabatini; "When Knights Were Bold," starring Fay Wray; "Ten Minute Alibi," starring Philip Holmes; "Southern Roses," starring Neil Hamilton; "Public Nuisance No. 1."

Brandt Named ITOA Head for 5th Term

(*Continued from page* 1)

cluded the officers, Maurice Fleischman, chairman, Abe Leff, Louis Meyers, M. Jonas, Percy Brown, Samuel Rhonheimer, S. Traversi, Leo Brecher, Bernard Pear, Irving Renner, Rudolph Sanders, David Weinstock, John Benas, Hyman Rachmil, Jack Hattem, Otto Lederer, Stanley Lawton and Abe Shenk.

Warners, 6; Republic, 1

In a soft ball baseball game called in the eighth on account of darkness, Warners' home office team beat Republic 6-1.

Para. Renews Pacts

Hollywood, May 5.—Paramount has renewed contracts with Fanchon, Martha Raye and Billy Lee.

Short Subjects

"Penny Wisdom"

(*M-G-M*)

Prudence Penny of syndicated news column fame goes through her paces with some appropriate gagging by Pete Smith. There is a slight story thread—the wife cooking dinner for her husband's boss and a buyer when the cook leaves—that serves well. Miss Penny accomplishes her culinary feats with proper distinction and to the amazement of the cast, Smith, and no doubt the audience, too. It is done in Technicolor. Production Code Seal No. 3,060. Running time, 10 mins. "G."

"A Day at Santa Anita"

(*Vitaphone*)

A sentimental story serves as background for an otherwise diverting series of exciting shots of the California track. Sybil Jason brings all her youthful talents into play as she enacts a rather humdrum plot—the old stuff about the horse that cannot win unless she is there to urge him on. The horse wins. There are fine Technicolor scenes of track activities, a thrilling race, and plenty of comic doings by the Warner roster of players. Production Code Seal No. 3,227. Running time, 18 mins. "G."

"Behind the Flood Headlines"

(*American Red Cross*)

The relief activities of the Red Cross in the recent flood areas are vividly and dramatically shown in this short. Assistance to the suffering populations is glimpsed in quick snatches of realistic photography. It is not entertainment but will grip and impress audiences. It may be obtained free from local Red Cross division headquarters. Reviewed without production code seal. Running time, 11 mins. "G."

"Paramount Pictorial, 6-9"

(*Paramount*)

A good collection of novel and interesting subjects. Buddy Clark's singing is tastefully synchronized with beautiful moonlight compositions, the rooftop activities in Manhattan, and the playful antics of a pair of bear cubs, make up the reel. Production Code Seal No. 01,536. Running time, 11 mins. "G."

"Stranger Than Fiction No. 36"

(*Universal*)

The only woman diamond cutter in New York, a wooden horse collection, a bat farm, art through X-raying flowers, and a few other strange items along the line of this series, should reliably entertain. Production Code Seal No. 01,464. Running time, 9 mins. "G."

"Colorful Bombay"

(*FitzPatrick-M-G-M*)

Another top-notch film from James FitzPatrick's Technicolor cameras. In the usual entertaining and interesting fashion the Indian city is covered. It is all too brief. Production Code Seal No. 3,092. Running time, 8 mins. "G."

Samuel Goldwyn

PRESENTS

WOMAN CHASES MAN

WITH

MIRIAM HOPKINS
AND **JOEL McCREA**

CHARLES WINNINGER · ERIK RHODES
ELLA LOGAN · LEONA MARICLE · BRODERICK CRAWFORD
DIRECTED BY JOHN BLYSTONE

She swung her romance with the greatest of ease

. . . . kept after her man till he took to the trees !

IT'S DIZZY!
IT'S DAFFY!
IT'S DE-NUTS!

FROM THEIR FIRST FREE-FOR-ALL-FIGHT IN THE PARLOR, TO THEIR LAST ARGUMENT—PERCHED HIGH IN A TREE AT NIGHT, IT'S A FAST, FRANTIC, UPROARIOUSLY FUNNY FARCE ABOUT THE GENTLE ART OF MAN-HUNTING!

Samuel Goldwyn PRESENTS **WOMAN CHASES MAN**

RELEASED THRU UNITED ARTISTS

Purely Personal

SOL EDWARDS, eastern division sales manager for Grand National, will leave tomorrow to attend the company convention at the Ambassador, Los Angeles, May 16-19. Morris Epstein, New York exchange manager, will accompany him, and the two will pick up James Winn, western division sales manager, in Chicago.

•

Robert J. Mulligan, the "Patrolman Mulligan" of the Broadway play, "Dead End," left yesterday for the coast, where he will have the same role in the Goldwyn film version of the play.

•

Charles Skouras hasn't had that tonsil operation yet, but it will come any day now. The operation will be performed at a local hospital instead of Johns Hopkins.

•

George Gerhard and Ed Holland of S. Barret McCormick's field force will leave Sunday on a 30-day swing of key cities on special campaign material for "Toast of the Town."

•

Helen Vinson, arriving at the Newark Airport today, brings a number of advance styles created for her role in "Walter Wanger's Vogues of 1938."

•

Harold Young and Danny Dare, director and dance supervisor, respectively, for the forthcoming "52nd Street," left for the coast yesterday by plane.

•

George Balanchine, choreographer, is en route to Hollywood. He will confer on the ballet sequences and on the ballet music for "The Goldwyn Follies."

•

J. J. Sullivan, F. W. C. film buyer, has arrived from the coast after a vacation in Death Valley. He plans to remain here until the World Series.

•

Lawrence Pohle's and Thomas Ahearn's original story, "Let's Be Candid," has been purchased by Universal.

•

Max Goldberg has acquired distribution rights to "Lucrezia Borgia," now in its third month at the Europa, Philadelphia.

•

J. Cheever Cowdin, Universal chairman, has again delayed in his departure from the coast and is not expected here until next week.

•

George Balsdon has left the hospital after six weeks and is now recuperating at his Bayside, L. I., home.

•

Edward Bonns, Universal short subject manager, left for the coast yesterday.

•

I. Rappaport of the Hippodrome, Baltimore, left for home yesterday after two days booking acts.

•

Charles Koerner was in town from Boston yesterday.

•

Winfield R. Sheehan arrives today from the coast.

Annabella Signed by Kent to 4-Film Deal

(*Continued from page 1*)

make two between June and November in England under the supervision of Robert Kane, head of World Pictures, 20th Century-Fox English producing unit, and then will go to Hollywood for two more to be made under the personal supervision of Darryl F. Zanuck.

The actress will sail for the United States in November. The two Hollywood films may co-star Tyrone Power. Kent recalled that he had brought Emil Jannings and Marlene Dietrich to the United States, and predicted the same success for Annabella. He left for New York today aboard the *Ile de France*, and is due in New York Tuesday.

National Men Will Join 20th-Fox Meet

National Theatres operating heads will attend the 20th Century-Fox convention on the coast starting May 30. Spyros Skouras, first vice-president; Elmer C. Rhoden, Fox Midwest, Kansas City; Rick Ricketson, Fox Intermountain, Denver; Frank Newman, Evergreen States, Seattle; Mike Rosenberg, Principal Theatres, Portland; Harold J. Fitzgerald, Milwaukee; Charles Skouras, Los Angeles; Arch Bowles, San Francisco, will be among those on hand for the conclaves.

J. J. Sullivan, F. W. C. film buyer now in New York, and William T. Powers, general film purchasing head, will not attend.

Shut Esquire for Summer

Consolidated Amusement Enterprises has closed the Esquire, new house on 44th St. and 8th Ave., opened last week, until the fall, when it will reopen with first run foreign films.

Nimrod Sparks

Toronto, May 5. — Ned Sparks, film comedian, plans to spend his declining years shooting, or frightening game. He has purchased an 1,800-acre estate in the Huntsville district near here.

The purchase was revealed on a visit here to an old boyhood friend of farm days, who happens to be Premier M. F. Hepburn of Ontario.

K-A-O, B. F. Keith Profits Show Gain

(*Continued from page 1*)

except surtax on undistributed earnings. This is equal to $23.94 per share on the preferred.

B. F. Keith Corp. reported a net profit of $383,862 for the 13 weeks ended April 3, last, compared with a net of $238,326 for the corresponding period of 1936. For the 53 weeks ended April 3, the company showed a net profit of $1,232,918 after all charges, except surtax on undistributed earnings.

Hold Moses Joy Rites

Nantucket, Mass., May 5.—Funeral services were held yesterday at the Unitarian Church here for Moses Joy, 82, who died after being struck by a trolley car in New York. He was one of the first film photographers in the country.

Recovers from Illness

Des Moines, May 5.—W. V. Toney, manager of the National Theatre Supply Co. here, has returned to his home from a local hospital, where he had been confined for three weeks with a severe attack of pneumonia.

Out Hollywood Way

Hollywood, May 5. — Darryl F. Zanuck has signed a contract with Mrs. Martin Johnson for the distribution by 20th Century-Fox of "Borneo," last film made by her late husband and herself.

Andre Kostelanetz has arrived to conduct a specialty number in Jack Benny's "Artists and Models," Paramount. . . . J. Cheever Cowdin back at Universal after several days at Santa Barbara. . . . M. H. Hoffman, Jr., off to Utah and Arizona to arrange for scenes in "Cloudy, King of the Sierras," Condor. . . . Larry Blake, Universal player who appeared in "The Road Back," off to New York for personal appearances. . . . Crescent finishing "The Right to Kill."

+

Casting—Gunnis Davis, Forrester Harvey, Jane Weir, Lina Basquette and Pauline Haddon in "Souls at Sea," and Howard Mitchell, Barlowe Borland, Lee Shumway, Joe North, Walter Soderling, Gloria Williams and Elsa Connor in "Wild Money," both at Paramount. . . . Robert Young and Florence Rice in "Great Love," and Jack Rennick, Jack Grey, Edward Earle, Bill Bailey, Earle Seaman, Clarence Wilson and Sam Wren in a short of the "Crime Does Not Pay" series, both at M-G-M.

+

Writers—Cecil Lewis and Philip MacDonald complete first treatment of "Men With Wings," Paramount. . . . Seena Owen and Grant Garrett complete script of Paramount's "This Way, Please." . . . David Adams and David Levy on script of "Stacked Chips." . . . Arthur Hoerl completing script of his original, "Death Takes a Cruise," and Cynthia Meade doing continuity on "Government Agent," Condor.

Roy Chandler and Harry Ruskin signed to writing contracts by M-G-M. . . . M. Coates Webster assigned to "Ensenada," Brian Marlow to "Murder Goes to Jail" and Gladys Unger to an original to feature Anna May Wong, all at Paramount.

+

Contracts — William Boyd re-signed by Harry Sherman for new series of Hopalong Cassidy westerns for Paramount. . . . "The Water Waltzers" signed for novelty number in "Artists and Models," Paramount. . . . Virginia Dale, night club singer, and Ronald Regan, former sports writers on Des Moines *Register-Tribune*, signed as players by Warners.

British Units Still at Odds On Quota Plan

(*Continued from page 1*)

R. S. The former suggests a quality basis in addition to cost, while the K. R. S. wants a cost basis with the quota reduced in inverse proportion to the cost.

It is pointed out that although the three groups have agreed on most of the major points at issue, the report of the joint conferences will leave many minor differences for the Board of Trade to decide.

Producers and distributors are said to have agreed on a minimum cost of £15,000, but differ on the quota percentages. The Film Group of the F. B. I. have approved the Moyne suggestion of 20 per cent for distributors and 15 per cent for exhibitors. The C. E. A. and K. R. S. is asking 15 per cent and 10 per cent for distributors and exhibitors, respectively, and the K. R. S. separately has suggested 10 per cent and five per cent, with a provision for an average cost, to be £20,000 or £25,000.

The principle of compulsory trade arbitration has been agreed upon. The F. B. I. is supporting a move for a separate quota on shorts, which is opposed by the C. E. A. and the K. R. S. It is understood that the conferees have scrapped an earlier suggestion for reciprocity.

Silverstone with Korda

London, May 5.—Maurice Silverstone, head of United Artists in London, sailed today on the *Ile de France* with Alexander Korda. Both will attend the U. A. annual meeting on the coast May 15. They will arrive in New York May 11.

To Release "Road Back"

"The Road Back" will not be roadshown, but will go out as a general release from Universal. The picture has been dated to open May 28 at the Roxy. The distributor at one time was after the Globe where it was planned to show the film two-a-day.

Wall Street

Losses Dominate Board

	High	Low	Close	Net Change
Columbia	34⅛	33⅛	33⅞	.....
Consolidated	3½	3½	3½	.....
Eastman	156½	156	156½	+ ½
Gen. T. Equip.	25¾	24¾	24¾	— ¼
Loew's, Inc.	78¼	77¼	77¼	— ¾
Paramount	21⅞	21⅜	21⅜	— ⅛
Paramount 2 pfd.	19½	19¼	19¼	— ½
Pathe Film	7⅛	7	7	.....
RKO	8⅞	8⅝	8⅝	— ⅛
20th Century-Fox.	39	38⅛	38⅛	— ⅜
20th Century, pfd.	47¾	47	47	—1
Warner Bros.	13⅛	12⅞	12⅞	— ⅛

Little Curb Movement

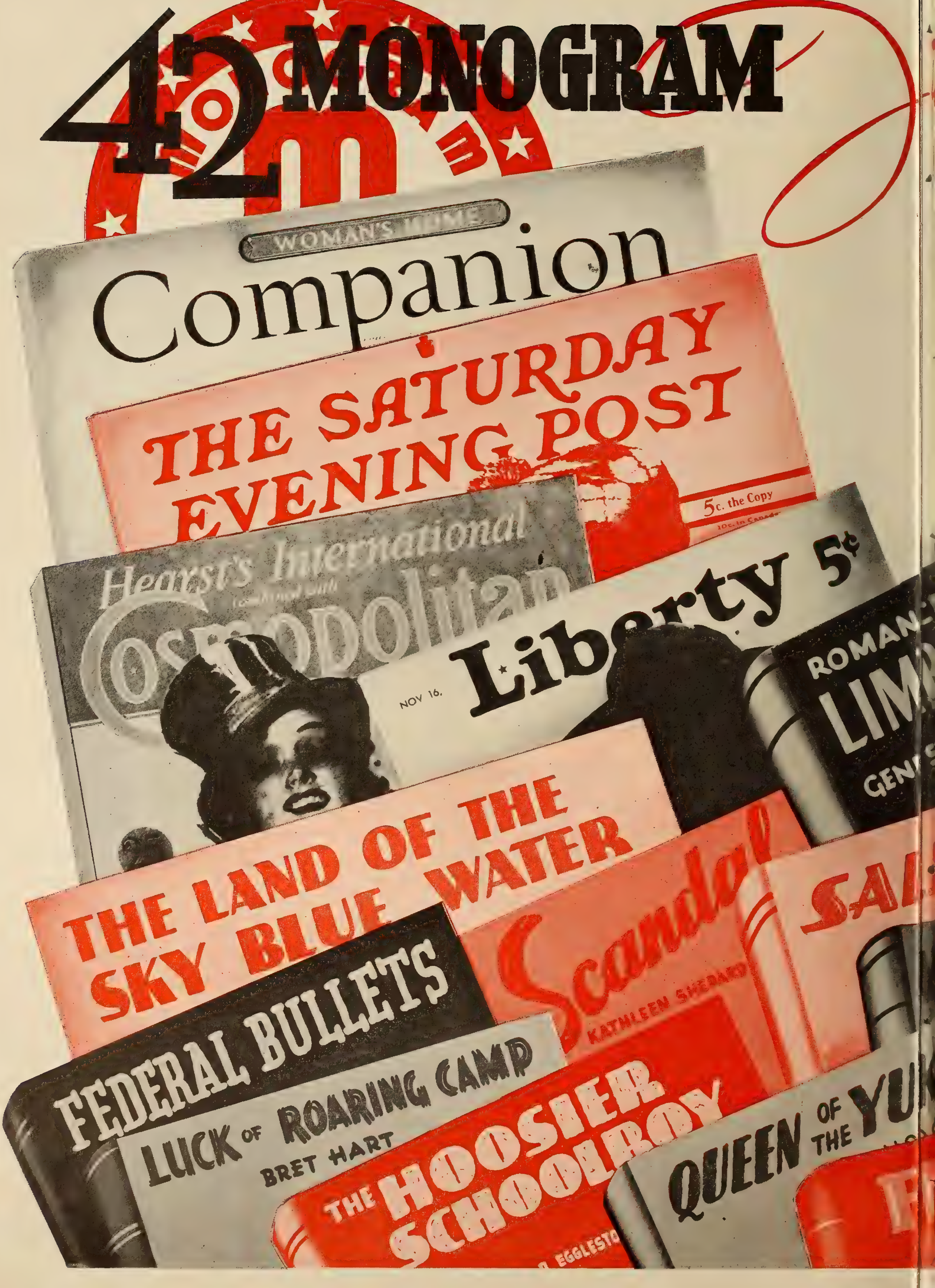
	High	Low	Close	Net Change
Sonotone	1½	1½	1½	.....
Technicolor	23⅜	22¾	22¾	— ½
Trans-Lux	4½	4½	4½	.....
Universal Pict.	9	9	9	.....

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's 3½s '46	98⅝	98¼	98¼	— ½
Paramount Pict. 6s '55	100¼	100¼	100¼	.....
Warner Bros. 6s '39 wd	94½	94½	94½	.....

(Quotations at close of May 5)

42 MONOGRAM


WOMAN'S HOME
Companion
THE SATURDAY EVENING POST
5c. the Copy
10c. in Canada
Hearst's International
combined with
Cosmopolitan
Liberty 5¢
NOV 16.
ROMAN
LIM
GEN
THE LAND OF THE SKY BLUE WATER
Scandal
KATHLEEN SHEPARD
SA
FEDERAL BULLETS
LUCK OF ROARING CAMP
BRET HART
THE HOOSIER SCHOOLBOY
EGGLESTO
QUEEN OF THE YU

atures 1937★1938

FIVE CERTIFIED ATTRACTIONS

"PARADISE ISLE"
By ALLAN VAUGHAN ELSTON

"ROMANCE of the LIMBERLOST"
By GENE STRATTON PORTER

"FRECKLES COMES HOME"
By JEANETTE STRATTON-PORTER

"COLLEGE SWEETHEART"
By LEONA DALRYMPLE

"LAND OF SKY BLUE WATER"
By CHARLES WAKEFIELD CADMAN

★★

SIX PROFIT SERIES

"THE THIRTEENTH MAN"
Sensational, gripping melodrama of a radio commentator, by John Krafft.

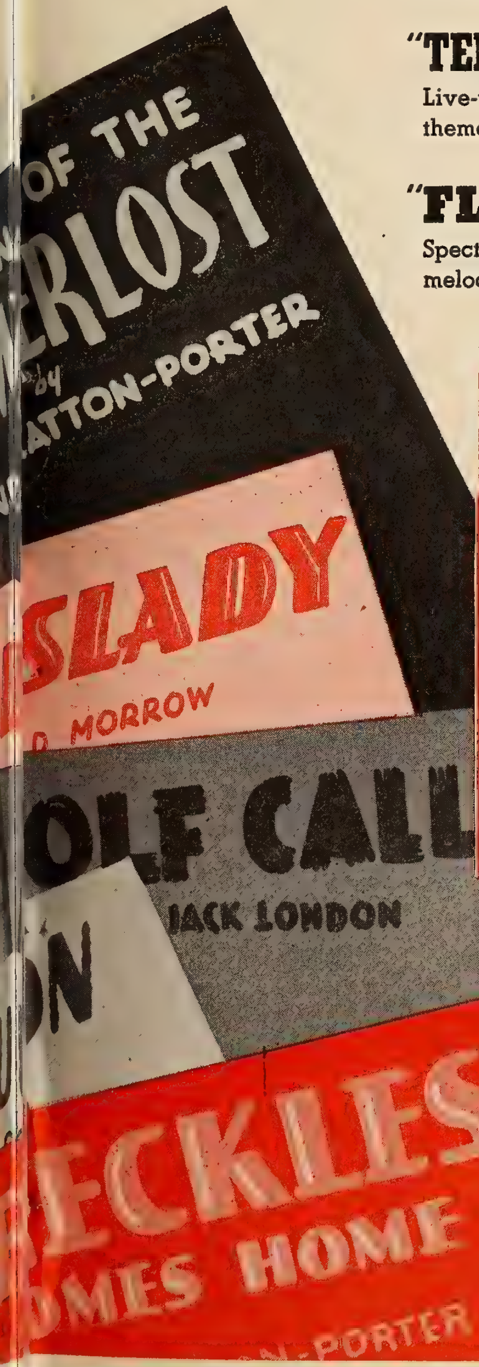
"TELEPHONE OPERATOR"
Live-wire exploitation feature on a new theme of powerful interest.

"FLYING ORDERS"
Spectacular epic of the sky-ways... mighty melodrama with sure-fire fan elements.

"SALESLADY"
Harold Morrow's best-seller novel, giving the hilarious lowdown on department stores.

"PORT OF MISSING GIRLS"
Startling exposé revealed in a smashing exploitation feature that spells profits.

"FEDERAL BULLETS"
Major George F. Eliot's rousing novel of U. S. secret methods in crime detection.



FIFTEEN SUCCESS SERIES

•

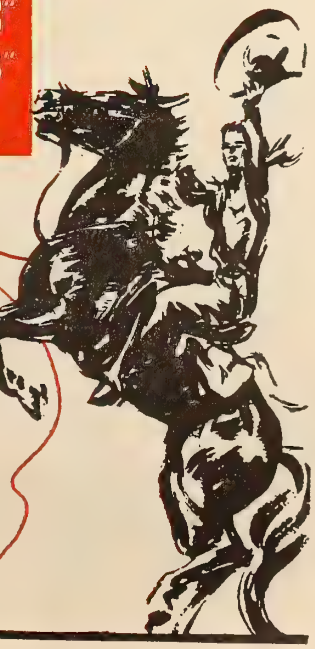
"THE OUTER GATE"
"WOLF CALL"
"THE MARINES ARE HERE"
"BLAZING BARRIERS"
"NUMBERED WOMAN"
"THE GIRL NEXT DOOR"
"A BRIDE FOR HENRY"
"The LUCK of ROARING CAMP"
"The HOOSIER SCHOOLBOY"
"THE COUNTY FAIR"
"QUEEN OF THE YUKON"
"SCANDAL"
"MY OLD KENTUCKY HOME"
"FALSE COLORS"
"LEGION OF MISSING MEN"

8 LONE STAR — 8 FAST ACTION WESTERNS

•

WEST OF RAINBOW'S END
A RIDIN' GENT
THE CODE OF THE RANGE
TRAILIN' BACK
ROMANCE OF THE RIO GRANDE
GOD'S COUNTRY AND THE MAN
THE PAINTED TRAIL
THE COUNTRY BEYOND

DANGER VALLEY
WHERE THE WEST BEGINS
SNOW DUST
RIDERS OF THE DAWN
WANDERER OF THE WEST
MAN FROM HELL'S RIVER
THE LAST FRONTIER
MAN'S COUNTRY



"Wake Up" Is Philadelphia Top, $17,000

PHILADELPHIA, May 5.—"Wake Up and Live" was the only first run to do business. It grabbed a neat $17,000 at the Stanley and was held a second week.

"Captains Courageous" held on to $11,000 for its second roadshow week at the Boyd, duplicating its first week's gross. The picture is not hitting the figures of "The Good Earth" and will stay only two more weeks—giving it four in all. "Lost Horizon" ended its roadshow engagement at the Erlanger with $7,500 for its eighth and last week.

The rest of the town slumped.

Total business, including roadshows, was $92,950. Average, exclusive of roadshows, is $80,600.

Estimated takings for the week ending April 29:

"LOVE FROM A STRANGER" (U.A.)
ALDINE—(1,300), 40c-55c-65c, 6 days, 2nd week. **Gross:** $6,500. (Average, 7 days, $8,160)

"FAMILY AFFAIR" (20th-Fox)
(2nd Run)
ARCADIA—(600), 25c-40c-50c, 4 days. **Gross:** $900. "Libeled Lady," 3 days. **Gross:** $650. (Average, 7 days, $2,800)

"CALL IT A DAY" (W.B.)
BOYD—(2,400), 40c-55c, 7 days. **Gross:** $10,000. (Average, $14,000)

"WHEN'S YOUR BIRTHDAY?" (RKO)
EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Roger Pryor with band and unit. Also Stepin Fetchit for two days (before he was injured). **Gross:** $14,500. (Average, $14,000)

"LOST HORIZON" (Col.)
(Roadshow)
ERLANGER—(2,000), 55c-86c-$1.44-$1.71, 7 days, 8th and last week. **Gross:** $7,500.

"QUALITY STREET" (RKO)
FOX—(3,000), 40c-55c-65c, 7 days. Stage: Littlefield Ballet, Helen Charleston, Duval. **Gross:** $14,000. (Average, $14,000)

"TOP OF THE TOWN" (Univ.)
(2nd Run)
KARLTON—(1,000), 25c-35c-40c, 7 days. **Gross:** $2,500. (Average, $4,000)

"MARKED WOMAN" (F.N.)
(2nd Run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. **Gross:** $3,200. (Average, $4,000)

"CAPTAINS COURAGEOUS" (M-G-M)
(Roadshow)
LOCUST—(1,300), 55c-86c-$1.14-$1.71, 7 days, 2nd week. **Gross:** $11,000.

"WAKE UP AND LIVE" (20th-Fox)
STANLEY—(3,700), 40c-55c, 7 days. **Gross:** $17,000. (Average, $14,000)

"HER HUSBAND LIES" (Para.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $5,200. (Average, $7,000)

Parking Meters a Worry

OMAHA, May 5.—Local exhibitors are disturbed by the five-cent parking meters recently installed on most downtown streets. Since all the houses run double features it makes it impossible for matinee goers to park their cars on the streets, and, worse yet, parking lots have raised prices, too. The loss is being somewhat offset, however, by increased evening attendance as a result of most of the big radio programs coming on an hour earlier because of daylight time. Omaha still is on central standard time.

Delay Lease Discussion

KANSAS CITY, May 5.—Loew's Theatres, Inc., has not yet renewed its lease on the Midland here, J. R. Vogel, general manager, said here on his way to the Coast with the M-G-M convention train. There has been no discussion of the matter as yet, although the lease expires in October.

'Ready, Able,' Show $17,000 Denver Smash

DENVER, May 5.—"Ready, Willing and Able," with a Major Bowes girl show on the stage at the Denver, proved a smash combination. The gross ran $9,500 over normal to a total of $17,000. Standouts were common throughout the week.

"50 Roads to Town" accumulated a neat $5,000, up by $2,000, at the Aladdin, and "The Good Earth" turned in a strong $6,500 at $1.50 top in its second week at the Broadway.

Total first run business was $41,500. Average is $27,000.

Estimated takings for the week ending April 29:

"50 ROADS TO TOWN" (20th-Fox)
ALADDIN—(1,500), 25c-40c-50c, 7 days. **Gross:** $5,000. (Average, $3,000)

"THE GOOD EARTH" (M-G-M)
BROADWAY—(1,500), 50c-83c-$1.10-$1.50, 7 days, second week. **Gross:** $6,500. (Average, $2,000)

"INTERNES CAN'T TAKE MONEY"
(Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. **Gross:** $5,000. (Average, $5,000)

"READY, WILLING AND ABLE" (W.B.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage: Major Bowes' All-Girl Revue. **Gross:** $17,000. (Average, $7,500)

"THE WOMAN I LOVE" (RKO)
"SONG ON THE CITY" (M-G-M)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $6,000. (Average, $6,000)

"HEAD OVER HEELS IN LOVE" (G.B.)
"THAT I MAY LIVE" (20th-Fox)
PARAMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $2,000. (Average, $3,500)

Mixed Show Tops Lincoln at $1,700

LINCOLN, May 5.—The Liberty went out front with a double average take when "Vice Racket" in three days boomed the 10-center to the large share of the $1,700 gross. That was $850 up.

"50 Roads to Town" gathered $2,800, $600 up, at the Lincoln, while "Wake Up and Live" overshot the Stuart's average by $500, on a $3,600 tally.

Total first run business was $10,700. Average is $9,000.

Estimated takings:

Week Ending April 29:

"SANTA FE BOUND" (Reliable)
"MIGHTY BARNUM" (U.A.)
"CRIME NOBODY SAW" (Para.)
"RIO GRANDE ROMANCE" (Victory)
"VICE RACKET" (Dezel)
LIBERTY—(1,200), 10c-15c, 8 days. **Gross:** $1,700. (Average, $850)

"50 ROADS TO TOWN" (20th-Fox)
LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $2,800. (Average, $2,200)

"NO MAN OF HER OWN" (Para.)
"SEA DEVILS" (RKO)
ORPHEUM—(1,350), 10c-15c-20c-25c, 7 days. **Gross:** $1,600. (Average, $1,750)

"I PROMISE TO PAY" (Col.)
VARSITY—(1,100), 10c-15c-20c-25c, 7 days. **Gross:** $1,000. (Average, $1,100)

Week Ending April 30:

"WAKE UP AND LIVE" (20th-Fox)
STUART—(2,000), 10c-25c-40c, 7 days. **Gross:** $3,600. (Average, $3,100)

Charter Ambassador

DOVER, Del., May 5.—Ambassador Pictures, Inc., has been formed here to deal in films, listing capital of $2,000,000. Also incorporated was Hollywood Camera and Film Corp., to deal in cameras, listing capital of $1,000,000.

State's Largest

Omaha, May 5.—A survey by a local newspaper as a "gag" stunt has revealed that State Senator Alois Slepicka, who is Nebraska's second oldest exhibitor, has the state's largest mustache. It is of the walrus type.

"Personal" Pulls $14,500 in Cincy

CINCINNATI, May 5.—"Personal Property," which gave the RKO Palace $14,500, over average by $2,500, was the outstanding draw in an otherwise tame week. It was moved to the RKO Capitol.

"Waikiki Wedding," in its fourth downtown stanza at the RKO Grand, pulled $250 over the $2,750 normal, and went into its fifth period.

"The Good Earth," in a holdover roadshow week, didn't keep the RKO Shubert turnstiles working overtime, further exemplifying the fact that the natives here do not go for pictures in the higher admission brackets.

Total first run business, exclusive of the Shubert, was $45,850. Average, also exclusive of this house, is $46,700.

Estimated takings for the week ending April 29:

"TOP OF THE TOWN" (Univ.)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $11,000. (Average, $12,000)

"PERSONAL PROPERTY" (M-G-M)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $14,500. (Average, $12,000)

"THE GOOD EARTH" (M-G-M)
RKO SHUBERT—(2,150), 55c-83c-$1.10-$1.50, 7 days, 2nd week. **Gross:** $4,500. (Average, at 40c-60c, $12,000)

"SEVENTH HEAVEN" (20th-Fox)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $3,900. (Average, $6,500)

"THUNDER IN THE CITY" (Col.)
RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $5,200. (Average, $6,500)

"WAIKIKI WEDDING" (Para.)
RKO GRAND—(1,200), 25c-40c, 7 days, 4th downtown week. **Gross:** $3,000. (Average, $2,750) Held over.

"TROUBLE IN MOROCCO" (Col.)
RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,400. (Average, $1,250)

"SHE'S DANGEROUS" (Univ.)
RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,250. (Average, $1,200)

"KING AND THE CHORUS GIRL"
(W.B.)
KEITH'S—(1,500), 35c-42c, 7 days, 2nd downtown week. **Gross:** $5,600. (Average, $6,500)

Fox Midwest Drops Prizes in Two Towns

KANSAS CITY, May 5.—Fox Midwest has discontinued Bank Night in Joplin and Carthage, Mo., following refusal of Circuit Judge Wilbur J. Owen to issue an order restraining Charles R. Warden, prosecuting attorney at Joplin, from enforcing his edict banning use of Bank Night, Screeno and other money giveaways.

Warden issued his order April 16 with the comment that he had an opinion from the Missouri Attorney General's office, which held such promotions are lotteries under the Missouri law.

Warden is under indictment by a Jasper County grand jury investigating vice conditions on a charge of "negligence in office."

Is Paramount Salesman

PORTLAND, May 5.—Glen Haviland has resigned from Hamrick Evergreen in Seattle to become a salesman for Paramount here.

"Woman" High In Dull Week San Francisco

SAN FRANCISCO, May 5.—"The Woman I Love" was out front in a dull week among the first runs with a gross of $18,300 at the Golden Gate. This was $2,300 over par and was helped by a stage show consisting of vaudeville.

"Wake Up and Live" and "Song of the City," at the Fox, went $2,600 into the profit column on a take of $18,600. "The Good Old Soak" and "Doctor's Diary" at the Paramount and "Internes Can't Take Money" and "Way out West" at the Warfield were the only other attractions to make a showing.

Total first run business was $97,400. Average is $94,500.

Estimated takings:

Week Ending April 27:

"CALL OF THE WILD" (U.A.)
"TRANSATLANTIC MERRY-GO-ROUND" (U.A.)
(Both Reissues)
EMBASSY—(1,400), 10c-25c-35c-40c, 7 days. **Gross:** $3,400. (Average, $4,000)

"LOST HORIZON" (Col.)
(Roadshow)
GEARY—(1,400), 55c-83c-$1.10-$1.65, 7 days, 8th week. **Gross:** $8,600. (Average, $10,000)

"WOMAN I LOVE" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: vaudeville. **Gross:** $18,300. (Average, $16,000)

Week Ending April 28:

"WAKE UP AND LIVE" (20th-Fox)
"SONG OF THE CITY" (M-G-M)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $18,600. (Average, $16,000)

"THUNDER IN THE CITY" (Col.)
"CALIFORNIA STRAIGHT AHEAD"
(Univ.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. **Gross:** $8,500. (Average, $9,500)

"GOOD OLD SOAK" (M-G-M)
"DOCTOR'S DIARY" (Para.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. **Gross:** $14,800. (Average, $13,000)

"MARKED WOMAN" (W.B.)
"FAMILY AFFAIR" (M-G-M)
ST. FRANCIS—(1,400), 15c-30c-35c-40c, 7 days, 3rd downtown week. **Gross:** $5,800. (Average, $6,000)

"FIRE OVER ENGLAND" (U.A.)
UNITED ARTISTS—(1,200), 15c-30c-35c-40c-65c, 7 days. **Gross:** $5,600. (Average, $6,000)

"INTERNES CAN'T TAKE MONEY"
(Para.)
"WAY OUT WEST" (M-G-M)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. **Gross:** $13,700. (Average, $13,000)

Week Ending April 30:

"ETERNAL MASK" (Progress Films)
CLAY—(400), 15c-35c, 7 days. **Gross:** $1,100. (Average, $1,000)

Calvert Opens Today

WASHINGTON, May 5.—Warners will open their new house here, the Calvert, on Thursday evening, with Melvin C. Hazen, chairman of the District Commissioners, and Myron Walker, president of Glover Park Citizens' Ass'n., participating in the ceremonies. It will be the 16th Warner house here. Alan Bachrach has been named manager.

Cooper Men Shifted

DENVER, May 5.—J. H. Cooper Enterprises have shifted managers as follows: Kenneth Mead from assistant manager of the Main, Pueblo, Col., to manage the Mission, Grand Junction, Col.; Irwin Manning, from the Mission to assistant at the Avalon, Grand Junction, and Lyle McCue, to assistant at the Main in Pueblo.

"Maytime" as 2nd Run High In Washington

WASHINGTON, May 5.—"Maytime," on a return visit to Loew's Columbia, after skipping a week following its three-week engagement at Loew's Palace, topped the town with a take of $6,200 to beat average by $2,600.

A return engagement of "Marked Woman" at the Metropolitan hit $5,800, exceeding par by $1,500. "Internes Can't Take Money" at the Earle did $19,800—or $1,400 over par—but most of the picture's success was attributed to Horace Heidt and his orchestra.

Total first run business was $69,700. Average is $76,700.

Estimated takings, exclusive of tax:

Week Ending April 29:

"INTERNES CAN'T TAKE MONEY" (Para.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Horace Heidt & Orchestra, with Larry Cotton, the King Sisters, Lysbeth Hughes, Art Thorsen, the big Glee Club. **Gross:** $19,800. (Average, $18,400)

"THE HIT PARADE" (Republic)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Lenore Ulrich; Little Jackie Heller; Mills, Kirk & Howard; Sid Grauman and Musical Stairtone. **Gross:** $14,000. (Average, $20,900)

"MAYTIME" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 davs (return engagement). **Gross:** $6,200. (Average, first run, $3,600)

"WAIKIKI WEDDING" (Para.)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, 2nd week. **Gross:** $11,000. (Average, first week, $15,900)

"MARKED WOMAN" (F.N.)
METROPOLITAN — (1,591), 25c-40c, 7 days (return engagement). **Gross:** $5,800. (Average, first run, $4,300)

"THE WOMAN I LOVE" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $9,600. (Average, $10,600)

Week Ending May 1:

"ECSTASY" (Eureka)
BELASCO — (1,140), 25c-55c, 7 days (return engagement, 2nd week). **Gross:** $2,300. (Average, first run, $3,000)

"Wake Up" Buffalo Leader at $17,500

BUFFALO, May 5.—"Wake Up and Live" at the Buffalo was away out front as spring fever hit the box-offices. It took $17,500, cracking par by $5,500.

Back to duals after some weeks, the Lafayette, with "I Promise to Pay" and "Let's Get Married," rolled up a nice $8,600, to go $2,600 over average.

At the Great Lakes, "Woman I Love" drew $8,100, $800 above normal.

Total first run business was $44,900. Average is $38,400.

Estimated takings for the week ending May 1:

"WAKE UP AND LIVE" (20th-Fox)
BUFFALO — (3,000), 30c-50c, 7 days. **Gross:** $17,500. (Average, $12,000)

"THE SOLDIER AND THE LADY" (RKO)
"THE PLOT THICKENS" (RKO)
HIPPODROME—(2,500). 25c-40c, 7 days. **Gross:** $4,600. (Average, $7,300)

"THE WOMAN I LOVE" (RKO)
GREAT LAKES—(3,000), 25c-40c, 7 days. **Gross:** $8,100. (Average, $7,300)

"WOMAN WISE" (20th-Fox)
"THE CRIME NOBODY SAW" (Para.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,100. (Average. $5,800)

"I PROMISE TO PAY" (Col.)
"LET'S GET MARRIED" (Col.)
LAFAYETTE — (3,300), 25c, 7 days. **Gross:** $8,600. (Average, $6,000)

Flood Menace Cuts Grosses In Pittsburgh

PITTSBURGH, May 5.—Just when downtown Pittsburgh seemed to be heading for one of its best weeks of the year, a flood scare came along. Only the Fulton managed to withstand the beating and there "No Man of Her Own" rung up one of the surprises of the season, the five-year-old reissue topping average by more than $3,000 to get $7,600. That earned for it a second week as well.

The Stanley, with "History Is Made at Night" and Major Bowes Amateurs, was on the way to $26,000, but the three-day rain sliced that figure by $5,500, the $20,500 being very good, everything considered, as was "Maytime's" $5,350 at the Warner in its third downtown week.

Total first run grosses were $44,950. Average is $44.000.

Estimated takings for the week ending April 29:

"TIME OUT FOR ROMANCE" (20th-Fox)
"TWO WISE MAIDS" (Republic)
ALVIN—(2,000), 25c-40c, 7 days. **Gross:** $4,000. (Average, $5,500)

"NO MAN OF HER OWN" (Para.)
FULTON—(1,750), 25c-40c, 7 days. **Gross:** $7,600. (Average, $4,500)

"ROMEO AND JULIET" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $7,500. (Average, $11,000)

"HISTORY IS MADE AT NIGHT" (U.A.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Major Bowes amateurs. **Gross:** $20,500. (Average, $18,000)

"MAYTIME" (M-G-M)
WARNER—(2,000), 25c-50c, 6 days, 3rd week. **Gross:** $5,350. (Average, for 7 days, $5,000)

"Family Affair" at $5,600, New Haven

NEW HAVEN, May 5.—The College doubled average with "A Family Affair" on the screen and the annual local Fresh Air Fund "Town Topics" revue, taking $5,600.

"Top of the Town" and "Her Husband's Secretary" at the Roger Shermen grossed $6,000, above par by $1,300. The Poli outdistanced slightly the average $7,000 week with "Good Old Soak" and "Song of the City."

Total first run business was $23,400. Average is $19,300.

Estimated takings for the week ending April 30:

"A FAMILY AFFAIR" (M-G-M)
COLLEGE—(1,499), 35c-40c, 7 days. Stage: "Town Topics Revue." **Gross:** $5,600. (Average, $2,800)

"GOOD OLD SOAK" (M-G-M)
"SONG OF THE CITY" (M-G-M)
LOEW'S-POLI—(3,040), 35c-50c, 7 days. **Gross:** $7,300. (Average, $7,000)

"WAIKIKI WEDDING" (Para.)
"HER HUSBAND LIES" (Para.)
PARAMOUNT—(2,348), 35c-50c, 7 days, 2nd week. **Gross:** $4,500. (Average, $4,800)

"TOP OF THE TOWN" (Univ.)
"HER HUSBAND'S SECRETARY" (F.N.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $6,000. (Average, $4,700)

Carrillo for "Barrier"

HOLLYWOOD, May 5.—Leo Carrillo has been signed by Harry Sherman for the role of "Poleon" in Rex Beach's "The Barrier," scheduled for Paramount release.

Bernard Schubert has completed the screen play and production will start June 15 under the direction of Edward Ludwig.

Asks Protection

One of the prisoners at Welfare Island recently called Harry H. Buxbaum, local exchange head of 20th Century-Fox, and asked for a picture to show the inmates.

"Have you seen 'On the Avenue?'" Buxbaum asked. The prisoner said he had. Then Buxbaum offered "Wake Up and Live."

"We haven't seen that one, but can we get protection on RKO's 58th St.?"

"Wake Up" $9,000 Hit in Louisville

LOUISVILLE, May 5.—"Wake Up and Live" at the Rialto pulled the best business of the week, topping the $4,500 average by a good 100 per cent. The take was $9,000. It was moved over to the Strand for an additional seven days.

"The Hit Parade" and "Killer at Large" combined to pull $6,000 at Loew's State. This was $500 up.

"The Good Earth," with roadshow prices at the Brown, was heavily exploited but failed to come up to expectations. The advance sale was light, and while business built steadily as the week progressed, the takings were far from satisfactory.

Total first run business, excluding "The Good Earth," was $24,500. Average is $23,000.

Estimated takings for the week ending April 29:

"THE GOOD EARTH" (M-G-M)
BROWN—(1,500), $1.45 to 44 cents, 7 days, two shows daily. **Gross:** $5,000. (Average, $2,500)

"LLOYDS OF LONDON" (20th-Fox)
"OFF TO THE RACES" (20th-Fox)
"MORE THAN A SECRETARY" (Col.)
"WINGS OF THE MORNING" (20th-Fox)
KENTUCKY—(900), 15c-25c, 7 days, split week. **Gross:** $1,900. (Average, $1,700)

"THE HIT PARADE" (Republic)
"KILLER AT LARGE" (Col.)
LOEW'S STATE—(3,000), 15c-25c-40c, 7 days. **Gross:** $6,000. (Average, $5,500)

"CALL IT A DAY" (W.B.)
MARY ANDERSON—(1,000), 15c-25c-40c, 7 days. **Gross:** $2,800. (Average, $3,500)

"ANYTHING GOES" (Para.)
"POPPY" (Para.)
"MILLIONS IN THE AIR" (Para.)
"BRIGHT LIGHTS" (F.N.)
OHIO—(900), 15c, 7 days, split week. **Gross:** $1,600. (Average, $1,800)

"WAKE UP AND LIVE" (20th-Fox)
MARCH OF TIME
RIALTO — (3,000), 15c-25c-40c, 7 days. **Gross:** $9,000. (Average, $4,500)

"PLOUGH AND THE STARS" (RKO)
"DON'T TELL THE WIFE" (RKO)
STRAND — (1,500), 15c-25c-40c, 7 days. **Gross:** $3,200. (Average, $3,500)

Para. Promotes Clark

PITTSBURGH, May 5.—Bob Clark, son of Duke Clark of Paramount's Columbus office, has been named ad sales manager in the local Paramount exchange. He succeeds Judd Spiegle, who resigned recently to become chief booker for Warners in Cleveland. To replace Clark as assistant booker, Dave Kimmelman, head of the Pittsburgh branch, has promoted Francis Subert.

Remodel in Colorado

DENVER, May 5.—Westland Theatres, Inc., has undertaken a program of improvements on four houses. The America in Colorado Springs, of the J. H. Cooper Enterprises, also is being renovated.

"Wake Up" on Dual $29,000 Boston Draw

BOSTON, May 5.—"Wake Up and Live," with "Highlights in Color" featuring Harris & Howell and Al Bernie on the stage, hit $29,000, which exceeded par by $7,000 at the Metropolitan.

"The Woman I Love," with "We Have Our Moments," drew $18,000, which was $6,000 above par at the RKO Memorial. "Personal Property," dualed with "Devil's Playground," in a second week at the Loew's Orpheum drew $13,600. Average is $12,000. The same bill, also in the second week, took $11,000 at Loew's State. Average there is also $11,000.

Total first run business was $171,600. Average is $89,500.

Estimated takings for week ending April 29:

"KING OF GAMBLERS" (Para.)
"MELODY FOR TWO" (W. B.)
FENWAY — (1,382), 30c-50c, 7 days. **Gross:** $4,000. (Average, $4,500)

"WOMEN I LOVE" (RKO)
"WE HAVE OUR MOMENTS" (Univ.)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. **Gross:** $18,000. (Average, $12,000)

"PERSONAL PROPERTY" (M-G-M)
"DEVIL'S PLAYGROUND" (Col.)
LOEW'S ORPHEUM — (2,970), 35c-45c-65c, 7 days, 2nd week. **Gross:** $13,600. (Average, $12,000)

"PERSONAL PROPERTY" (M-G-M)
"DEVIL'S PLAYGROUND" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days, 2nd week. **Gross:** $11,000. (Average, $11,000)

"WAKE UP AND LIVE" (20th-Fox)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Harris & Howell and Al Bernie. **Gross:** $29,000. (Average, $22,000)

"LOST HORIZON" (Col.)
SHUBERT—(1,590), 55c-85c-$1.10-$1.65, 7 days, 2nd week. **Gross:** $9,000.

"KING OF GAMBLERS" (Para.)
"MELODY FOR TWO" (W.B.)
PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $7,200. (Average, $7,000)

"BREEZING HOME" (Univ.)
RKO BOSTON—(3,246), 35c-55c-75c, 7 days. Stage: "St. Moritz Follies." **Gross:** $18,800. (Average, $21,000)

AIR EXPRESS
THE FASTEST WAY TO SHIP...
AIR EXPRESS
DIVISION RAILWAY EXPRESS AGENCY, INC.

FCC Approves Licenses for Six Stations

By CLARENCE LINZ

WASHINGTON, May 5.—Operating licenses have been granted to six broadcasting stations by the F. C. C., as follows:

WEAU, Eau Claire, Wis., 1,050 kilocycles, 1,000 watts, daytime only; WRBL Columbus, Ga., 1,200 kilocycles, 100 watts night, 250 watts day; KORE, Eugene, Ore., 1,420 kilocycles, 100 watts; WSBC, Chicago, 1,210 kilocycles, 100 watts night, 250 watts day; WBLK, Clarksburg, W. Va., 1,370 kilocycles, 100 watts, daytime only; KGKO, Wichita Falls, Tex., 570 kilocycles, 250 watts night, 1,000 watts day.

The commission also approved the assignment of license of KIUP, Durango, Col., from C. Guy Shepard to San Juan Broadcasting Co., and WLWL, New York, from the Missionary Society of St. Paul the Apostle to Arde Bulova.

At its weekly meeting, the broadcast division ordered the holding of hearings on the applications of the Colonial Network, Inc., Providence, for a new station to operate on 720 kilocycles, 1,000 watts; WDSU, Inc., New Orleans, for new station to operate on 1,500 kilocycles, 100 watts night, 250 watts day; and WBLY, Lima, O., for increase of day power to 250 watts; KPQ, Wenatchee, Wash., for change of frequency to 1,360 kilocycles and increase of power to 1,000 watts; WMIN, St. Paul, for change of frequency to 1,400 kilocycles and increase of night power to 250 watts; and WFAS, White Plains, N. Y., for increase of time.

Detroit Plea Approved

The division approved applications of WWJ, Detroit, for an increase of night power to 5,000 watts, and WRC, Washington, for increase of power to 1,000 watts night, 5,000 watts day.

Acting on examiners' reports, the commission denied applications for new stations at Ventura, Cal.; Kingsport, Tenn.; Pomona, Cal.; Pottsville, Pa.; Brownwood, Tex., and Sweetwater, Tex., and denied applications of WMAS, Springfield, Mass., for change of frequency and increase of power, and KMPC, Beverly Hills, Cal., for transfer of control of corporation. Application for a new station at Phenix City, Ala., was dismissed at the request of the applicant, R. W. Page Corp.

During the past week, examiners' reports were received recommending the granting of applications of KLPM, Minot, N. D., for change of frequency to 1,360 kilocycles and increase of power to 500 watts night, 1,000 watts day, and for a new station at Rice Lake, Wis., to be operated by Walter H. McGenty on 1,210 kilocycles, 250 watts, daytime only; and recommending denial of an application for a new station at Brooklyn. An examiner's report also was submitted, recommending denial of the application of WMBQ, Brooklyn, for renewal of license.

An application has been received from WKAR, East Lansing, Mich., for an increase of power to 5,000 watts. Also received were two applications for new stations, submitted by Broadcasters, Inc., Gastonia, N. C., for 1,420 kilocycles, 100 watts night, 250 watts day; and Airfan Radio Corp., Ltd., San Diego, Cal., for 1,420 kilocycles, 100 watts.

A Starry Hint

Informed that astrological conditions indicated she will have more luck if she changes her name, Vaughn de Leath, network veteran, has decided henceforth to be known as Vaughn de Leth. Sponsors please note.

Harbord to Receive Medal

Gen. James G. Harbord, chairman of the board of RCA, will be presented the Army Ordnance Ass'n's medal of merit May 12 during a broadcast on the NBC-Blue from 10:15 to 11 P. M., E.D.S.T. Brigadier General Benedict Crowell, president of the Army Ordnance Ass'n, will make the presentation.

General Harboard will speak on "Radio and Industrial Preparedness" during the broadcast.

Dorothy Kemble Joins NBC

Dorothy Kemble will join the continuity acceptance division of NBC about June 1 as assistant editor under Janet MacRorie. Miss Kemble for the past five years has been in charge of advertising acceptance for the MacFadden Publishing Co.

MPTOA Seeks Conference on Radio Problem

(Continued from page 1)

sence no material progress has been made.

Vincent denied published reports that the committee would undertake a national poll of exhibitors by mail to determine their attitudes toward radio's use of film stars and materials.

"A poll of that kind hasn't even been thought of by the committee," he said. "It is possible that I may contact some of my exhibitor friends whom I know very well for advice or suggestions, but I don't know that I'll even do that. Not only are exhibitor attitudes toward radio pretty well known already, but the length of time required to complete such a poll makes it inadvisable, I should think."

Liberty on CKLW Daily

Liberty Magazine will sponsor a daily, except Sunday, 15-minute news program on CKLW, Detroit, beginning today from 6 to 6:15 P. M. The program will be similar to the *Liberty* series now heard on WABC, which features Andre Baruch.

The CKLW commitment was placed through the local office of the Erwin Wasey agency, and will feature Joe Gentile as commentator.

Dick Cullum Airing Sports

ST. PAUL, May 5.—Dick Cullum, sports editor of the *Minneapolis Journal,* is airing the inside dope on sports nightly over KSTP, sponsored by the Hamm Brewing Co. The program marks Cullum's ether debut.

CBS Discloses 24,500,000 U.S. Families Own Radios

The CBS Radio Census of 1937, a brochure bringing up to date Columbia's continuous four-year measurement of the national radio audience, compiled under the direction of Dr. Daniel Starch, reveals, among other facts, that more than 24,500,000 families in the United States own radio receiving sets.

Personal interviews with some 160,000 set owners in all parts of the country form the basis for the figures contained in the survey. The interviews by Dr. Starch's statisticians during the four quarter periods of 1936 covered every income group of 160 communities of 2,500 and more.

In this category it was found that nine out of every 10 families were radio owners.

The brochure discloses a total of 33,000,000 sets in use in homes and autos. At the beginning of 1937, 24,500,000 families owned radios. The number of automobile radios in use at the beginning of the year is shown in the study at 4,500,000. Taking into account the 4,000,000 families owning more than one radio, the survey arrives at the 33,000,000 set mark.

Of the 24,500,000 families owning sets early in 1937, Dr. Starch's researchers learned that 20,212,500 listened to the radio an average of five hours each day. In 1932, the average daily period for each family listening was 4.1 hours.

Intensity of ownership of radios according to size of family income varied as follows:

98.6 per cent of homes with incomes over $5,000; 96.3 per cent of homes with incomes of $2,000 to $5,000; 85.1 per cent of homes with incomes of $2,000 or less.

The percentages of homes having radios in communities of various sizes were as follows:

92.4 per cent in cities of over 250,000; 90.8 per cent in cities of 25,000 to 250,000; 91.8 per cent in cities of 10,000 to 25,000; 88.8 per cent in cities of 2,500 to 10,000.

Ownership figures by time zones show the Pacific region first with 91.3 per cent of all homes equipped with radios; the Eastern division next with 90.7 per cent; the mountain region third with 89.7 per cent, and the Central zone last with 88.8 per cent.

At some time each day, four out of five of the nation's radio families use their sets, 64.0 per cent after 6 P. M.; 57.6 per cent before that hour.

Radio Personals

THE stork yesterday visited the homes of Harry Kerr, J. Walter Thompson publicity head, and Douglas Connah, Batten, Barton, Durstine and Osborn publicity head, delivering a boy at the Kerrs, a girl at the Connahs . . . Lucille Manners will headline at the Roxy beginning the week of May 21 . . . Gladys Swarthout booked as the guest soloist on the Ford "Sunday Evening Hour" May 16 . . . Guy Lombardo will play a flood benefit for the citizens of his home town, London, Ontario, a week from tomorrow . . . Guests for the General Motors program, May 16, are Jan Peerce and Rose Bampton . . .

✚

Erna Phillips, author of "Today's Children" arrives here tomorrow for a brief stay . . . Mark Warnow took over the NBC "Hit Parade" last night . . . Smiling Ed McConnell, currently sponsored by the Acme Paint Co., celebrates his 15th anniversary on the air May 9 . . . The new program for Feenamint auditions at Mutual today . . . Teddy Salzburg of WOR's program department switches to Mutual's program division, and Margaret Kennedy, of program, returns to Mutual's publicity division . . .

✚

Bert Lahr has postponed his departure for Hollywood because of the strike . . . 300 members of the "Little Congress" will be guests of "Prof. Quiz" at Saturday's broadcast from the Barbizon-Plaza . . . The RCA "Magic Key" lineup for Sunday includes the Beale Street Players, Kathleen Norris, Efrem Zimbalist and Larry Burke . . . Mischa Mischakoff has been named concertmeister of the NBC symphony . . . Stuart Churchill added to the "Cabin In the Pine" programs . . . The Pontiac program, May 14 will come from Cornell University . . .

✚

Hollywood Town Pump

HOLLYWOOD, May 5.—Bob Burns goes on a two-week vacation after the Kraft airing tomorrow with Bing Crosby ditto-ing when Bob gets back. It's a fishing trip for the Bazookaman . . . Josephine Tumminia and Lionel Stander penciled in for Kraft on May 13 over NBC . . . Grace Moore was presented with a super de luxe trailer following her Sunday broadcast by husband Valentin Parera . . . Vincent Lopez to Death Valley for a holiday then back to purchase a 14-room house here to house himself and orchestra.

Plan New WGN Program

CHICAGO, May 5.—A new series of weekly programs, "Your Radio Playhouse," will originate from WGN for Mutual beginning May 9. Mutual stations which will carry the program are WGAR, Cleveland, and WSAI, Cincinnati. Lovely Lady cosmetics is the sponsor.

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Radio

Oil Firm Will Air 400 Baseball Games

Approximately 400 baseball games will be broadcast this season under the sponsorship of the Atlantic Refining Co. Five teams make up the schedule—the Pittsburgh Pirates, and the minor league teams of Binghamton, Williamsport, Hazleton and Wilkes-Barre.

In Pittsburgh, WWSW is carrying the activities of the Pirates, through resumes of play-by-play reconstructions via Western Union.

WNBF, Binghamton, is carrying the company's programs featuring the ball team there, the broadcasts coming direct from the park. The other stations are WAZL, Hazleton; WBRE, Wilkes-Barre, and WRAK, Williamsport.

N. W. Ayer & Son set the programs of Atlantic Refining. The company's baseball broadcasting policy is based on the success of the football campaign last year.

Derby on Louisville Stations

LOUISVILLE, May 5.—All three local stations are giving a prominent place in their schedules to pre-Derby programs. Meador Lowry, WHAS news commentator, is on the air daily with a 15-minute program, furnishing the latest dope on the races; WAVE has been broadcasting for several weeks a "Mythical Race," sponsored by the Vissman Packing Co., with cash prizes for listeners who pick the winner of each race; Jack Powell is heard daily over WGRC, New Albany, Ind., giving his opinions of the day's card at Churchill Downs, sponsored by Patrick Henry Beer. Additionally, various prominent persons identified with the racing game are presented over all stations.

WKRC Starts "Street" Series

CINCINNATI, May 5.—Dick Bray, announcer and sportscaster of WKRC, Columbia affiliate, has inaugurated a new "Man on the Street" series, broadcasting from the Carew Tower Arcade in the downtown business sector. The program, sponsored by Chocolate Products Co., is aired on Mondays and Tuesdays at 12:30 P.M., Wednesdays and Fridays at 2:30 P.M. and Thursdays at 12:15 P.M., E. S. T.

Order Pennzoil Recording

Fuller, Smith & Ross has placed an order with the NBC Transcription Service for a series of 15-minute custom built recordings for Pennzoil. The transcriptions, it is believed, will be placed with stations in the Cleveland area.

Eagle Tire Goes on WNEW

The Eagle Tire Co. has signed on WNEW for six 15-minute periods daily. The contract, for an indefinite period, begins May 13. The Ravett Adv. Co. handled the deal.

NBC Adding Mysteries

NBC is adding a new series of five-minute mysteries, 54 in number, to its transcription library.

Ann Harding, Fields Dated for C & S Show

HOLLYWOOD, May 5.—Ann Harding will do a radio scene from "The Guardsman" on the new Chase and Sanborn show May 9. Don Ameche, the program's em cee, will play the role opposite her. W. C. Fields will also go on the show in a comedy skit with Edgar Bergen and Charlie McCarty. Songwriters Richard Rodgers and Lorenz Hart will be interviewed on their concert number, "All Points West," which will subsequently be played with Ray Middleton vocalizing.

Sonja Henie has been set for the coffee airing on May 23.

"Young Hickory" on WMAQ

"Young Hickory," sustaining serial on the NBC-Blue, will be sponsored only on WMAQ, Chicago, by Procter and Gamble, beginning May 10. The program originates in the studios of WMAQ, and is heard at 10:45 A. M., Central time, Mondays through Fridays.

The purchase of the one station by P. & G. is regarded as an experiment. If the program results in boosting local sales, it is believed P. & G. will purchase the full Blue network. The Compton agency handled the deal.

Pryor, Fickett to Louisville

Batten, Barton, Durstine and Osborn's Derby contingent, comprising Arthur Pryor and Ken Fickett, of the agency's radio department, and George Gouge, account executive, left for Louisville last night, where they will supervise the broadcast of the running of the Derby on NBC for the Brown and Williamson Tobacco Corp.

Sponsor for Coe College Band

DES MOINES, May 5.—The Iowa Soap Co. is now sponsoring the Coe College band, remote from the college, for two half-hours weekly over Iowa Network stations WMT and KRNT. The college is located in Cedar Rapids. Account placed through Weston-Barnette agency, Waterloo.

Lakeside Signs "Vox Pop"

CLEVELAND, May 5. — WTAM's "Vox Pop" program, heard daily except Saturday and Sunday, has been signed by the Lakeside Biscuit Co., beginning May 10.

The series, titled "Playhouse Square Interviews," began as a sustaining feature April 26.

CBS Declares 80c Dividend

The board of directors of CBS yesterday declared a dividend of 80 cents per share on the present Class A and Class B stock of $5 par value. The dividend is payable June 11 to stockholders of record at the close of business May 22.

LR4 Asks Thesaurus Library

Station LR4, Radio Splendid, Buenos Aires, has placed an order with NBC for the network's Thesaurus Library through Jack Linderman, RCA Victor agent for Argentine.

FMPC Resists Peace Plan of Labor Council

(Continued from page 1)

the council committee that the Federation was "not interested."

F.M.P.C. headquarters simultaneously announced the receipt of a $500 check for the strike fund from Kenneth Thomson, Screen Actors' Guild executive secretary.

Earlier in the day F.M.P.C. spokesmen had stated that it is physically impossible to end the strike in 24 hours as previously reported and added that the strike would not end until union shop contracts are signed.

Shift Charter in Boston

BOSTON, May 5.—The A.F.I. Federal charter held by the Film Exchange Employes' Union here has been transferred to the I.A.T.S.E., Local B-3. The meeting at which the transfer was made was addressed by John Gatlee, I. A. representative; James F. Burke, business representative of the local operators' union, and Thad G. Barrows, president of the operators' group.
necessary.

Zukor Jubilee Drive Honors Are Awarded

LOS ANGELES, May 5.—Results of the recent Adolph Zukor Silver Jubilee sales drive show that each exchange exceeded its 100 per cent sales quota.

Winners in the district managers' division were William Erbb and Milton Kusell. Heading the branch managers' group was Myron Sattler while Irwin Lesser was winner among the salesmen.

Supplementary prize winners were: Branch managers—Al Kane, Edward Bell, Edward Ruff, A. M. Clark; Salesmen—H. Kaufman, H. Wirthwein, J. Gubbins, B. Brooks, H. Germaine, J. Gardner, G. Elmo, M. Segal, J. Harris; Ad sales managers—G. DeWaide, William Rau, Selby Carr, J. Spiegle, L. Beecher.

Sponsor's wrist watches were awarded to Gubbins, Lesser, H. Rubin, Gardner, Wirthwein, E. I. Rubin, K. Chalman, C. Duerr, M. Segal, F. Anderson, G. Gaughan and H. Pfaff.

Set Hecht Film in Color

HOLLYWOOD, May 5.—Selznick International will produce in Technicolor "Nothing Sacred," a Ben Hecht story which will star Carole Lombard and Fredric March. Scenes will be shot in such eastern resorts as Long Island, Palm Beach, Havana, etc.

In somewhat the same manner, the interesting sections of Manhattan will be filmed in color for "Walter Wanger's Vogues of 1938."

Day En Route to Florida

John Day, Jr., Paramount general manager for South America, arrived yesterday from Rio de Janeiro and left at once for Florida where he will visit his father. Day will return to New York in about a week for home office conferences and will attend Paramount's sales convention on the coast, June 10 to 13.

Dixey Company Issue Is 1,100,000 Shares

LONDON, May 5.—The British Independent Exhibitors' Distributing Co., headed by Capt. A. C. N. Dixey, on May 10 will issue 1,100,000 two-shilling ordinary shares. The company will engage in operations on the sale of shares totaling £50,000. This amount has already been guaranteed, including £35,000 in ordinary shares subscribed for by the Rock Studios.

The company's contract with Rock for floor space at the plant calls for the payment of £16,250 the first year, rising to £32,500 annually in four years. Four films already have been bought. Dixey is chairman of the company. A total of 300 exhibitor franchise holders will absorb 100,000 franchise shares to a value of £10,000.

League of Nations Getting Equipment

LONDON, April 29.—The two main halls of the League of Nations building at Geneva, the Salle de Commission and the Salle de Conseil, are being equipped with sound film apparatus by G.B. Equipments, Ltd.

In the Salle de Commision G.B. is putting in a standard duosonic sound reproducer, supplemented by a 16 mm. model. In the Salle de Conseil, portable models will be used.

By the end of May facilities will be complete for the exhibition of special films depicting the League's work against the white slave traffic and the drug smuggling industry. International previews of important entertainment subjects are also planned.

Sees Catholic Drive As Helping Industry

BRISBANE, April 20 (*By Air Mail via London*)—Commenting on the Catholic film review plan in Australia, Archbishop Duhig said here that the church had no desire to harm the film industry. "Our campaign," he stated, "will indeed help the industry because more people will attend when they know what pictures they and their children may safely attend."

Since the first announcement of the formation of a Catholic Central Film Committee to review films, there has been a growing disposition on the part of exhibitors and distributors to cooperate to the full. It is clear that exhibitors desire a high moral tone in film product as much as the church.

Plan House in Bronx

A new 600-seat theatre will be constructed at Tremont Ave., between the Grand Concourse and Anthony Ave. The Viewland Holding Corp., has acquired a vacant plot for the purpose and has engaged Anthony G. Masucci as builder and general supervisor.

Pass Lewd Show Bill

ALBANY, May 5. — The Dunnigan bill, permitting the revocation of licenses, or refusal by licensing authorities in the state to issue theatre permits for one year to theatres conducting immoral shows or exhibitions was passed by the Senate here today.

Form H. R. & L. Theatre

DOVER, Del., May 5.—H. R. & L. Theatre has been incorporated here to deal in motion pictures of all kinds. No capital stock is listed.

Lichtman Addresses Final MGM Session

(Continued from page 1)

he told the assembled delegates that 10 of the best M-G-M pictures grossed 30 per cent more business than the 10 best of all other producing companies combined.

William F. Rodgers, general sales manager, confined his morning talk to angles on next year's policy.

Louis B. Mayer in an address said the philosophy of picture making today is "not to plan for the year but for three, four, five or ten years in the future."

He said that M-G-M had taken its 1937 policy from the World War, saying, "You can't win the battle without young, fresh reserves. Years ago we went aside from the policies of other producing companies. I felt it unwise to attempt to attract older, established stars from other studios. There is no soundness in such a plan. Ten years ago we set out on a policy of developing unknowns into stardom. Today we have the largest list of stars, executives and directors in the world. And they were raised from our ranks. Picture making is too complex today for minute decisions. Only great pictures succeed today with a public trained to and clamoring for only the best. And great pictures cannot be continuously made unless reserves of talent are provided for now so that when one star or producer or director falls by the wayside through illness or death another is ready immediately to take his place in the ranks."

Lauds Schenck

Mayer paid tribute to Nicholas M. Schenck by ascribing the success of Loew's and M-G-M to the latter's vision in solidly backing the plan of providing ample talent reserves. "But Mr. Schenck and I view a success in a slightly different manner. He was delighted in the figures of "Born to Dance" and from the standpoint of you boys of the distribution department and the manager of Loew theatres he was quite right. But to me the thrill of that picture was not its success but the fact that we created a new star, Eleanor Powell. There is no computing the value of a new star."

Lichtman presented sales members who expressed their appreciation to Mayer. These included Ted Mendelssohn, J. J. Maloney, J. E. Flynn, E. M. Saunders, Tom Connors and Howard Dietz. Lichtman, for the entire sales group, then presented Mayer with an engraved watch.

Talks on Young Producers

At another point Mayer stressed company's commitment to the policy of developing young producers and cited as this need the exigencies of production and the fact that many current M-G-M producers are not completely well. Harry Rapf who with Mayer and Irving Thalberg comprised M-G-M's original three producers, spoke on the importance of talent. Sam Katz and Dietz were other speakers.

The latter portion of the forenoon session was devoted to a general discussion from the floor. Participating were C. J. Brient, New Orleans; Frank Drew, Cleveland; H. A. Wagner, Indianapolis; Bob Workman, Minneapolis; Ted Mendelssohn, Chicago; Joe Vogel, New York; George Hickey, Los Angeles; J. E. Flynn, Detroit; Leroy Bickel, Dallas; E. K. O'Shea, Buffalo; Miss M. Ryan, Buffalo, and Jerry Adams, Indianapolis.

Tonight the delegates were the guests of Hal Roach at a barbecue on the producer's back lot in Culver City. Thursday will be a day of play with some of the visitors setting forth for Catalina, some for the Santa Monica Swimming Club and others on a sightseeing trip. The highlight will come in the evening when Louis B. Mayer will be host of a lavish dinner-dance on one of the studio's big stages. All M-G-M personalities will appear.

Jungle Notes from Leo

Los Angeles, May 5.—Bob Lynch reverted to type. An old-time railroad man, it appears he has never recovered from a yen to return to the throttle. Between Emporia and Newton, those two Kansan metropoli, Bob clambered into the cab of the special and pushed the party closer to Pasadena. He reached a top speed of 68 miles per hour.

◆

It was at Albuquerque that William F. Rodgers went into what appeared to be an important conference with Eddie Saunders and Tom Connors, his two aides-de-camp. There, as elsewhere along the line of travel, the public foregathered. One group of girls sidled up, submitted the trio to a careful inspection and turned away in obvious chagrin with: "Those aren't the men who make the pictures. They're the financiers."

◆

Jackson Rose was behind the motion picture camera as the group alighted from the battery of busses on the Ambassador grounds. It is said for Rose that he was the first cameraman to make a newsreel clip 30 years ago in New York, a shot of Theodore Roosevelt departing on an African hunting trip. Rose is now one of Metro's camera aces.

◆

They're kidding Joe Morrow, Philadelphia salesman sometimes yclept "The Foreign Representative" because he didn't send any mail orders en route. He didn't even tear up a deck of cards which seems to be some sort of an accomplishment in Morrow's life.

◆

J. S. McLeod, head of the exchange maintenance department, arrived ahead of the conventionites. At Pasadena he was one of the greeters outfitted in an immaculate ice cream suit. His necktie, a la Technicolor, gave him away, despite the dark glasses.

◆

Joe Farrow, Philadelphia office manager, sometimes referred to as "Captain Bligh," insists he misses his girls. Even in California.

◆

Fan stuff. Bill Koenig, studio manager, hit Pasadena wearing a hotcha sport shirt reported to be a replica of the kind Bob Taylor disports.

◆

Herb Genter, Pittsburgh city salesman, recalls the days when he was an oil magnate right here in California.

◆

This is Sandy Gottlieb's first jaunt away from Minneapolis since his marriage in March. John Dembeck, booker from Detroit, notes this as his initial trip away from his home town.

◆

Louis ("Mickey") Coen is described as the Beau Brummell of the Minneapolis sales force. Other statistics regarding him: He earned the reputation for playing the best game of bridge on the train. He favors blondes, which stamps him a gentleman.

◆

Eddie Lipson reported to be $75 in the red on the trip. This is construable as an advance tip the powers which call the shots in the Milwaukee exchange will be scrutinizing his expense account with rigor and care.

◆

Bill Bishop, Detroit exploiteer, was pretty well exploited himself on the journey. He is a double for Bob Woolsey and was beleaguered at the various trains stops for autographs.

◆

Sol Gottlieb, Pittsburgh salesman, is credited with the card record of the trip. He blanketed the 15-car train and is reputed to have played in every game he happened across.

◆

Adam J. Shumow does not drink, smoke or gamble. This salesman from Milwaukee, with those who don't know him, is being subjected to quizzical glances.

◆

Allen Chatworthy is a new pappy, his daughter now only a couple of weeks old. He hopes she'll recognize him by the time he returns to Minneapolis.

◆

Seventeen years of exploiteering is Morrie Abrams' record. He is now attached to the Minneapolis exchange.

◆

Joe Imhof, no sooner off the train, launched a search for his "passion flower." Outcome not yet available.

Loew Has 16,922

Los Angeles, May 5.—Loew's numbers 16,922 employees in its ranks.

Displays around the convention room at the Ambassador attractively decorated by W. R. Ferguson give these statistics: Sales, 4,278; theatres, 6,722; contract players, 215; writers, 447; directors, 28, studio without extras, 5,111; stars, 21.

Rosenberg Joins G. N.

Omaha, May 5.—Joe Rosenberg has resigned as Republic-Midwest salesman here to become Grand National's branch manager. The post has been vacant since Carl Reese quit to resume his old job as 20th Century-Fox salesman. Harry Lefholtz has resigned as United Artists salesman to join Grand National, and Jake Schlank has left Universal to join U. A. Dick Stahl, formerly salesman for Scott-Ballantyne, equipment house, now is Universal's booker, replacing R. A. Morrison, resigned.

M-G-M Shorts List Increased to 201

Los Angeles, May 5.—M-G-M has increased its short subject lineup next season from 194 to 201, it was announced today by Al Lichtman, vice-president; William F. Rodgers, general sales manager, and Fred Quimby, manager of short subjects.

The list comprises 16 two-reelers, of which four are Laurel and Hardy re-issues, 81 singles and 104 issues of News of the Day. The producers and number of pictures they will make are as follows:

Two-Reelers

6 "Crime Doesn't Pay."

6 Musical novelties.

4 Laurel and Hardy re-issues, namely "Bohunks," "Blotto," "A Perfect Day" and "The County Hospital."

One-Reelers

16 Pete Smith subjects. One will deal with three-dimensional photography.

10 Human interest films. One will be a narration by Adrian on how she selects gowns and fashions for film stars. Carey Wilson will do some on mental telepathy.

10 Unsolved historical mysteries. The first will be "Was Lincoln's Assassin Ever Caught?"

8 Robert Benchley subjects. "How to Wake Up," "How to Pay Your Income Tax," "How to Make an Impression" and "How to Take Care of a Baby" are some of the titles.

12 Fitzpatrick Traveltalks.

13 Cartoons.

12 "Our Gang" comedies to be produced by Hal Roach.

104 News of the Day, newsreel produced by Hearst International.

Delay Loew Board Meet

Loew's board of directors meeting yesterday was postponed for at least two weeks because Nicholas M. Schenck, David Bernstein and other members are out of town.

Carl Laemmle, Jr., An M-G-M Producer

Los Angeles, May 5. — Carl Laemmle, Jr., after protracted negotiations has signed on as an M-G-M associate producer. He probably will make "The Amazing Dr. Clitterhouse" as his first. The deal with U. A. collapsed because of Laemmle's reported inability to raise proper financing.

Laemmle at present is in New York where he is seeking talent and production material. He leaves shortly for a short sojourn in Bermuda.

Raise Providence Prices

Providence, May 5.—Leading downtown theatres here have increased prices from a 40 to 50-cent top. Managers explain that the jump is necessitated by a recent wage raise given to employes and to increased cost of operation. The houses include the Majestic and Fay's, of the Fay circuit, Loew's State, RKO Albee and the Strand, an independent.

'U' Sets Annual Musical

Hollywood, May 5.—Universal will produce an annual musical to be known as "Merry-Go-Round." The first of the series will be handled by Buddy DeSylva and will go into production shortly. Bert Lahr, Billy House, Mischa Auer, Jimmy Savo and Alice Brady will be featured.

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VOL. 41. NO. 107 NEW YORK, FRIDAY, MAY 7, 1937 TEN CENTS

Paramount to Put 50-60 on '37 - '38 List

Monthly Million Dollar Feature Planned

Paramount's new season production plans indicate a schedule of 50 to 60 features at present, Robert M. Gillham, director of advertising and publicity, said yesterday following his return from a studio visit. The company announced 70 to 80 pictures for the current season at its 1936 sales meeting.

Production budgets have been increased materially for the 1937-'38 season and plans are being made for the delivery of a $1,000,000 production every month, Gillham said. With the new schedule approximating a picture a week, a drastic reduction in the number of low budgeted pictures is indicated, as several pictures a month, apparently, will come within the intermediate cost brackets.

Lucien Hubbard and William Lewin

(*Continued on page* 4)

"Star Born" Pulls $90,000, 2nd Week

"A Star Is Born" tallied approximately $90,000 for its second week at the Music Hall.

At the Roxy, "Wake Up and Live" tallied $47,000 for the second week ending last night. It will go a third. In the final five days of "Marked Woman," the Strand took in about $9,000. "The Prince and the Pauper" opened there nicely yesterday after a formal preview Wednesday night. In the first 20 minutes, 980 tickets were sold and by 10:30 yesterday morning standees were in evidence.

The third week of "Swing High,

(*Continued on page* 7)

Briefs Submitted in Gotham-Union Action

In lieu of all arguments, counsel for the Gotham Amusement Corp. and operators of six other independent New York film houses and for the Allied M. P. Operators' Union submitted briefs yesterday to Justice Aaron J. Levy in N. Y. Supreme Court in connection with Gotham's suit to enforce contracts involving themselves, Allied and the I. T. O. A. which allegedly were to run to June 30, 1943.

Allied and the I. T. O. A. sought to have the suit dismissed in its action

(*Continued on page* 7)

Radio News—Pp. 10-11

Monogram to Have 42 for Next Season

Titles Will Be Revealed At Meeting Today

CHICAGO, May 6.—W. Ray Johnston, president of Monogram, tomorrow will reveal a total of 42 features for 1937-'38, at the opening business session of the company's fifth annual sales convention at the Drake Hotel here. Production budgets will be increased an average of 25 per cent.

The product schedule, the largest yet to be announced by Monogram, comprises 26 dramas in three series, and two series of westerns, each including eight pictures.

The meeting opened today with informal discussions, and will conclude on Saturday.

The production schedule is headed by a special group of five "Certified Attractions." The other divisions

(*Continued on page* 4)

Rodgers Talks on Flexibility Policy

LOS ANGELES, May 6.—William F. Rodgers, sales manager of M-G-M, in a speech which brought to a close the current sales convention of the company, substantiated MOTION PICTURE DAILY'S prediction of last Monday that flexibility would be the principal characteristic of next season's policy.

Rodgers told the conventioneers that the new season's policy would be carried forward substantially as last year with the exception that it would be flexible. For the new year each manager would adjust policy to the individual exhibitor where such adjustments seemed necessary to make

(*Continued on page* 7)

Newsreels Face New Coronation Problem

The destruction of the German dirigible *Hindenburg* which was struck by lightning and burned at Lakehurst late yesterday afternoon presents a new problem to newsreel producers who had planned to ship their films here on the next trip of the giant airship. The decision to send the prints on the *Hindenberg* had halted negotiations with prominent aviators who had planned to make solo over-ocean flights with the pictures. These negotiations may now be reopened.

The newsreel companies' executives could not be reached last night for statements.

Fashion Note

Hollywood, May 6.—Pickets and how they dress are largely a matter of geography.

In the industrial centers, it's overalls and sober array.

In Hollywood, it's sport shoes, slacks and gay sweaters.

Hardy Checks On St. Louis Case Details

Although Russell Hardy denied that his trip from Washington had anything to do with the St. Louis antitrust case which was settled out-of-court last summer, it was revealed yesterday that he has been checking up with various litigants involved on the fulfillment of stipulations filed in the New York Federal Court.

During his two-day stay, Hardy visited Warners, Paramount, RKO and F. & M. executives and it is understood several details remain to be worked out. Attorneys for the distributors, it is said, have assured the Dept. of Justice counsel that the stipulations argreed to will be lived up to in due course.

Hardy returned to Washington last night by plane to report his findings to Homer S. Cummings, attorney general.

Production Holds; 39 Films in Work

HOLLYWOOD, May 6.—Production held up well here last week despite strike conditions with studio rosters showing a total of 37 features and two short subjects in work. Seven new pictures went before cameras during the week and 73 features and 15 shorts were in the cutting rooms. A slacking up of action in the studios was not apparent with 16 features and five shorts scheduled to shoot within the next two weeks.

The new films starting were "Flashing Skates" at Columbia; "Hurricane" and "Dead End," Samuel Goldwyn; "You'll Be Married by Noon," M-G-M; "Let's Talk of Love," Paramount; "Born Reckless," 20th Century-Fox, and "West Coast Limited," Universal.

Paramount had all production wheels turning with nine features in work, peak production among majors.

Columbia had four features shoot-

(*Continued on page* 7)

Picketing by FMPC Starts Within 2 Days

C. I. O. Assistance Offer Is Accepted

HOLLYWOOD, May 6.—Picketing of all theatres in the United States playing films produced by the 10 major companies now under strike regime will start within 48 hours, F.M.P.C. headquarters announced today. Wires were dispatched to international offices of the crafts represented in the Federation and picketing will start immediately through the supervision of craft locals throughout the country.

C.I.O. groups will be on the picket lines, having signified their desire to cooperate through a number of wires received at F.M.P.C. headquarters here. F.M.P.C. heads said that the theatre picket campaign would take 48 hours to organize.

Picket lines around the studios here apparently were augmented today;

(*Continued on page* 11)

More Talks Coming On Service Unions

Further discussions with I. A. T. S. E. officials in the middle west on the current lockout of equipment service men in Cleveland, Chicago and St. Louis will be required in the near future before a settlement of the I. A.'s unionizing demands for service men nationally can be had, L. W. Conrow, head of Erpi's maintenance operations, said yesterday on his return from Chicago.

With representatives of RCA Mfg. Corp. and circuit theatres affected by the lockouts, Conrow conferred with

(*Continued on page* 11)

Balaban and Arthur Talk St. Louis Deal

CHICAGO, May 6.—A. J. Balaban early this morning conferred with Harry C. Arthur at the Municipal Airport in regard to purchasing an interest in the F. & M. circuit in St. Louis. Arthur was on his way to New York. It was the first time he had met Balaban since the latter returned from Switzerland.

Reports have been current for some time that Balaban and his associates have been interested in the St. Louis circuit. Balaban said he would be glad to make a deal with Arthur, but nothing definite has been done yet.

Negotiations between Balaban's

(*Continued on page* 4)

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 May 7, 1937 No. 107

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

E. C. Grainger Will Be at 20th-Fox Meet

E. C. Grainger, film buyer for Feiber & Shea and former eastern division sales head for 20th Century-Fox, has been invited to attend the distributor's annual sales convention at the Ambassador, Los Angeles, starting May 30. He has accepted and will accompany the eastern contingent of 20th Century-Fox next Thursday.

Spyros Skouras and a number of other National Theatres' operating heads also will attend the meetings.

Chase Sells Fox Stock

Chase National Bank, in a statement issued yesterday, announced the sale of "a few thousand" shares of 20th Century-Fox stock during the past two months, adding that additional blocks would be sold as occasion offers.

Warner Managers Meet

WASHINGTON, May 6.—All managers of Warner theatres in this territory attended a meeting here over which John J. Payette, general zone manager, presided. Payette was given a watch by the managers and territory exectives. The group attended a screening of "The Prince and the Pauper" at the Ambassador.

Insiders' Outlook

By RED KANN

Hollywood, May 6.

THOSE Warner brothers go banging away again with their flair for good old melodrama in "Slim." There is the girl once more, two men in love with her and one of them clearing the scene to sweep the way toward an implied clinch finish. Add an interesting and, if you can find it, different background and insist upon standard performances from an experienced cast and there's your picture.

▼

William Wister Haines' novel had the necessaries. He incorporated them into his own script and Ray Enright followed through in his direction. Margaret Lindsay is the girl. Pat O'Brien is a power lineman who lives for today and lets tomorrow take care of itself. Henry Fonda is a country bumpkin taken under O'Brien's wing to finally turn into a first-class lineman on his own. He falls for Miss Lindsay with reverse sentiments prevailing.

▼

It is never quite conveyed whether Pat purposely slips to his death while repairing broken power lines in a raging blizzard or whether he merely fell. Anyhow he and the plot part and it's a case of tea for two. Thereafter, the result of this story array which can be matched up with a carload of predecessors, if your memory is working properly and allows for differences in background, makes for conventional but acceptable entertainment. One weakening influence is the direct similarity of the thrill moments fore and aft. They are so identical that a carbon impress of one on the other does considerable hurt to the "ohs" and "ahs" content and provides two chills of the same temperature. That's contrary to the dictates of the best constructionists of the ten-twenty-thirty school.

◂ Purely Personal ▸

Y. FRANK FREEMAN, Paramount theatre head, left last night for Dallas where he will confer with KARL HOBLITZLE and R. J. O'DONNELL on Interstate Circuit affairs. He is due back in New York in a week.

•

BILL SCHNEIDER of F. & M. is bemoaning the air trip in from St. Louis. The plane was stuck three hours in Peoria, Ill., before it could take off from the airport.

•

HATTIET HOCTOR, who opens today for a two-week personal appearance in Chicago, will be in New York for the opening of "Shall We Dance," in which she appears.

•

ED SELZER, Warner studio publicity head, arrived from the coast yesterday all pepped up for the annual sales meeting which will start Monday at the Waldorf.

•

EDWARD SCHNITZER, eastern division manager for Republic, got back yesterday after a 10-day tour of his exchanges.

•

ROY DISNEY will leave for the coast Sunday. He plans to stop over in Kansas City for a few days to visit relatives.

•

DAVID BERNSTEIN and Col. E. A. SCHILLER returned yesterday from the south.

•

J. J. MILSTEIN, general sales manager for Republic, left for Washington yesterday and will return Monday.

•

JOE UNGER will return Monday from a vacation.

•

HERBERT J. YATES is due from the coast Sunday.

JOE MOSKOWITZ and FRANK UNDERWOOD leave today for the coast to confer with 20th Century-Fox studio executives in advance of the annual sales convention which starts the latter part of the month.

•

EDYTHE M. PHILIPS of Philips and Tarbell has completed casting for "We, the People," a series of historical shorts to be produced by JOHN T. DORAN at the Edison Studios in the Bronx.

•

NORMAN WESTWOOD, formerly Universal's manager in China, is visiting town. He intended to remain in this country, but says he feels the urge to return to the Orient.

•

GEORGE GERHARD and ED HOLLAND of RKO will leave Sunday to exploit "Toast of New York" and not "Toast of the Town," as reported yesterday.

•

TOOTS SHOR plans to talk to the Warner conventionites Monday night when they gather at the Tavern for a midnight party.

•

ERWIN G. GELSEY's original, "Love Runs Into Money," has been purchased by Grand National.

•

LORETTA YOUNG, who has been vacationing in Bermuda, returned today on the *Monarch of Bermuda.*

•

THEODORE STUMP, Absarokee, Mont., exhibitor, who has been visiting here, has left for his home.

•

NICHOLAS M. SCHENCK will return from Miami Monday.

•

ROBERT E. HAIG and WILLIAM KOSTKA, formerly with Fawcett Publications, Inc., have formed Security Publishing Co. at Stamford, for the publishing of a new series of popular magazines.

•

BILLY BITZER, pioneer cameraman, will be the chief guest at the first of the Film Group's Nickelodeon Nights at the Union Church on May 15.

•

IKE LIBSON and his partner, BEN HEIDINGSFELD, are in town from Cincinnati for RKO home office conferences.

•

DAVID SELZNICK and JOCK WHITNEY are expected here from the coast on Monday.

•

HARRY C. ARTHUR arrived yesterday from St. Louis by plane.

•

WINFIELD R. SHEEHAN arrived from the coast yesterday.

Bookings Shifted in Westchester Houses

Day and date bookings for the Bronxville, Bronxville, and Scarsdale, Scarsdale, N. Y., have been dropped by Skouras Theatres as a result of protests by the Women's Clubs in both Westchester towns. The clubs objected to the booking arrangement on the ground that once a picture is not seen in either house there is no chance for catching it again.

The Women's Clubs are staunch supporters of both theatres and asked that one theatre follow the other with the same bookings. This has been agreed to by Skouras.

Recently, the Women's Clubs objected to double features and demanded that they be dropped. This request also has been accepted by Skouras and the policy of single features reinstated.

Say Loew to Build At Jackson Heights

With negotiations continuing for taking over the Dyckman, in upper Manhattan, from Sol Silver on a 15-year lease, starting Sept. 1, Loew's is reported to be planning to build a de luxe theatre on Roosevelt Ave., between 73rd and 74th St., Jackson Heights, L. I.

Charles C. Moskowitz, local operating head for the Loew circuit, could not be reached yesterday for verification.

Robbins, Dembow to K. C.

LOS ANGELES, May 6.—Herman Robbins, president, and George F. Dembow, general sales manager of National Screen, have left for Kansas City, where the company's new exchange will have its formal opening tomorrow. Thereafter, they will proceed to New York, where they are due Sunday.

While here, Robbins arranged for construction of a building at Vermont Ave. and 21st St. to house National Screen and National Screen Accessories. It is expected the building will be completed Oct. 1. National Screen's studio will remain in Hollywood.

Operate on Ross' Son

Clifford Ross, son of Harry, and a member of Ross Federal Checking Service, was operated on yesterday at the New Rochelle Hospital, New Rochelle, for appendicitis. He was reported doing nicely last night.

NOW IT'S NEW YORK'S RIVOLI
REVELING IN A 20th HIT!

Ushers rush and cashiers wilt, as long waiting lines storm the Rivoli doors. And that romantic duo, Tyrone Power and Loretta Young, implant themselves deeper than ever in the hearts of audiences...while thousands laugh and cheer!

The critics keynote the sentiments of the crowds:

Daily Variety: "Should fare handsomely at the boxoffice. Has the show elements which appeal beyond class limitations. Loretta Young never so lovely. Tyrone Power splendid!"

•

Hollywood Reporter: "Topnotch! Provides class amusement for all classes! More strength for Young-Power team!"

•

Film Daily: "Bright and witty show. Glamour love-team of Young and Power score strong. A cinch the femmes will go for them!"

•

N. Y. Daily Mirror: "Miss Young and Tyrone Power in a gay romance to the demonstrated delight of their following! Yesterday's audience signified box-office success!"

•

N. Y. Daily News: "Sure to please any audience! Tyrone Power and Loretta Young carry on the splendid teamwork they commenced in 'Love Is News'."

•

N. Y. American: "Here's another 'yes' one. Definitely! Loretta and Tyrone at their most engaging! Glides along merrily!"

•

N. Y. Eve. Journal: "One of the season's most amusing comedies! A charming vehicle for a group of charming players!"

•

N. Y. Eve. Sun: "Light-hearted and laughing comedy in a gay mood. Tyrone Power and Loretta Young have proved themselves an excellent comedy team."

•

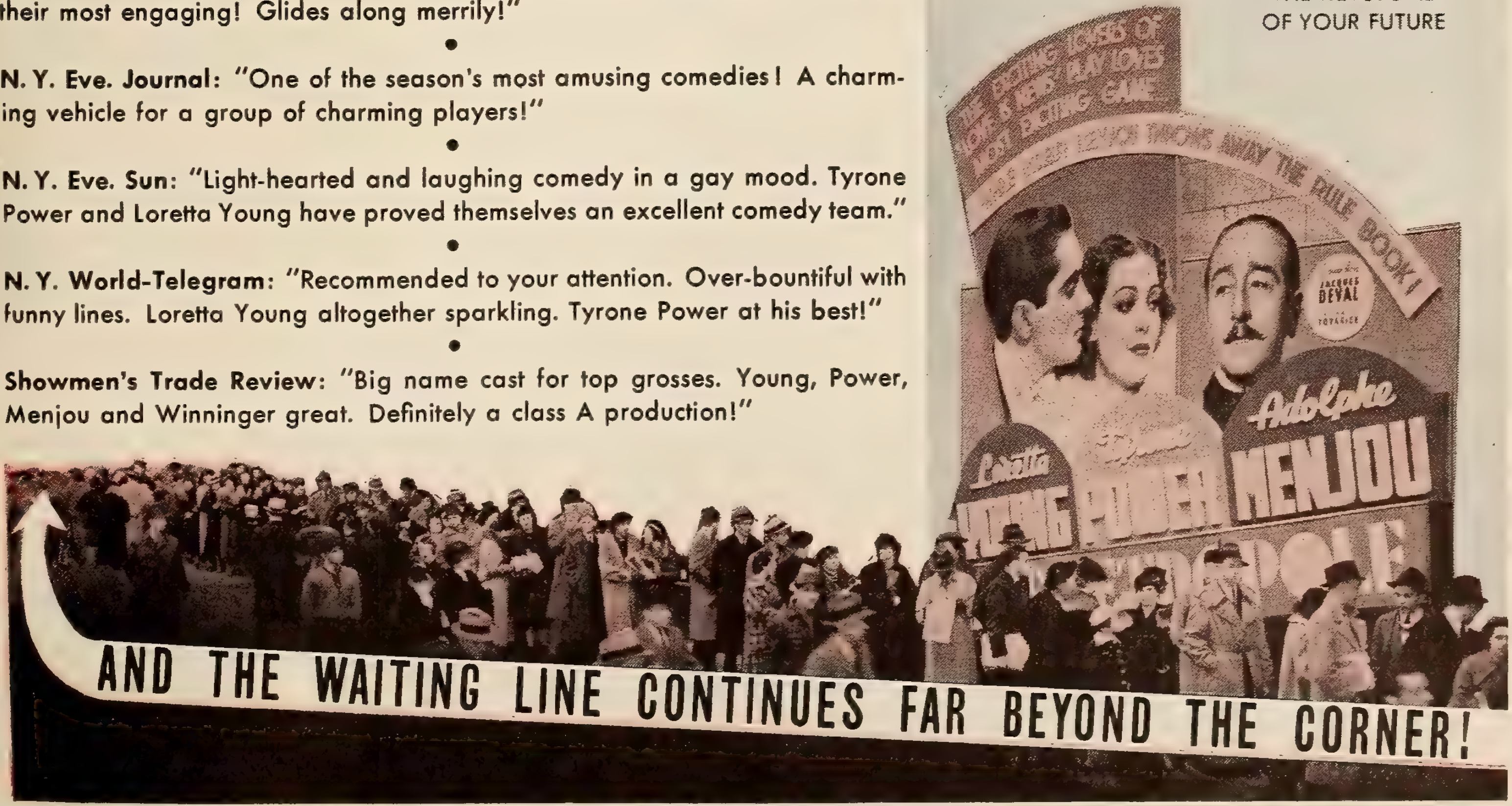
N. Y. World-Telegram: "Recommended to your attention. Over-bountiful with funny lines. Loretta Young altogether sparkling. Tyrone Power at his best!"

•

Showmen's Trade Review: "Big name cast for top grosses. Young, Power, Menjou and Winninger great. Definitely a class A production!"

LORETTA TYRONE
YOUNG · POWER
ADOLPHE
MENJOU
in
CAFE METROPOLE
with
GREGORY RATOFF
CHARLES WINNINGER
HELEN WESTLEY
Directed by Edward H. Griffith
Associate Producer Nunnally Johnson
Screen Play by Jacques Deval • Original story by Gregory Ratoff
Darryl F. Zanuck In Charge of Production

THE KEYSTONE
OF YOUR FUTURE


THROWS AWAY THE RULE BOOK!
Jacques Deval
Loretta
YOUNG POWER
Adolphe
MENJOU
METROPOLE
AND THE WAITING LINE CONTINUES FAR BEYOND THE CORNER!

Monogram to Have 42 for Next Season

(*Continued from page 1*)

are known as "Profit Series," "Success Series," "Lone Star Westerns" and "Fast Action Westerns."

A move toward the acquisition of outstanding players is indicated in the signing of Jackie Cooper for "Boy of the Streets."

Jack Randall, who has just completed "Blazing Barriers," will be starred next season in a series of musical westerns. Randall is scheduled to arrive here tomorrow to attend the convention, at which approximately 150 are in attendance.

The list of product scheduled for next season is as follows:

Five Certified Attractions—"Paradise Isle," by Allan Vaughan Elston, with backgrounds filmed in Samoa and Warren Hull and Movita in the principal roles; "Romance of the Limberlost," by Gene Stratton-Porter; "College Sweetheart," a musical based on Leona Dalrymple's *Woman's Home Companion* story "Blind Date"; "Freckles Comes Home," a sequel to "Freckles," by Gene Stratton-Porter, and "Land of Sky Blue Water," with the music of Charles Wakefield Cadman.

Six Profit Series—"Federal Bullets," novel by Major George F. Eliot; "Flying Orders," "Port of Missing Girls," "Saleslady," novel by Harold Morrow; "Telephone Operator" and "The Thirteenth Man," by John Krafft.

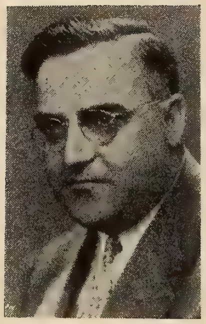
Fifteen Success Series—"Blazing Barriers," by Edwin C. Parsons; "A Bride for Henry," by Josephine Bentham; "The County Fair," "False Colors," "The Girl Next Door," "The Hoosier Schoolboy," "Legion of Missing Men," "The Luck of Roaring Camp," "The Marines Are Here," "My Old Kentucky Home," "Numbered Woman," "The Outer Gate," "Scandal," "Queen of the Yukon" and "Wolf Call," from Jack London stories.

Eight Lone Star Westerns—"The Code of the Range," "The Country Beyond," "God's Country and the Man," "The Painted Trail," "A Ridin' Gent," "Romance of the Rio Grande," "Trailin' Back" and "West of Rainbow's End."

Eight Fast Action Westerns—"Danger Valley," "The Last Frontier," "Man from Hell's River," "Man's Country," "Riders of the Dawn," "Snow Dust," "Wanderer of the West" and "Where the West Begins."

Heading Monogram Meet

EDWARD GOLDEN
General Sales Manager


W. RAY JOHNSTON
President of Monogram

SCOTT DUNLAP
Vice-President of Production

Rules Game a Lottery

ALBANY, Ga., May 6.—Judge Clayton Jones of the City Court of Dougherty County has ruled in favor of the state in its action against Frank Barker, representing the Albany, charged with operating a lottery last Sept. 16, in a Bank Night drawing. The case is being appealed to the State Court of Appeals.

Argue Bank Night Case

KANSAS CITY, May 6.—The Bank Night case of Missouri vs. R. W. McEwan, Bank Night distributor, was argued before the Missouri Supreme Court yesterday. The case is expected to be taken under advisement.

Heads Film Council

CHARLOTTE, N. C., May 6.—Mrs. V. J. Guthrie has been reelected president of the Charlotte Motion Picture Council. Other officers are: Mrs. J. H. Frickhoeffer, corresponding secretary, and Mrs. Jacob Binder, recording secretary. The meeting heard praise of the past year's product.

Poe Sells Melody Share

HOLLYWOOD, May 6.—Coy Poe has sold his interest in Melody Pictures Corp. to Maurice Conn for a reported $12,500. Poe will remain at the Conn Studios as head of the music department until the next Pinky Tomlin picture is completed.

Monogram Salesmen Are Elman's Guests

CHICAGO, May 6.—Henri Elman, Monogram distributor here, played host to the Monogram sales force this afternoon with a party at the exchange. Later in the afternoon the newspapers were guests of Jackie Cooper and Jack Randall, Monogram's new western star, at a party. Cooper and Randall will be surprise visitors at the convention at Drake Hotel tomorrow.

Johnston today told MOTION PICTURE DAILY: "This coming year looks like the best in history for the picture industry. The men we have been able to get for our sales force are of the highest calibre and show great faith in Monogram. From indications given me today by salesmen I am sure Monogram will show 1937 to be the greatest year we've ever had and that the new company will be a dominant factor in the production and sales field within a short time. Hundreds of exhibitors have inquired about our plans and if ever a company had incentive for bigger and better things we have it, and what's more, we will deliver."

Dickinson Appoints District Managers

KANSAS CITY, May 6.—The Glen W. Dickinson Theatres, Inc., has instituted the management practice of district supervision. Dickinson has named three district managers to handle his large circuit in Missouri, Kansas and Iowa.

Robert Guise, city manager of Dickinson houses at Manhattan, Kan., has the Manhattan district, including two houses in Manhattan, two in Junction City, and one in Herington, Kan. J. G. Weigand remains with Guise as publicity director for the three towns. Jack Carmichael, assistant at the Dickinson at Manhattan, has been named city manager at Junction City. John Krieger continues as manager of the Dickinson at Herington.

Missouri and Iowa units will be supervised by Howard Sexton, former city manager at Junction City. He will have Chillicothe, Fayette, Marceline, and Slater, Mo., and Creston, Ia.

Paramount to Put 50-60 on '37 - '38 List

(*Continued from page 1*)

already have been added to Paramount's lits of producers and additional newcomers may be announced at the company's annual sales meeting in Los Angeles, June 10 to 13. Younger players on the studio's roster, who have been featured during the past year or two, are expected to augment Paramount's present list of stars during the new season.

Clevelanders Object To Para. Transfers

CLEVELAND, May 6.—Resolutions have been passed by the Cleveland M. P. Exhibitors' Ass'n "condemning" Paramount for transferring certain features from the 1935-'36 list to the 1936-'37 list "thereby disregarding the moral rights of the 1936-'37 contract holders."

Copies of the resolution are being sent to Adolph Zukor, Neil F. Agnew and regional and state exhibitor organizations affiliated with Allied. The matter is to be one of the topics at the Allied States Convention in Milwaukee May 26-28.

Balaban and Arthur Talk St. Louis Deal

(*Continued from page 1*)

group for a tieup with the Ansell Brothers in St. Louis are understood to have been called off. In the event Balaban does go into St. Louis it will be with the F. & M. interests.

John Balaban, brother of A. J., on May 15 will stage an anniversary party at the Congress. It will be called Hula Night. A number of former associates here and in New York have been invited to atend the affair.

Wall Street

K.-A.-O., Loew's Lead Board Gains

	High	Low	Close	Net Change
Columbia, pfd. ...	34	33⅝	34	+ ⅛
Consolidated, pfd..	13⅝	13⅝	13⅝	+ ⅛
Eastman	156½	156½	156½	.....
Eastman, pfd. ...	152	152	152	.....
Gen. T. Equip. ...	26	25	26	+1¼
K.-A.-O., pfd.	101	101	101	+2¾
Loew's, Inc.	80	77⅞	80	+2¾
Loew's, pfd.	106	106	106	.....
Paramount	21⅝	21⅛	21½	+ ⅛
Paramount 2 pfd.	19¼	19¼	19¼	.....
Pathe Film	7⅛	7	7	.....
RKO	8¾	8⅝	8⅝	.....
20th Century-Fox.	38¼	37⅝	38⅛	.....
Warner Bros.	13⅛	12⅞	13⅛	+ ¼

Curb Declines Lightly

	High	Low	Close	Net Change
Grand National ..	2⅜	2⅜	2⅜	— ⅛
Technicolor	23⅛	22⅝	22⅝	— ¼
Trans-Lux	4⅜	4⅜	4⅜	— ⅛
Universal Crp. ...	5⅝	5⅝	5⅝	— ⅛

Bonds Up Slightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	.....
Paramount Pict. 6s '55	100¼	100⅛	100⅛	+ ⅛
Warner Bros. 6s '39 wd.	94¾	94½	94¾	+ ¼

(Quotations at close of May 6)

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GENERAL AIR EXPRESS
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FREE DRINKS AND CIGARS TO EVERYBODY IN THE INDUSTRY!

Because we feel so good about

"WINGS OVER HONOLULU"

We're doing leap frogs all over the place! Oh Boy—what a picture!

It's Got Everything . . .

A SWELL CAST!

HERE ARE THE BEST LOOKING YOUNG PEOPLE YOU'LL EVER SEE IN ONE PICTURE!

plus **A GREAT STORY**

Based on the famous Red Book Magazine novel by Mildred Cram!

plus **NEVER-MISS WRITERS!**

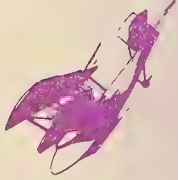
Isabel Dawn and Boyce de Gaw—who wrote some of the outstanding successes of the screen!

plus **A HIT DIRECTOR!**

H. C. Potter, director of "Beloved Enemy"!

plus **A GRAND PRESS BOOK!**

Meaty with sure-fire selling ammunition! Get it—and go to town!



"WINGS OVER HONOLULU"

E. M. ASHER, Associate Producer

CHARLES R. ROGERS
Executive Producer

THE NEW UNIVERSAL—of course!

Rodgers Talks on Flexibility Policy

(*Continued from page 1*)

the plan equitable in every respect, Rodgers stated. He pointed out that through this plan, which was met with skepticism when offered last year, both theatre owner and MGM will profit. Thirty per cent increases in gross sales had been registered by various exchanges, he said.

The sessions concluded tonight with an elaborate formal dinner-dance on M-G-M stage 15. Entertainment included ensembles of "Broadway Melody of 1937" girls, an individual entertainment by Eleanor Powell, Bill Robinson and Cliff Edwards. Louis B. Mayer presided, with Sophie Tucker and Frank Whitbeck alternating in the emcee spot.

Eastern and Southern delegates left on a special train at 11:30. The coast group will depart by a later train. Sightseeing trips, cruises to Catalina Island, golf and other pastimes occupied conventioneers as meeting closed.

Production Holds; 39 Films in Work

(*Continued from page 1*)

ing, one preparing and scheduled for the cameras within the next two weeks and eight in the cutting rooms. Samuel Goldwyn had three, zero and zero; M-G-M, five, five and four; Paramount, nine, three and 10; Republic, zero, two and five; RKO, three, two and six; Roach, one, zero and two; Selznick International, one, zero and zero; 20th Century-Fox, two, two and eight; Universal, two, zero and two; Walter Wanger, one, zero and zero, and Warners, six, one and 28.

In the shorts division Columbia had one in work, one preparing and three editing. M-G-M had one, one and five; RKO, zero, two and four; Roach, zero, one and two; Warners, zero, zero and one.

Theatre Openings Up In Southwest Areas

Kansas City, May 6. — With its brightest crop and general business prospects in six years, the southwest is experiencing accelerated activity in new openings, remodelings, etc.

A new 700-seat house, the Byam, being built in Fairmount, suburban Kansas City, will be operated by Rube Finkelstein of the Belmont.

The Peoples, Pleasant Hill, Mo., is being remodeled and redecorated. It was formerly owned and operated by Wayne Jenkins, but Glen W. Dickinson Theatres, Inc., has assumed control, with Jenkins remaining as manager.

Dickinson spent $10,000 remodeling and reequipping the Dickinson at Beloit, Kan., which was opened to film and theatre men of the area at 11 P. M. April 27.

H. Hanson and Elmer Kunz will open the Royal, Burlingame, Kan., May 1. C. E. Cook, exhibitor of Maryville, Mo., is building a new house at Savannah, Mo. Ferris Oxford, Wichita, has taken over the Orpheum at Fredonia, formerly operated by Art Pugh. Pugh continues with the No. 1 house there. J. J. Kametz, who formerly operated the Princess, Bunceton, Mo., has opened the Community, Wellsville, Kan.

Jungle Notes from Leo

Los Angeles, May 6.—It took some of Leo's cohorts the entire convention to learn exactly what *Turbine Vehimr* meant. Adorning the badges worn by Jack Flynn's men—the midwestern district—it is Latin for "We ride the whirlwind."

+

Bill Parker, out of the Indianapolis office, conceded all the stories he had heard about California climate were correct and that things really do grow big in these parts. He said he saw a flea going down the street carrying two dogs.

+

It was Bob Workman of Minneapolis who earned the dubious accolade for early rising. By 6 A.M. a couple of mornings he had been walking around the Ambassador grounds.

+

Jack Bowen, New York branch manager, found Thursday his big day. He was at one time a deep sea diver and managed to sneak off to San Pedro for a bit of hobnobbing.

+

John Maloney, Pittsburgh, qualified as the convention's best on-the-cuff orator. He was the one who made the presentation speech when the gang presented Bill Rogers with a baby lion cub 'way back when the sessions first got under way.

+

L. W. Royalty, Oklahoma City office manager, was the butt of much kidding on the basis of his name and the coronation in London.

+

"Butch" Wingham, Seattle, bore a pronounced resemblance to the captain in the French Room where the delegates had most of their meals.

+

Roy Avey, Atlanta and a onetime railroad engineer, went in for heavy purchases of shirts in the men't shop on the casino floor of the hotel. He wanted a batch bearing Hollywood labels, but when he looks he may be disappointed. The Ambassador is in Los Angeles.

+

Now that his exchange was named the best of the Metro system on operation, Burtus Bishop, Jr., went in for a can of metal polish to keep his button, reading "Top Efficiency," bright and shiny.

+

Last year Felix Mendelssohn, Chicago branch manager, was convention host. This year the job devolved upon Clayt Lynch, resident Los Angeles manager. It's a worry and a job and Felix kept watching Clayt and how he held up.

+

Joe Vogel is seeing a good deal of his brother, who is in the camera department at the studio, and, for the first time, met his sister-in-law and her two children by a former marriage.

+

The Minneapolis contingent applauded loud and long when Suzanne Larson, youngster with a reported big voice, was introduced at the studio luncheon. She hails from that Twin City.

+

Frank Hensler, Kansas City, must be an admirer of Rodin's famous statue, "The Thinker." He unconsciously assumed the pose while listening to various addresses.

+

Charles Kessnich might have thought his mustache was getting places until he caught a peek of the lip adornment sported by G. Lightstone, Toronto manager. Thereafter, Kessnich was completely silent on the subject.

+

Bill Scully made George Hickey drink milk. The doctor made Jack Flynn do ditto which proves practically nothing.

+

Si Seadler almost made a direct line for the B-Bar-H, but remembered his allegiance to Leo in the nick of time.

+

Four studio girls polled on the handsomest man at the convention. The returns: Tom Connors, winner; Bill Scully and Roy Avey, close seconds. Best dancer: Sandy Gottlieb. Quietest man: Bill Willman.

+

Jay Gove braved them all with a prize cabbage burner right in the open.

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The railroad man who permitted "Louis Pasteur" in the Pullman lineup on the westbound special tried hard to get another car, named "Paramount," on the eastbound.

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Louis K. Sidney, here with Mrs. Sidney, is spending non-convention hours with his son, George, who is working with Pete Smith and the short subject department at the studio.

Acquires Edison Studio

Film Art Studios, Inc., new company, has taken over the Edison Studios in the Bronx. The company plans the production of features, shorts, commercial subjects and the handling of screen tests. The first production will be on a group of shorts titled "We, the People." Marie Kenny, C. Kenny and John T. Doran head the company.

Brennan with Warners

Kansas City, May 6.—Tom Brennan has been named ad sales manager for Warners here, which now has its own advertising department. Brennan formerly managed the Fox Strand, Hutchinson, Kan.

"Tobacco Road" Banned

Omaha, May 6.—E. R. Cummings, district manager of Tri-States, which had rented the Paramount here for a showing of "Tobacco Road," was advised yesterday by Mayor Dan Butler that he had barred the play. A precedent for the action was the upholding of a similar ban in Chicago by the Illinois Supreme Court.

Doob Adds Floor Space

Loew's publicity and advertising departments under Oscar Doob will expand its quarters on the fourth floor of the Loew Bldg. The projection and sound department will move to the annex with Doob's departments taking over the additional space.

Briefs Submitted in Gotham-Union Action

(*Continued from page 1*)

before Justice Levy, who reserved decision. The suit arose out of a recent agreement between the I. T. O. A. and Local 306 which would in a large measure supplement the agreement that has six years yet to run. The plaintiffs argue that the Local 306 agreement is invalid because it was not ratified by the I. T. O. A. board of directors.

Drop Suit Against Para.

The infringement suit of Samuel Kantrowich against Paramount was discontinued in Federal Court yesterday on consent of both sides. The case has not been settled. Kantrowich alleged that he was the assignee of the copyright obtained by William W. Young who created the film characterization of "Alice in Wonderland" and "Through the Looking Glass" in 1914 on which Kantrowich claimed Paramount infringed. Paramount answered that the story was in the public domain and that they had bought the rights from the heirs of Lewis Carroll. Kantrowich asked for an injunction and an accounting of the profits.

Hear Lina Case Today

After many adjournments, argument on a motion by Lina Pictures Corp. for a summary judgment of $5,000 against First Division Exchanges, Inc., is scheduled to be heard today by Justice Aaron J. Levy in N. Y. Supreme Court. Lina took over on assignment a contract between First Division and Principal Distributing Corp. of Sept. 11, 1933. First Division allegedly violated the contract which involves the distribution rights of a number of short subjects.

"Star Born" Pulls $90,000 2nd Week

(*Continued from page 1*)

Swing Low" and Louis Armstrong and his band at the Paramount ended with $22,000. "Outcasts of Poker Flat" took in close to $7,000 at the Rialto. The Capitol with "Night Must Fall" garnered $25,000 on the week, while the Criterion grossed $15,000 on the first week of "Thunder in the City" and will end the final nine days tonight with approximately $9,000.

"Lost Horizon" completed a ninth week at $8,000. It is unlikely that the two-a-day will be held beyond May 26, when the extended option expires.

"Cafe Metropole" in its first week at the Rivoli wound up with a $31,000 take.

To Make Spanish Films

Hollywood, May 6.—Castiabria Films has been formed here by Jaime del Amo and Josef Berne to film a series of 12 Spanish films for distribution in Latin America and Mexico. Production will start on "El Camino de Hollywood," featuring Rosita Diaz and Antonio Moreno.

Expand Portable Groups

Denver, May 6. — Three portable circuits in this region have expanded. Charles Bumstead has added two South Dakota theatres to his circuit, the Princess at Keystone, and the Community at Oelrichs.

"Paramount's 'MAKE WAY FOR TOMORROW' is so human that it hurts!"

–Los Angeles Daily News

● **Produced and directed by LEO McCAREY,** who made "Ruggles of Red Gap"...defied studio chiefs with famed "Gettysburg Address" scene by Charles Laughton . . . offered to tear up his contract and work for less than his salary just to make "Make Way for Tomorrow"... and won!

Paramount Pictures

"MAKE WAY FOR TOMORROW" *is a Critic's Picture!*

"One of finest motion pictures to emerge from Hollywood in many seasons!" writes enthusiastic Douglas Churchill in *New York Times* (*Sunday, May 2nd*)... "Another 'Over the Hill' and 'Stella Dallas'!" says *Los Angeles Times*... "90 minutes of most soul-stirring drama screen has seen!" says *Daily Variety*... "Teems with human drama," says *Motion Picture Daily*... "Will keep audiences happily balanced between smiles and tears," says *Hollywood Reporter.*

"MAKE WAY FOR TOMORROW" *is a Woman's Picture!*

Read these comments from leading national clubwomen, educators, organization leaders*: "Hope everyone in America will see it at least once" ... "Stirs heart and mind"... "Has tremendous appeal"... "Wish every man, woman and child could see it"... "Recommend it heartily"... "Magnificent!"

"MAKE WAY FOR TOMORROW" *is a Man's Picture!*

Read what men in East and West Coast preview audiences said about it*: "Grand, richly deserves success"... "Human and appealing" ... "Should be one of season's outstanding successes"... "Tremendous moving panorama of life"... "You'll want to see this again and again."

"MAKE WAY FOR TOMORROW" *is a Mass Audience Picture!*

Trade paper previewers peg it as box-office in any theatre for every audience: "Bring in handsome returns ... refresh large audience," says *Hollywood Reporter*... "Will be widely discussed ... have stimulating effect on box-office," says *Daily Variety*... "When a picture has heart, public is quick to rally to its support. 'Make Way for Tomorrow' has heart appeal," says *Motion Picture Daily*... "Puts Paramount on a new high standard," says *Box-Office*... "Can easily stand alone," says *Showmen's Trade Review*...

****Original copies of signed statements on file.***

"MAKE WAY FOR TOMORROW"

with VICTOR MOORE

BEULAH BONDI • FAY BAINTER • THOMAS MITCHELL

Produced and directed by Leo McCarey • a Paramount Picture

CBS to Open Daily Service To Continent

Regular daily program service, especially designed for listeners of Europe and the British Isles, will be initiated by CBS on Coronation Day, May 12, when network officials dedicate station W2XE, Columbia's new short wave transmitter.

The new station which has a peak power of 40 kilocycles, will be officially opened at 5:00 A. M., E.D.S.T., with dedicatory address by E. K Cohan, CBS director of engineering, and William Lewis, vice-president in charge of programs. The first program of the regular series will be transmitted to Europe and England at 5:15 A. M., E.D.S.T., when W2XE will carry the Coronation ceremonies as they are broadcast from London by CBS in collaboration with BBC.

Salute Programs Planned

Progress of interest primarily to foreign audiences will be selected for W2XE's trans-Atlantic transmission by a new program department headed by Elizabeth-Ann Tucker, who is former member of the CBS general engineering department, on short-wave activities. Salute programs commemorating historic dates in European history and other special broadcasts will be presented in the language of the country to which they are dedicated.

The operating schedule of the new station will enable English and European audiences to hear the programs during their afternoon and evening hours of listening. Licensed to employ five sequences, W2XE will be heard as follows: 7:30 A. M.-10:00 A. M., E.D.S.T: (11:30-14 G.M.T.)—21,520 kilocycles; 1:00 P. M.-2:00 P. M., E.D.S.T.: (17:00-18:00 G.M.T.)—17,760 kilocycles; 3:00 P. M-6:00 P. M., E.D.S.T.: (19:00-22:00 G.M.T.)—15,270 kilocycles.

The fourth frequency, 11,830 kilocycles, will be held in reserve until further tests indicate its period of maximum usefulness. The remaining frequency, 6,120 kilocycles, is for transmission to Central and South America.

WCKY Starts Sports Review

Cincinnati, May 6.—"The All Sports Review" has just been inaugurated by WCKY, featuring frequent flashes on baseball scores, race results and other sports events supplied by INS and special sports wires. The broadcast is handled by Frank Zwygart.

John Reber on Coast

Hollywood, May 6.—John V. Reber, executive vice-president of the radio division of J. Walter Thompson in New York, arrived here. He will stay a month, due to increased Hollywood radio operation and augmented personnel in the Thompson office.

Station WTMV to Celebrate

St. Louis, May 6.—WTMV will celebrate its second anniversary May 19, with a special stage show at the Majestic, and will also air a celebratory program.

◂ Radio Personals ▸

THE illness of Gertrude Niesen cancels her appearance Saturday night on the Ed Wynn program. Sheila Barrett will replace her . . . Saturday night's broadcast, incidentally, marks the end of the Wynn series . . . Jimmie Lunceford's band, now touring one-nighters, will open at the Larchmont Casino June 2, with an NBC wire . . . Leon Blum, Premier of France, will be interviewed by Lowell Thomas in a short-waved broadcast from Paris May 14 at 6:45 P. M., E.D.S.T. on the NBC-Blue . . . Tommy Tucker's band is the latest musical addition on Mutual, broadcasting from Los Angeles . . . Willis B. Parsons, of NBC sales promotion, yesterday addressed the WPA Adult Education class here on radio advertising . . .

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Sid Gary set as the first guest star on the "Broadway Melody" program on WHN-WOR next Wednesday. . . . Larry Collins to be a guest on Fred Allen's program next week, through a booking by Central Artists' Bureau. . . . Phil Regan will be the guest of Radie Harris on WHN tonight. . . . The Three Marshals, NBC's harmony trio, make a special appearance at the Rainbow Room tonight. . . . Alan Courtney has signed Dixie Dean for his WNEW "Joymakers" program. . . .

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Hollywood Town Pump

Hollywood, May 6.—James Dunn set to guest on George Fisher's "Hollywood Whispers" on Don Lee-Mutual Saturday with Basil Rathbone in the same spot on May 15. . . . KHJ is putting on a series of transcribed trailers, twice a day, heralding the series of "Frank Watanabe and the Professor," which debuts next Monday. . . . Josephine Antoine set for Rubinoff's-Chevrolet show next Sunday with Marian Clare on the following program. . . . Hoagy Carmichael, composer of "Star Dust," will be inserted from NBC in Hollywood on the University of Indiana program. He's a grad. . . . Wilt Gunzendorfer, recent head of the San Francisco branch of Thomas Lee Artists' Service, transfers to KHJ as assistant to Robert Brawn, local manager of the office.

NBC to Cut Week

NBC will inaugurate a five-day week policy beginning Decoration Day. All departments will be affected by the annual curtailment of the Saturday work day.

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Chicago Town Pump

Chicago, May 6.—NBC Chicago's Ranch Boys will make appearances in Blencoe, Ill., and at the *Daily News* Travel Show this weekend. . . . Sylvia Clark of NBC Jamboree will appear at the Kenosha Theatre next week. . . . William (Don Foster) Irwin, radio edtior of the *Chicago Daily Times*, lauded the "Lawyer Lincoln" series in a five-minute talk at the beginning of the program, Thursday night over WLS. . . . Julian Bentley, WLS news editor, spoke at the Sigma Delta Chi (journalistic fraternity) luncheon Thursday. He discussed different techniques in writing news for radio and for newspapers. . . . Glenn Snyder, WLS manager, is newly elected president of the Chicago Ass'n of Broadcasters.

Approve RCA Decision

The consent of both sides that the opinion rendered by Federal Judge John W. Clancy on April 19 be regarded as final in the infringement suit brought by John S. Aurynger against RCA was filed in Federal Court yesterday. Judge Clancy found that Aurynger's patent on radio condensers was not infringed upon by the RCA condenser.

Mutual Gets "Crime Clinic"

"Crime Clinic," a WBAL, Baltimore, program, will be fed to the Mutual network, coast-to-coast, beginning May 12. It will be heard weekly, from 9 to 9:15 P. M., E.D.S.T.

Television Not a Problem To Theatres, Lohr States

Kansas City, May 6.—Lenox R. Lohr, president of NBC, does not regard television as a future competitor of films. His opinion was expressed here yesterday before 250 members of the Chamber of Commerce.

He said he doubted whether the medium would affect first runs and said subsequent runs and suburban houses had nothing to worry about.

It will take several years to develop it as a means of commercial entertainment, he said. All the damage that can be done to theatres by broadcasting, he asserted, already has been done by sound broadcasting.

Lohr mildly ridiculed stories that manufacturers of radio receiving sets and broadcasting chains were holding back television because of possible damage to present investments. The truth is, he said, that television is 100 times more complicated than sound broadcasting, and no man in the country knows a fraction of its potentialities. Its complexities surpass any invention of the human mind, he declared, and developments come almost hourly.

The big barrier to rapid commercial development, he continued, is the close relationship of transmitter and receiver. Changes in one must be accompanied by changes in the other.

Lohr expressed the opinion that television would not replace sound broadcasting for the reason that it requires the undivided attention of the listener in a darkened room. Its expense, he said, would make it impractical in cities of 100,000 or less. He predicted that it would be placed on networks either by means of coaxial cables or high frequency relay stations.

CBS Signs to Broadcast All Tennis Games

CBS yesterday signed with the United States Lawn Tennis Ass'n for the exclusive broadcasts of all U.S.L.T.A. matches, it was authoritatively learned last night. The contract is reported to be for five years at an approximate fee of $10,000 for each season. Re-selling of the broadcasts to sponsors is specifically forbidden in the terms of the contract.

Reported also as signed by CBS for exclusive presentation on that network of all the association's national matches is the U. S. Golf Ass'n. Vice-president Larry Lowman of CBS handled both deals. Lowman was not available for comment when called yesterday for verification.

The signing of U.S.L.T.A. and the U.S.G.A. by CBS marks either the finish or the heightening of a feud between that network and NBC for the booking of sports attractions. Both networks have been seeking leadership in this field.

Dorothy Lamour Advances

Dorothy Lamour has been added to the permanent cast of the new Chase and Sanborn program beginning on the NBC-Red next Sunday. She will participate in the opening program.

The signing of Miss Lamour for this program illustrates the strides she has made since becoming a picture star in Hollywood. When she left New York to try her luck in pictures, she was on the air at NBC, broadcasting sustaining. NBC artist service made repeated efforts to sell her to a sponsor, but none would have her.

Would Permit WRUF Lease

Tallahassee, Fla., May 5.—A bill that would give the State Board of Control authority to lease the state-operated radio station, WRUF, at Gainesville, has been introduced in the Senate by Senator Holland of Bartow. The leasing could be for a period of 14 years. Stipulations would keep the station at Gainesville and would reserve time for the broadcast of agricultural market reports, bulletins to police and peace officers, weather reports and special storm and hurricane reports.

Gulf Program to Be Variety

The replacement program for the Phil Baker-Gulf Gasoline series will be a variety, guest star show headed by Harry Von Zell as master of ceremonies. Von Zell takes over July 4 and will continue until Baker's return to the program in the fall. In all probability Oscar Bradley's band will be a holdover feature on the new series. Young & Rubicam is the agency.

WMCA to Get Coronation

WMCA and the Inter-City network will broadcast a summary of the Coronation in a program from London, May 12, at 7 P. M. E.D.S.T.

The program will originate in the London studios of BBC. Harlan Eugene Reid and J. W. Marriott, noted English novelist, will handle the assignment.

Radio

Kyser Band on Tour For Willys-Overland

Kay Kyser's band, broadcasting Sundays on the Mutual network for the Willys-Overland Co., is now out on tour, playing nightly in Willys dealer cities in a promotional campaign said to be one of the most elaborate ever undertaken by a sponsor.

Willys dealers are taxed for blocks of tickets in each of the cities by the automobile company. The dealers dispose of the tickets to customers and prospective clients, the tickets serving as admissions to the Kyser performances, Willys-Knight publicists and U. S. Advertising Agency representatives travel in advance of the Kyser troupe, placing ads in the local papers calling attention to the forthcoming performance.

The Kyser itinerary to date is as follows: May 8, Peoria; 9, South Bend; 10, Columbus City; 11, Terre Haute; 12, Indianapolis; 13, Paducah; 14, Memphis; 15, Herrin; 17, Springfield; 18, Quincy; 19, St. Joseph; 20, Des Moines; 21, Lincoln; 22, Sioux City; 23, Omaha; 24, Sioux Falls; 25, Storm Lake; 26, Waterloo.

KSL Players Take a Rest

Salt Lake City, May 6.—After 117 consecutive weeks for Logan Co., the KSL Players, heard in the half-hour feature "Radio Playhouse," have taken a two-week leave, and will return for a new series for Mar-o-oil. Latter has signed for 52 weeks.

The program and station has been selected by Mar-o-oil for entire western coverage, their only independent outlet besides regular NBC program. W. E. Featherstone placed the account.

Form Midland Television

Kansas City, May 6.—Following a legal conflict over control of station KXBY last winter, which was decided by the Circuit Court in favor of Sidney Q. Noel, Midland Television, Inc., has been formed here. The new company is headed by G. L. Taylor; N. G. Sother is vice-president and sales manager; Arthur B. Church, head of Midland Broadcasting Co. (KMBC) holds the post of treasurer.

Claim Success in Test

New Castle, Del., May 6.—Success was claimed by John C. Roberts, inventor of the Roberts method of transmission, in the experimental transmission of electric power and light by wireless, undertaken here by the National Wireless Power and Light Corp. A beam was said to have been sent 63 miles, from here to the receiving station located near Milford, Del.

Cycle Title Changed Again

The Cycle Trades of America program, heard Thursdays on the NBC-Blue, will be known under the title of "Ridin' High" henceforth. This is its third title in six weeks. Originally, it was called "All Star Cycle," which was changed subsequently to "Cycling the Kilocycles." Southmayde, Inc., is the agency.

"Definitely" Is Out

The word "definitely" is being overworked on the air, in the opinion of L. B. Wilson, president of WCKY, Cincinnati. Accordingly, the staff of WCKY's news and continuity departments have been instructed to dispense with it, except where positively required.

Thus "definitely" is out at WCKY—quite definitely.

Dema Harshbarger Signs Talent

Hollywood, May 6.—Dema Harshbarger, head of the Hollywood NBC artists' bureau, is back from Chicago and New York where she contacted 485 artists under contract to NBC and made arrangements for new players to come to the coast.

Hildegarde, Florence George, Nadine Conner and Senator Fishface and Figsbottle are among those scheduled to arrive here soon.

Picture rights for the radio serial, "Today's Children," also were acquired by Miss Harshbarger and a new contract for Gertrude Berg to do a screenplay for Sol Lesser was set.

Charles Smith, associate in the local bureau, has gone East to complete deals started by Miss Harshbarger and arrange new ones.

KXBY Staff Is Shifted

Kansas City, May 6.—KXBY has added to and shifted several members of its staff. H. R. Makelin, formerly commercial manager of WIRE, Indianapolis, has named Frank Bailey production manager succeeding Herbert E. Nelson. Clair Heyer now is promotion and merchandise manager. Jim Bannon, formerly with KMOX and KSD, St. Louis, is in charge of special events and news. Dot Chaquette now is program director.

Latham Sets Into Pictures

New Orleans, May 6.—KWKH, Shreveport, La., in its house organ, *On the Level,* ran a panel of six candid photos of Jack Latham, Young & Rubicam time buyer, as he listened to and liked an audition of the KWKH Shelton Brother Act. The act was optioned on a 20-week basis for Gulf Refining Co., and its new product, Gulf Spray.

Murphy in New NBC Job

Chicago, May 6.—William J. Murphy has been named assistant continuity editor of the NBC Central Division, taking the post vacated last week by Ken Robinson, who was made continuity editor. Murphy has been with NBC since 1933. Previously he was copy writer with the McJunken agency.

KCKN Resumes Listings

Kansas City, May 6.—KCKN Kansas City, Kan., recently tried to discontinue its complete listing of radio programs. Objections from readers forced it to resume printing the log.

Picketing by FMPC Starts Within 2 Days

(Continued from page 1)

however few outbreaks of violence were reported. Meanwhile, the Central Labor Council, having failed to bring the unions and producers to harmonious accord, has asked Edward A. Fitzgerald, U. S. labor conciliator here, to aid in ending the strike.

William Green, of the A.F.L., is quoted here as saying that he does not approve of the proposed picketing campaign and that the Federation can expect no cooperation in the move from the Green organization.

Guild-Producer Meeting Held

Hollywood, May 6.—Following today's meeting wherein the Screen Actors' Guild committee presented the Guild's proposals to the producers' committee, a statement was issued saying that the meeting was adjourned with the understanding that each group would report to its own organization the progress thus far made. No further statement was issued.

The meeting will not affect the decision of the F.M.P.C. to organize a picketing campaign of all theatres. It is reported that the producers may accede to the Guild's demands in order thus to separate the Guild from the other labor union factions.

More Talks Coming On Service Unions

(Continued from page 1)

I. A. officials in Chicago. He described the conferences as "very cordial throughout" and said that the union's demands are now under consideration. No theatre closings due to equipment breakdowns are looked for in the meantime, he said. A date for another meeting with the I. A. has not been set yet.

Continuing Talks on Clearance in Kansas

Kansas City, May 6.—Conferences between Kansas City, Kan., exhibitors and individual distributors on the formers' demands for first run clearance in their city are continuing with no conclusion yet reached.

While members of the Theatre Owners' Ass'n were quietly busy with distributor talks, the Kansas City *Kansan* continued to use the influence of its front page to arouse Kansas City Kansans to the importance of getting distributors to quit considering their town a suburb of Kansas City, Mo., in releasing pictures.

In one two-column front page story the *Kansan* quoted liberally from the story on the situation that appeared in *Motion Picture Herald* last week. In another front page story under a two-column head and lead, the *Kansan* quoted the entire story in Motion Picture Daily.

"U" Changes Title

Hollywood, May 6.—The title of Universal's "Channel Crossing" has been changed to "Missing."

Report IATSE Fund In St. Louis Race

St. Louis, May 6.—Local I.A.T.S.E. unions spent a total of $3,155 in their efforts to defeat City Comptroller Louis Nolte for re-election, and also contributed $3,175 to the Democratic party, a statement of political expenditures filed with Recorder of Deeds English reveals. Nolte was the only Republican elected in the April municipal balloting, being renamed Comptroller for his sixth term.

A measure requiring the city to pay the projectionists' union wage scale to city employes operating portable equipment in civic institutions, which died in the last aldermanic session, has been revived recently. A new measure proposed to the Board of Aldermen would revise the theatre safety code to require the employment of an operator for each projection machine. A similar measure was passed by the last aldermanic session, but was vetoed by Mayor Dickman. Exhibitors' contracts with the union already provide for two men in a booth, but theatre owners object to the inclusion of a union requirement in the city ordinances.

Labor Agreement in St. Louis

St. Louis, May 6.—The recently formed Theatrical Local No. 2, has signed agreements for the establishment of wage scales through conferences with F. & M., St. Louis Amusement Co., Loew's, the Municipal Auditorium and the Municipal Theatre, according to a statement issued today by John Nick, I. A. T. S. E. vice-president.

Nick, who meets with independent theatre men tomorow, also stated that members of Film Exchange Employes and Theatrical Service Employes, both old unions, have surrendered their A. F. L. charters to join I. A. T. S. E. affiliates.

Fleischer Has Labor Row

As a result of the dismissal of 10 cartoonists, members of the Commercial Artists' Union, by Max Fleischer Animated Cartoon Studios, the union will vote on the question of calling a strike at the studio where it claims membership of 115 out of 135 employes.

To Merge 4 Theatre Firms in Australia

Sydney, April 12 (*By Mail Via London*).—It is understood that a plan soon will be submitted to shareholders for the amalgation of four theatre companies, Greater J. D. Williams, Ltd., Spencers, Wests and Amalgamated Pictures. The proposal is that shareholders should surrender their holdings in return for shares in the operating company, Greater Union Theatres, Ltd.

The total subscribed capital of the four companies is £5,733,760 and the paid up capital of Greater Union is £2,000,000. Under the plan shareholders will have a direct voice in the election of directors of the operating company, whereas at present they have only an indirect influence as the board is elected by the directors of the holding companies. It is believed that the ultimate distribution of shares to shareholders will be below the par value of their present holding. The actual distribution in each case will vary according to the interest of each company in the operating company.

"Horizon" In Its 8th Week On the Coast

Los Angeles, May 6.—"Lost Horizon" continued to set a fast pace in its eighth week at the 4 Star by grossing $8,800, over a first week par at regular prices by $5,550.

The only other attractions to get into the money were "Wake Up and Live" and "Song of the City" at the Chinese and Loew's State. At the former the $13,814 gross was up by $1,314 and at the latter the $16,438 take was $2,438 to the good.

Theatre picketing threats failed to materialize.

Total first run business was $86,052. Average is $90,950.

Estimated takings for the week ending May 5:

"WAKE UP AND LIVE" (20th-Fox)
"SONG OF THE CITY" (M-G-M)
CHINESE — (2,500), 30c-55c, 7 days. **Gross:** $13,814. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 8th week. **Gross:** $8,800. (Average, $3,250)

"TALES FROM THE VIENNA WOODS"
GRAND INTERNAT'L—(750), 35c-40c, 7 days, 2nd week. **Gross:** $1,700. (Average, $1,200)

"THE WOMAN I LOVE" (RKO)
"TOO MANY WIVES" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $7,300. (Average, $8,000)

"WAKE UP AND LIVE" (20th-Fox)
"SONG OF THE CITY" (M-G-M)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $16,438. (Average, $14,000)

"THE WOMAN I LOVE" (RKO)
"TOO MANY WIVES" (RKO)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $6,700. (Average, $8,000)

"RACKETEERS IN EXILE" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: F. & M. revue, Buddy Rogers, Connie Boswell, Stuart Hamblen. **Gross:** $15,500. (Average, $18,000)

"WOMAN CHASES MAN" (U.A.)
"MEN IN EXILE" (F.N.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. **Gross:** $8,300. (Average, $14,000)

"WOMAN CHASES MAN" (U.A.)
"MEN IN EXILE" (F.N.)
WARNER BROS. (DOWNTOWN) — (3,400), 30c-65c, 7 days. **Gross:** $7,500. (Average, $12,000)

Wolfberg Recovering

Omaha, May 6.—Harris P. Wolfberg, M-G-M district manager in St. Louis, who was stricken suddenly while on a business trip here, is convalescing after nine weeks in a local hospital with a streptococcus throat infection.

Also home from the hospital are Mrs. Irving Gossick, wife of the Muse Theatre co-owner, and Mrs. William Miskell, wife of the Orpheum manager, and her 10-day-old daughter, Mary Leith. Elmer Huhnke, RKO salesman recently hurt in an auto crash near O'Neill, Neb., has been brought to a Omaha hospital with torn shoulder ligaments. Danny McCarthy, United Artists salesman injured in another crash, has returned to work.

Amend SEC Statement

Washington, May 6.—Educational Pictures has filed with S. E. C. a minor amendment to the registration statement, covering 150,000 shares of 60-cent dividend cumulative convertible preferred stock, and 499,729 shares of $1 par common. The effective date of the registration is expected to be about May 15.

"Wake Up" $5,900 Oklahoma City Hit

Oklahoma City, May 6.—"Wake Up and Live" was an outstanding hit at the Midwest. The $5,900 gross went over normal by $1,900, which was especially noteworthy with all the other first runs finding the going rough.

"Two Against the World" pulled $2,400 in four days with a vaudeville show to help at the Warner. Average for seven days is $5,000.

Total first run business was $14,700. Average is $16,500.

Estimated takings for the week ending May 1:

"INTERNES CAN'T TAKE MONEY" (Para.)
CRITERION—(1,700), 10c-35c-55c, 5 days. **Gross:** $2,800. (Average, $5,000)

"WE HAVE OUR MOMENTS" (Univ.)
"HER HUSBAND'S SECRETARY" (F.N.)
LIBERTY—(1,500), 10c-25c-35c, 7 days. **Gross:** $2,100. (Average, $2,500)

"WAKE UP AND LIVE" (20th-Fox)
MIDWEST—(1,500), 10c-35c-55c, 7 days. **Gross:** $5,900. (Average, $4,000)

"TWO AGAINST THE WORLD" (F.N.)
WARNER—(1,800), 10c-25c-35c, 4 days. Stage: Sammy White heading eight acts vaudeville. **Gross:** $2,400. (Average, 7 days, $5,000)

"THE GOOD EARTH" (M-G-M)
WARNER—(1,800), 50c-75c-$1, 3 days. **Gross:** $1,500. (Average, 7 days, $5,000)

"Property" on Dual $18,500 In St. Louis

St. Louis, May 6.—"Personal Property" and "Servant of The People" at Loew's was the best draw of the week with $18,500, over house par by $4,500.

"Wake Up and Live" and "Clarence" at the Fox was second best with a take of $17,000, topping average by $4,000.

All other houses were below average.

"Lost Horizon" at the American was held over an extra four days.

There was an excess of rain. Various C. I. O. strikes and other industrial disturbances had an effect on box-offices.

Total first run business was $68,750. Average is $59,000.

Estimated takings for the week ending April 29:

"THE WOMAN I LOVE" (RKO)
"23½ HOURS LEAVE" (G.N.)
AMBASSADOR — (3,018), 25c-40c-55c, 7 days. **Gross:** $12,750. (Average, $14,000)

"WAKE UP AND LIVE" (20th-Fox)
"CLARENCE" (Para.)
FOX—(5,038), 25c-35c-55c, 7 days. **Gross:** $17,000. (Average, $13,000)

"PERSONAL PROPERTY" (M-G-M)
"SERVANT OF THE PEOPLE" (M-G-M)
LOEW'S — (3,162), 25c-35c-55c, 7 days. **Gross:** $18,500. (Average, $14,000)

"THUNDER IN THE CITY" (Col.)
"SECRET VALLEY" (20th-Fox)
MISSOURI—(3,514), 25c-35c-55c, 7 days. **Gross:** $8,000. (Average, $11,000)

"SEA DEVILS" (RKO)
"SWING HIGH, SWING LOW" (Para.)
ST. LOUIS — (4,000), 25c-40c, 7 days. **Gross:** $6,500. (Average, $7,000)

Drops Hartford Shows

Hartford, May 6.—The Cameo has discontinued all vaudevile and stage shows, and will adopt an all-picture policy, with admissions reduced to 10 and 15 cents. A. D. Goldberg and Bessie Goldberg will manage the house.

"No Man", "Wings" $8,500 at Omaha

Omaha, May 6. — Surprising strength was shown by "No Man of Her Own," a reissue, coupled with "Wings of the Morning." The Omaha led the parade with a take of $8,400, or $1,900 over average of $5,500. Henry Fonda's strength at the box-office as the "local boy who made good" helped bring 'em in for "Wings of the Morning."

The whole week was bright, with "Top of the Town" and "Time Out for Romance" dragging in $8,600, or $1,400 better than par at the Orpheum.

Total first run business was $21,500. Average is $16,700.

Estimated takings:

Week Ending April 28:

"THE WOMAN I LOVE" (RKO)
"TOO MANY WIVES" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $4,600. (Average, $4,000)

Week Ending April 29:

"TOP OF THE TOWN" (Univ.)
"TIME OUT FOR ROMANCE" (20th-Fox)
ORPHEUM — (3,000), 25c-40c, 7 days. **Gross:** $8,600. (Average, $7,200)

Week Ending April 30:

"NO MAN OF HER OWN" (Para.) (Reissue)
"WINGS OF THE MORNING" (20th-Fox)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $8,400. (Average, $5,500)

"Marked" Up In 2nd Week At Cleveland

Cleveland, May 6. — "Marked Woman," playing a second week at the Allen where it moved after a big first week at Warners' Hippodrome, was the outstanding downtown draw of the week. The picture went 30 per cent over the Allen $6,000 average.

"The Hit Parade" at Loew's State with Ted Lewis and his Band as the stage attraction went over the top with a gross of $22,500. This is $2,500 better than the usual take with a combination show.

The weather was uncertain with rain over the weekend. The "Ziegfeld Follies" at the Hanna cut into business somewhat.

Total first run business was $61,500. Average, with two houses playing combination stage shows, is $64,000.

Estimated takings for the week ending April 30:

"MARKED WOMAN" (F.N.)
ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. **Gross:** $8,000. (Average, $6,000)

"THE HIT PARADE" (Republic)
LOEW'S STATE—(3,500), 30c-42c-60c, 7 days. Stage: Ted Lewis and Band. **Gross:** $22,500. (Average, $20,000)

"MEN ARE NOT GODS" (U.A.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $4,200. (Average, $6,000)

"CALL IT A DAY" (W.B.)
RKO PALACE — (3,100), 30c-42c-60c, 7 days. Stage: "Slums of Paris." **Gross:** $16,000. (Average, $20,000)

"THE WOMAN I LOVE" (RKO)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $11,000. (Average, $12,000)

Reade Buys at Hudson

Walter Reade has acquired a site at Hudson, N. Y., from Victor J. Rose. He will build a modern theatre which will also be used for traveling attractions.

This is the fifth unit for American Community Theatres.

"Maytime" Up At St. Paul; Gets $8,500

Minneapolis, May 6.—"Maytime," which cracked records in Minneapolis, moved into the St. Paul Paramount and led the Twin City hit parade with a take of $8,500. Average is $5,500. The show continued at the Orpheum for a second week.

Continuing with success its double feature policy, the Tower took in $2,500 where normal is $1,500. The features were "Great Guy" and "Secret Valley." Cloudy skies and light rains aided business with spring outdoor entertainments postponed. "Internes Can't Take Money" proved a winner for the Century, taking in $500 more than a $3,500 average.

Total first run business in Minneapolis was $24,300. Average is $27,000. Total first run business in St. Paul was $18,000. Average is $14,500.

Estimated takings:

Minneapolis:

Week Ending April 29:

"PRIVATE PROPERTY" (M-G-M)
MINNESOTA—(4,000), 25c-55c, 7 days. **Gross:** $9,000. (Average, $10,000)

"THE WOMAN I LOVE" (RKO)
ORPHEUM — (2,900), 25c-40c, 7 days. **Gross:** $5,000. (Average, $6,000)

"INTERNES CAN'T TAKE MONEY" (Para.)
CENTURY—(1,600), 25c-40c, 7 days. **Gross:** $4,000. (Average, $3,500)

Week Ending April 28:

"JOHN MEADE'S WOMAN" (Para.)
"NO MAN OF HER OWN" (Para.)
STATE—(2,400), 25c-40c, 7 days. **Gross:** $4,500. (Average, $5,500)

"MAN WHO COULD WORK MIRACLES" (U.A.)
WORLD—(400), 25c-35c, 7 days, 2nd week. **Gross:** $1,800. (Average, $2,000)

St. Paul:

Week Ending April 29:

"TIME OUT FOR ROMANCE" (20th-Fox)
"FAMILY AFFAIR" (M-G-M)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $3,500. (Average, $3,500)

Week Ending April 27:

"QUALITY STREET" (M-G-M)
ORPHEUM — (2,000), 25c-40c, 5 days. **Gross:** $3,500. (Average, $4,000)

"MAYTIME" (M-G-M)
PARAMOUNT—(2,300), 25c-40c, 7 days. **Gross:** $8,500. (Average, $5,500)

Week Ending April 30:

"GREAT GUY" (G.N.)
"SECRET VALLEY" (20th-Fox)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,500. (Average, $1,500)

American Pictures Lead Dutch Market

By PHILIP de SCHAAP

Amsterdam, April 29.—During 1936 a total of 290 features were imported into Holland from the United States, as compared to 240 in 1935 and 265 in 1934, according to the annual report of the Dutch board of censorship.

The dominant position of American product in the Dutch market is indicated by the fact that the nearest competitor in point of quantity of import, Germany, imported 84 features in 1936, the same number in 1935 and 91 in 1934. All other countries combined imported for the three years, 154 features, 145 and 126, respectively.

A total of 20 features were banned by the censor in 1936, of which 13 were American, three French, and one each from Germany, Austria, Belgium and Russia.

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VOL. 41. NO. 108 NEW YORK, SATURDAY, MAY 8, 1937 TEN CENTS

Metro Selling 32 Percentage For 1937-'38

Will Run from 25 to 40 Per Cent Under Plan

Los Angeles, May 7. — M-G-M next season will sell 32 features on percentages running from 25 to 40 per cent, and with the decision as to how many attractions will fall into each group remaining with the company.

The designation will be determined by test runs in Loew's theatres in widely scattered territories. It will be possible, under this change in company policy, to have as many as eight pictures selling at 40 per cent.

During the current season, M-G-M sold 30 features on percentage, but while the attractions were not specified by name in the contracts, the

(Continued on page 2)

Buying Still Slow, Allied Report Says

Not more than 22 of approximately 400 theatre operators canvassed by Allied States have bought product to an extent approaching their requirements, it is claimed by Allied in a report on the preliminary tabulation of a questionnaire sent out prior to the Allied convention in Milwaukee May 26-28. It is said 29 exchange centers have been covered.

The organization claims 38 exhibitors of the group queried have bought two or three lines of product, and 34 have bought only one line. The final report will be disclosed to the exhibitors during the course of the coming convention.

Spoiled the Show

Tampa, Fla., May 7. — The police spoiled Bank Night for a host of car owners in the Tampa and Victory here the other night. The law staged a sudden and unexpected raid on a street in the wholesale district nearby which had been used customarily by theatre patrons for parking.

Word of the raid was flashed to the theatre, broadcast to the audience via loud speaker, and following the pell mell rush of owners, the police found only a pair of cars when they returned with the towing cars.

Strike Appears Inevitable As Parleys Prove Fruitless

Hollywood, May 7.—Despite heavy barrages of propaganda from both union and producer camps it became evident here today that the Actors' Guild and producers will be unable to reach an agreement and that the actors' mass meeting Sunday night possibly will result in a general walkout. The feeling among the membership leans towards a strike since it is understood the producers will not recognize the primary demand for a Guild shop.

The Actors' Guild today stated officially that the write-in ballot vote conducted during the past few days resulted in 99 per cent of the voters favoring a strike. This is said to have included all of the big contract players. Guild officials would not say whether or not the voting was done in accordance with instructions from organization leaders. Aubrey Blair, of the Guild, expressed the hope that his organization would not be forced to strike but he emphasized that the strike would be called Sunday if negotiations failed.

It is understood from an inside source that the current producer parleys are merely a stall by the Guild until its members' decision regarding a strike can be fully determined. The producers, realizing the current seriousness of a strike and its impending reverberations, are now worried, it is learned. Meanwhile, salient factors contributing to a prolonged strike condition were as follows:

(1) The Central Labor Council admitted it is stymied and accused Pat Casey of issuing an erroneous statement when he told the press that the Council had assured him a strike would be terminated if the producers agreed to the two-point peace plan.

(2) Members of striking unions met

(Continued on page 4)

Warner Men Begin Arriving for Meet

Part of the 250 field representatives who will attend the Warner sales convention, which opens at the Waldorf-Astoria Monday, will begin trickling in from all parts of the country today. By tomorrow night the entire force will be in town.

For the first time in five years salesmen will be included in the roster of men attending the four-day sessions. The first meeting will be held in the Sert Room which has been decorated with a huge replica of the Academy of M. P. Arts & Sciences statuette. Warners took nine of the awards last March.

Every branch of the company will

(Continued on page 4)

Lohr Denies Frisco Office to Be Moved

Chicago, May 7.—In an interview with a Motion Picture Daily representative here today, Major Lenox R. Lohr, president of NBC, denied a printed report elsewhere that the network's west coast headquarters in San Francisco would be shifted to Hollywood.

Lohr said the report of the impending transfer was untrue, and that such a move had not been contemplated or discussed. He said that Don E. Gilman, NBC vice-president in charge of west coast operations, would spend more time in Hollywood than heretofore, due to increasing radio work.

More Radio—Page 4

Ray Johnston Greets Monogram Delegates

Chicago, May 7.—W. Ray Johnston, president of Monogram, in opening the fifth annual sales convention of the company at the Drake Hotel here today, told the 95 assembled delegates that delivery on the first of the new Monogram releases has been set for July 1 at which time eight features will be on hand in the exchanges. Among these, he said, will be "Boy of the Streets," "Paradise Isle," "Romance of the Limberlost," "The Outer Gate," "Legion of Missing Men," "The 13th Man," "The Hoosier Schoolmaster" and "Blazing Barriers." During the course of his speech Johnston paid tribute to Henri Elman who

(Continued on page 2)

Colonial Is Dropped In Anti-Trust Suit

Boston, May 7.—Two anti-trust actions filed by Nashua Theatres, Inc., and Commonwealth, operators of the Park and Colonial at Nashua, against Colonial Theatres, which has the Tremont and State, have been dismissed by Federal Judge George Sweeney. The first two companies are controlled by Moss & Rothenberg and Colonial Theatres is owned by Mort A. Shea.

Although the conspiracy actions against the exhibitor have been marked off the calendar, enght major distributors, defendants in the suits, have yet to file answers.

When Moss & Rothenberg first instituted suit, it was claimed that distributors and the Shea company had

(Continued on page 4)

Airship Fire Films Cover U.S. in Day

At Salt Lake Yesterday; On Coast Early Today

Theatres as far west as Salt Lake City and Denver showed newsreels of the *Hindenburg* disaster at Lakehurst, N. J., throughout yesterday and last night as a result of the swift functioning of the industry's five newsreels. Pacific coast theatres will have the reels for their opening performances today. Air express shipments of the prints out of Newark arrived there last night too late for regular shows.

The efficiency of the newsreels and laboratories made the most of one of those rare coincidences in news coverage which finds cameras on the scene and grinding while a major disaster occurs before the lenses. Such was the situation at Lakehurst on Thursday evening. Cameramen of Movietonews, News of the Day, Paramount, Pathe and Universal were on the landing field or circling the Hindenburg in chartered planes, covering the ship's arrival on its first trip of the season to the United States, when the giant dirigible exploded near the mooring mast.

Cameras which had been trained on

(Continued on page 2)

Universal to Make 8 Musical Westerns

Hollywood, May 7.—Universal will make a series of eight musical westerns annually starting with next season's program and the company is now testing players for the singing cowboy role.

Charles R. Rogers has turned the responsibility for the series over to Trem Carr, who will handle these in addition to the John Wayne action films.

Universal plans to announce the series at its convention.

Picketing Record

Fort Dodge, Ia., May 7.—Charles Schultz, who has been picketing the Pokadot here for the past two years, has asked that the theatre owner, Francis Mahoney, be required to post a peace bond because he claims that Mahoney has attacked him twice. Mahoney claims the union is trying to put him out of business.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 8, 1937 No. 108

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Imperial Will Hold Four Regional Meets

Imperial Pictures will hold four regional sales conventions during July, it was said yesterday by E. J. Smith, general sales manager. The franchise holders in the east will meet for the first session in New York at the Hotel Astor, July 3-5.

Following that the Midwest group will meet at the Drake Hotel in Chicago, July 10-12; the southern men will gather at the St. Charles in New Orleans, July 17-19, and the western group will meet in San Francisco at the Palace Hotel, July 26-26. The company will produce 32 features next season.

Set Reel House Opening

The new Grand Central newsreel theatre, located on the terminal floor of Grand Central, will have its formal opening for invited guests Tuesday evening, and will be open to the public Wednesday morning.

Wanted to Lease

Will purchase lease, small equipped Motion Picture house now operating or closed. Interested any part New York, Philadelphia, Boston, Cleveland. Box 980, MOTION PICTURE DAILY.

Airship Fire Films Cover U.S. in Day

(*Continued from page* 1)

the ship to record her more or less routine arrival at Lakehurst continued to grind from the instant of the explosion until the air liner had been reduced to a smoldering skeleton of twisted wreckage.

The disaster occurred at 7:20 P. M. In a short time the newsreels had additional cameramen in Lakehurst relieving or augmenting those already there. By 8:20 P. M., the first footage was on its way to New York or nearby laboratories. Newsreel offices began receiving the footage around 10 P. M. It was in the laboratories, whose crews had been marshalled in advance and were waiting for it, a few minutes thereafter.

Ed Reek, general manager of Movietonews, arrived at the De Luxe Laboratory with the reel's first negative.

"Strike off duplicate negatives and put the original in a gold can," he exclaimed.

Laboratories finished their work between 11:30 and midnight, just too late to catch late Broadway shows, although Paramount News had a flash of the disaster with a review reel from stock at the Paramount on Broadway shortly after 11 P. M. No footage from Lakehurst, of course, was included in the flash.

Shown Friday in Chicago

The releases were on the first morning planes out of Newark and were available for the first shows on Friday in the east and all large cities from New York to Chicago. They made afternoon and evening shows as far west as Kansas City and were in Denver and Salt Lake City last night.

The Universal Newsreel had shots of the dirigible's arrival over New York, taken from a plane which followed the Hindenburg to Lakehurst. The shots reveal the unfavorable weather conditions which prevailed and made the ship's landing more difficult. Evidences of strong winds and views of a gathering storm were caught in the Jersey background as the *Hindenburg* made her way above the Hudson and shifted toward Lakehurst. As the ship approached its mooring mast, the camera caught smoke emitting from one of the stern motors. U. S. Navy officers studied the shots in the projection room of the Universal home office yesterday afternoon.

Coverage by the reels was costly, office estimates of the expense running from $8,000 to $15,000. No additional revenue from exhibitor accounts is derived from the "specials." The disaster occurred between the Wednesday and Monday reel makeups, necessitating "specials" for every office. Footage of the first releases varied from 250 to 300 feet. Newsreel staffs worked all night and special laboratory crews cooperated at Consolidated's Fort Lee, N. J., plant; Pathe's Bound Brook plant, the De Luxe and Paramount laboratories in New York.

Merrill Flying Pictures

Dick Merrill, ocean flyer, is expected to take off some time today from Floyd Bennett Field with pictures of the destruction of the *Hindenburg,* bound for London. He expects to make the flight in 17 hours, taking the shorter, northern route via New Foundland. With him will go Jack Lambie as co-pilot.

The flight to London, originally scheduled for a later date, is for the outward trip, from which Merrill plans to return with newsreel prints of the Coronation on Wednesday, as reported in MOTION PICTURE DAILY two weeks ago.

Purely Personal

LOWELL CALVERT, eastern representative for Selznick International, yesterday gave a luncheon party at the Tavern to a number of United Artists executives because of the fine results on "A Star Is Born." Among those attending were A. W. SMITH, JR., ARTHUR W. KELLY, HARRY GOLD, L. JACK SCHLAIFER, HARRY D. BUCKLEY, CHARLES STERN, MONROE GREENHAL and SIDNEY MEYERS, the Miami exhibitor.

•

JOE WEIL, Universal exploitation director, leaves for the coast by plane tomorrow to work on arrangements for the company's annual sales convention, which opens May 17 at the Ambassador, Los Angeles. He will also begin work on the national exploitation campaign for "The Road Back."

•

CHARLES CURRAN and PHIL BOGART of Donahue & Coe left for Columbus last night and will take a plane from there today for the coast.

•

ABEL GREEN of *Variety* sails today on the *Santa Paula.* He will be gone two months.

•

HERMAN ROBBINS and GEORGE DEMBOW are due from the coast Monday.

•

B. S. MOSS sails today on the *Rex.* He is expected to return about June 15.

•

SAM DEMBOW is in Chicago.

Sedgwick Joins Loew

HOLLYWOOD, May 7.—David L. Loew has taken over the contract of Edward Sedgwick, director of the new Joe E. Brown film, "Riding on Air," from Hal Roach.

G. B. Offices Closed

The G. B. home office goes on a five-day week starting today. The office will be closed Saturdays for the spring and summer.

See Coronation Flight Delay

LONDON, May 7.—Coronation newsreel transportation plans here were thrown into confusion today by the news of the explosion of the *Hindenburg* at Lakehurst last night. It is considered unlikely that any planes will start for the United State before Thursday, since the Earl Marshall and the Archbishop of Canterbury must approve all shots taken in Westminster Abbey.

Ray Johnston Greets Monogram Delegates

(*Continued from page* 1)

was host to the delegates here yesterday.

Sol Rosenblatt flew in for the meeting and addressed the group. He complimented Eddie Golden and Aaron Saperstein, local Allied leader, who was a guest of Monogram. Rosenblatt said that various practices now current which make it difficult for independent exhibitors would soon be eliminated. He said that independent exhibitors would turn to independent producers for pictures and that Monogram would lead that list.

Scott Dunlap, production chief, also spoke this morning, saying "The Hoosier Schoolmaster" will go into production May 15 and that "The Thirteenth Man" will be finished next week. Dunlap stated that Frank Shields has been borrowed from Samuel Goldwyn for "Romance of the Limberlost." Dunlap introduced Jack Randall, new singing western star, and Jackie Cooper, juvenile star, who is now with Monogram.

Eddie Golden spoke for two hours about sales policy and the establishment of Monogram in various territories. He announced a nine-week sales drive starting at once with $1,000 in prizes for winners. The quota for this period is set at $1,500,000 with the standing of every office to be shown weekly during the drive. Golden reviewed Monogram's past record showing that company, from 1931 to 1934, delivered in full all pictures contracted for.

Lifton Talks Advertising

Lou Lifton spoke on advertising and publicity, stating that full cooperation with exchanges would be an important factor and that considerable money would be spent in trade paper and newspaper advertising.

O. Henry Briggs, president of Pathe, talked on "As the Industry Views Monogram" and John W. Mangham of Atlanta and F. E. Judd of De Moines discussed sales problems in the field.

Franchise holders and the advisory committee will meet tomorrow. Norton Richey, foreign representative, will speak, also Herschel Stuart and Mortimer Burnside, financial expert. A banquet for the entire group tomorrow night will wind up the meeting. Johnston today told of how the new company was formed and plans for it; also told plans for product and amount of money to be spent.

Metro Will Sell 32 Percentage, '37-'38

(*Continued from page* 1)

number in each of the groups was designated.

This season there were four at 40 per cent, six at 35 per cent, six at 30 per cent and 14 at 25 per cent.

The M-G-M convention special train bearing eastern and southern delegates left today following a lavish farewell dinner-dance at the studio which carried into the early hours of this morning. The convention train is due in New York Monday afternoon.

William F. Rodgers, general sales manager; Howard Dietz, director of advertising and publicity, and Si Seadler, advertising manager, are among the small group who are staying here for a few additional days.

DISASTER!

Germany's giant dirigible Hindenburg exploded and burst into flames as she landed at Lakehurst, N. J., shortly after 7:20 p. m., Thursday night. Paramount News cameramen caught the whole shocking fatality. Friday morning the scenes taken in Lakehurst were flashing from the screens of theatres along the Eastern seaboard. By noon, they were being shown throughout the middle West. By nightfall, the South had the reel. Saturday morning it was being shown along the West Coast. That's PARAMOUNT NEWS SERVICE!

PARAMOUNT NEWS

The Eyes and Ears of the World

Paramount Pictures

◀ Radio Personals ▶

LUCY MONROE is the latest radio songstress to make the grade at the Met, where she will appear Monday night in "La Boheme." . . . Fred Lightner, brother of Winnie, was auditioned at CBS yesterday by Young and Rubicam. . . . Peggy Wood is set for the lead guest role on the Hammerstein program May 18. . . . Jeanne Madden, Warner player, will be interviewed by Powell Clark tomorrow on WMCA. . . . Tito Guizar, CBS tenor, is now appearing at the Metropolitan Theatre in Boston. . . . Guizar departs shortly for Hollywood to make a picture for Paramount. . . .

✚

Jessica Dragonette will offer Victor Herbert's "Eileen" on the "Beauty Box Theatre" presentation, May 12 . . . Elissa Landi, Josephine Tumminia and Lionel Stander are booked for Bing Crosby's program next Thursday . . . The Earle of Warwick will be interviewed by Cecil B. DeMille on the Lux program, Monday, between the "Mary of Scotland" scenes by Joan Crawford and Franchot Tone . . . Walter Tetley has been added to the regular cast of the "Ma and Pa" programs . . . Violet Heming of "Yes, My Darling Daughter," Tess Gardell and Robert Weede signed for guest roles of the Hammerstein "Music Hall," Tuesday . . .

Strike Seems Nearer As All Parleys Fail

(Continued from page 1)

at the Central Labor Council meeting Friday night at which time the F. M. P. C. asked the Council to give full support to a strike.

(3) Telegrams to F. M. P. C. from the longshoreman's convention in Seattle advising that they had drawn up resolutions to support the strike and were submitting the resolutions to all organizations and labor councils and that delegates were instructed to inform the membership to boycott theatres showing films from opposition companies in all districts.

(4) Telegram from Louis Weinstock, secretary of the Painters Union, New York district council, advising F. M. P. C. "You can depend upon full support and cooperation of District Council 9 with 15,000 members who stand ready to picket New York theatres or be of any other service."

(5) Similar cooperation pledges to the F. M. P. C. from the United Automobile Workers boasting 300,000 members, also C. I. O. national leaders and other unions comprising 3,000,000 members, according to F. M. P. C. spokesman.

(6) Mass meeting for Saturday night for all unions and the Guild.

(7) The beginning of the investigation into strike cause by Edward A. Fitzgerald, local labor conciliator, on direct orders from Secretary Perkins in Washington.

(8) Strike threat by F. M. P. C. to picket independent studios.

Joseph M. Schenck, chairman, producers committee, today issued the following statement: "The proposal submitted to the producers by the actors committee was discussed today at a full meeting of major studio executives. On most of the important points raised by the actors' representatives there was full accord. Practically all the remaining items under discussion can, in my opinion, be ironed out to the satisfaction of both sides. It is physically impossible for producers immediately to make a specific statement as to all the measures under consideration but I can say unequivocally that all questions will be disposed of without delay and as quickly as humanly possible. I can say positively that I see no really formidable obstacles in the path of harmonious and just settlement of the entire question. (Signed) Schenck."

Word received at F. M. P. C. headquarters said that A. F. L. didn't call the strike and would not endeavor to effect settlement which to local observers indicated possible C. I. O. entrenchment.

Radio Flashes News of Air Disaster Inside 12 Minutes

First news of the sky horror above the Lakehurst landing field was given the world by radio shortly after the first explosion wracked the huge frame of the *Hindenburg* and sent 32 persons to their death.

At 7:23 P. M., E.D.S.T., the ship blew up. New Yorkers got the first news of the disaster 12 minutes later, at 7:30, over WHN, by way of a United Press flash. The next flash was heard four minutes later, at 7:34 P. M., over WMCA, with Universal Service providing the news. NBC and CBS followed at 7:45 P. M., with Press-Radio bulletins, broadcasting the first news of the disaster to the nation. At the same time, Mutual-WOR broadcast a similar dispatch through Trans-radio.

The first broadcast from the scene was provided by NBC. C. E. Herring, an RCA engineer who lives near Lakehurst, witnessed the explosion, called NBC by telephone as soon as possible, and through a special emergency hookup was interviewed from a phone booth near the field by Burke Miller, NBC night program manager from a phone on his desk in Radio City. The broadcast was heard on the Blue network at 9:07 P. M., E.D.S.T.

Both NBC and CBS held their lines open more than two hours beyond their usual closing time to bring to listeners reports by bulletin and from the scene. Both signed off about 3 A. M., E.D.S.T. NBC broadcast approximately 50 talks, interviews and bulletins up to closing time, CBS about 45. Mutual was on the air with approximately 40 disaster interviews and dispatches.

WHN broadcast news of the crash 32 times before signing off at 1:30 A. M. WMCA did an unusual remote job, among non-network stations, in covering the disaster, rushing three crews of announcers, commentators and technicians to Lakehurst Thursday night, where they worked practically all night interviewing eye-witnesses and survivors.

Burns Vacations May 13

Bob Burns will vacation from the Kraft "Music Hall" series May 13 and 20. Bing Crosby will carry on with guest stars during Burns' absence.

Colonial Is Dropped In Anti-Trust Suit

(Continued from page 1)

conspired to keep product away from Nashua Theatres, Inc. Attorneys for the respondent appeared before Judge Sweeney here and contended that Colonial Theatres was not doing business in Boston and that it was a New Hampshire company.

Later, using the firm name of Commonwealth Theatre Corp., which operates the Colonial, Moss & Rothenberg filed another alleged conspiracy action and again Judge Sweeney dismissed it.

Delay Trans-Lux Suit

Trial of the patent suit of the Translux Movie Ticker Corp. and the News Projection Co. against Frederick A. Morny, Bethel Morny and David Witherspoon was adjourned to June 4 by Federal Judge John C. Knox yesterday.

Warner Men Begin Arriving for Meet

(Continued from page 1)

be represented at the meetings to be conducted by Gradwell L. Sears, general sales manager.

Fred M. Jack, district manager, will head the southern sales contingent arriving this morning. Salesmen and branch managers from Atlanta, Charlotte, Dallas, Kansas City, Memphis, New Orleans and Oklahoma City will be among the first group due.

Hold Dinner for Schader

DETROIT, May 7.—More than 30 newspaper writers and theatre figures, including H. M. Richey, general manager of Allied and the film critics of the three local papers turned out for a dinner and entertainment given at the Commodore Club to welcome Fred Schader, publicist, upon his return to make his home here. Governor Frank Murphy was represented. Schader was given a watch.

Film Art to Open Studio

The Film Art Studios will have an opening party at the new location Monday. The property was formerly the Edison Studios. It is located at 2826 Decatur Ave., Bronx.

German Unit to Arrive

A troupe from Minerva Tonfilm, a German company, is arriving today on the *Hamburg* to shoot scenes for "Heimweh." The contingent is headed by Juergen E. K. Von Alten and Albert Huebsch.

Elliott, Tapley to Sail

HOLLYWOOD, May 7.—Clyde E. Elliott and Colin Tapley, Paramount contract player, leave for Singapore May 20 with a camera crew on a six-month trek to film "Booloo." The story is by Walter Post.

Applications from 3 Received by F. C. C.

WASHINGTON, May 7.—Receipt of an application from N. P. Egeland for authority to construct a new broadcasting station at Roland, Ia., to operate on 1,500 kilocycles with a power of 100 watts night, 250 watts day, was revealed today by the F.C.C. The commission also received an application from KWOS, Jefferson City, Mo., for an increase of day power to 250 watts, and from KGBU, Ketchikan, Alaska, for a decrease of day power from 5,000 to 1,000 watts.

Pryor to Speak at Erie

Arthur Pryor, vice-president and radio department head of Batten, Barton, Durstine & Osborn; Glen Griswald, editor of *Business Week;* Frank W. Lovejoy, Socony-Vacuum Oil Co.; Paul N. Berner, Lovell Mfg. Co., and Harold W. Donahue, president of the Advertising Affiliation, will be the speakers at that group's convention, sponsored by the Erie Advertising Club at Erie, May 14-15.

WOR to Entertain Engineers

J. R. Poppele, WOR's chief engineer, will be host to members of the Institute of Radio Engineers when they inspect WOR's transmitter in Carteret, N. J., May 11. The engineers will be attending the Institute's convention here, May 10 to 12.

"Language" on Lux Show

"Another Language," with Bette Davis and John Beale in the lead roles, will be offered on the Lux "Radio Theatre" hour May 17. Between acts Mrs. Sarah Delano Roosevelt, mother of the president, will be interviewed by Cecil B. De Mille.

To Broadcast Soviet Music

A program of music selected from Soviet sound films will be broadcast on the NBC-Red May 12, from 12:30 to 1 P. M., E.D.S.T. The program will be short-waved to the network from Moscow.

Wall Street

Many Decline on Board

	High	Low	Close	Net Change
Columbia	34⅝	34¼	34½	+ ½
Consolidated	3⅝	3⅝	3⅝	+ ⅛
Consolidated, pfd..	13¾	13¾	13¾	+ ⅛
Eastman	158	158	158	+1½
Eastman, pfd.	152	152	152	.....
Loew's, Inc.	81¼	79⅛	79⅛	— ⅞
Paramount	21⅝	21⅛	21⅛	— ⅜
Paramount 1 pfd..	149⅝	149⅝	149⅝	—3⅜
Paramount 2 pfd.	19⅛	19	19⅛	— ½
Pathe Film	7	7	7	.....
RKO	8⅞	8½	8½	— ⅛
20th Century-Fox	38¼	37⅝	37¾	— ⅜
20th Century, pfd.	47	46½	46½	— ½
Warner Bros.	13⅛	12⅞	12⅞	— ¼

Curb Generally Rises

	High	Low	Close	Net Change
Grand National ..	2½	2½	2½	+ ⅛
Sonotone	1⅝	1⅝	1⅝	+ ⅛
Technicolor	23⅜	22⅝	23	— ¼
Trans-Lux	4¾	4½	4⅝	+ ¼
Universal Crp. ...	5½	5¼	5¼	— ⅜

Little Bond Movement

	High	Low	Close	Net Change
Loew's 3½s '46....	98½	98¼	98½	+ ⅜
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	.....
RKO 6s '41 pp....	117	117	117	— ½
Warner Bros. 6s '39 wd	95	94½	94½	.....

(Quotations at close of May 7)

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 109 NEW YORK, MONDAY, MAY 10, 1937 TEN CENTS

Warner Force To Start Four Day Meet Here

Sears Will Welcome 400 At Waldorf-Astoria

Warners' four-day sales convention will get under way today at the Waldorf when Gradwell L. Sears, general sales manager, formally welcomes the 200 division, branch and district managers and salesmen. He also will preside at all other business sessions.

Jack L. Warner, vice-president in charge of production, is slated to arrive today from the coast on the *Virginia* and on Wednesday he will detail production plans for the company's 60 features for 1937-'38. On Thursday, Norman H. Moray, Vitaphone executive in charge of trailers and short subjects, will outline the product in his division. Sam Sax, head of the Brooklyn Vitaphone studio, will also inform the men on some of the pictures planned under his supervision.

This year's convention, according to Sears, is the largest in the company's history with all branches of Warners to be represented. Although all speakers are not listed, it is expected that Harry M. Warner, Joseph Bernhard and S. Charles Einfeld will deliver short talks.

Among the chief executives who will be on hand for the sessions are Harry M., Jack L. and Albert Warner, Sears, Sam E. Morris, Bernhard, Einfeld, Carl Leserman, Roy H. Haines, Herbert Ochs, Jacob Wilk, Sax.

(Continued on page 3)

Warners Have 21 in Cutting Department

Hollywood, May 9.—Twenty-one features are in the Warner cutting rooms at present. The studio claim this is a record for near-completion in advance of release dates.

The features are: "Lady Luck,' "The Deep South," "The Singing Ma

(Continued on page 6)

Yankee Network Asks Television Station

Washington, May 9.—Authority to construct a television broadcasting station at Boston, to operate on 41,200 kilocycles with a power of 50,000 watts, has been asked of the F.C.C. by The Yankee Network, Inc.

The commission also received ap-

(Continued on page 12)

More Radio—Page 12

MPTOA Will Halt Program For New Laws

Further efforts of the M.P.T.O.A. to bring about distributor adoption of its trade practice program will be suspended until the Administration's new legislative policy for industry becomes known, Ed Kuykendall, M.P.T.O.A. president, said yesterday on his arrival here from Washington.

The possibility that the Administration's forthcoming industrial legislation will encompass fair trade practices which would supersede the M.P.T.O.A. trade program, in the event the exhibitor organization were successful in bringing about its adoption, makes further campaigning on behalf of the program inadvisable for the time being, Kuykendall said. This is regarded as being particularly true of the efforts to establish local conciliation boards through which the M.P.T.O.A. expected to realize seven of the 10 trade practice proposals com-

(Continued on page 6)

Segal to Take Over Imperial Franchise

Boston, May 9.—Harry Segal, until recently local manager for Grand National, is to take over the Imperial franchise for this territory. E. J. Smith is expected here Tuesday to close the final details.

Imperial has been doing its own distribution here for the past four months since buying out Academy Pictures. Elmer Turnquist, local Imperial manager, will keep the post, according to Segal.

W. B. Gellatly Quits as WOR Sales Manager

William B. Gellatly, sales manager of WOR, is resigning that post to engage in business in Bermuda. He sails with his family June 12.

Gellatly joined WOR as a salesman in October of 1935, and has been sales manager since the latter part of last year. His successor has not been selected as yet, stated an official of the station Saturday.

20th-Fox to Sell List in Four Groups

With a total of 69 features scheduled, 20th-Century-Fox will sell its output next season in five different groups. The first will be known as the K-5 list and will embrace 57 pictures. Included in this number will be four films to be made by New World, the company's British producing subsidiary under Robert T. Kane.

The second group will be two Eddie Cantor productions. Two "Tarzan" specials, to be produced by Sol Lesser, comprise the third group, while the fourth list will embrace four outdoor action pictures with Richard Arlen. The last group will be four Will Rogers' re-issues.

This season the company also had four Rogers revivals. John D. Clark, general sales manager, will leave for the coast by plane May 15 to confer with Joseph M. Schenck, Darryl F. Zanuck and William Goetz on final details on next season's lineup. He will return in time to join the company's eastern contingent, slated to depart for Los Angeles May 26 for the annual sales convention at the Ambassador, May 30-June 3.

Producers Receive FMPC Peace Terms

Hollywood, May 9.—Studio strikers Saturday awaited action from Pat Casey on a peace term proposal submitted to the producers by the F.M.P.C. late Friday night. The proposal, which came as a surprise following the Actors' Guild vote to

(Continued on page 11)

Ritchey Presides at Monogram Meeting

Chicago, May 9.—Norton V. Ritchey, export general manager, opened the second day and last day of the Monogram convention at the Drake here yesterday. He said the company's English distribution has been set with Pathe, Ltd., the same

(Continued on page 11)

Scramble for New Houses In Local Area Under Way

Reade's Disclosure of Plan Brings Cocalis Retaliation Threat

A scramble for new theatres in the local area by major and independent circuits has started with a bang with many deals set or about to be closed. One of the announcements by an independent exhibitor has brought about an open declaration of retaliation by a competing theatre owner.

With Walter Reade, head of American Community Theatres, announcing he will build a 600-seat theatre at Hudson, N. Y., Sam D. Cocalis has informed Reade that the Cocalis circircuit will immediately construct a number of theatres along the Jersey coast.

Cocalis has been operating at Hudson for some time without any serious competition. Now that Reade plans to build in the town and use his circuit's buying power to obtain product, Cocalis intends to invade Asbury Park, Long Branch and Red Bank, Reade strongholds, with new units. Reade owns the Asbury Park and Long Branch spots himself and has no competition.

Reade recently announced building

(Continued on page 11)

Disney Not to Fix Total of Releases

No specific number of Mickey Mouses, Donald Ducks and Silly Symphonies will be made by Walt Disney, Roy Disney stated yesterday prior to his departure for Hollywood. Disney will have 18 miscellaneous subjects, Roy Disney said, the first of which 's already in RKO hands for release.

En route to the coast, Disney and his family will stop over at Kansas City for three or four days to visit relatives. He will also attend the RKO annual sales convention in Los Angeles. Kay Kamen, now abroad, will return in time for the sales meeting which will be held for five days starting June 16.

M-G-M Men Are Due Back in Town Today

M-G-M's home office contingent and sales representatives from Boston, New Haven, Philadelphia, Washington and New York will return this afternoon from the coast.

The meeting marked the first time

(Continued on page 6)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 10, 1937 No. 109

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Exchange Union in K. C. Is Organized

KANSAS CITY, May 9.—Film Row workers here have completed their organization, the Film Exchange Employes, as a unit of the I.A.T.S.E. Officers are Sam Martin, president; Mary Womach, vice-president; Robert Conn, business representative; Jeanette Lohr, recording and corresponding secretary; Webster Knight, financial secretary; Charles Lewis, treasurer. The executive board, which includes the president and vice-president, comprises: Brittie Mueller, Jay Knight, and William Bruegging. Mayme Wagner is guide; John Long, sergeant-at-arms; George Kopf, reading clerk. Webster Knight, Jay Knight and Conn are delegates to the Central Labor Union.

Union officials here have not yet received word to start the I.A. strike against RCA and Erpi service men, although the I.A. projectionists in the St. Louis area are keeping equipment manufacturers' service representatives out of booths.

RKO Lists Two Astaires

HOLLYWOOD, May 9.—Although there are rumors Fred Astaire may join another company, RKO is now selling two pictures starring Astaire in the 1937-'38 lineup of 54 features.

Insiders' Outlook

By RED KANN

Hollywood, May 9.

TALES from the Hollywood Hills:

Two well known actors were in the usual competition for the same part. One interviewed by the producer, got this:

"You'll kill 'em in the role. The director is all for you, too. But he tells me the part calls for a bird who is bald, and look at the head of hair you own."

Replied the actor:

"Yes? Wait until I take off my toupe and then you'll change your mind." And he did.

It set the producer apondering. Then he remarked:

"You know, it's a funny thing. I can't seem to visualize you bald." . . .

▼ ▼

North of the neck, she had nothing. Externally and on all points, a very comely wench. Excitedly, if vacuously, she encountered a friend one day with:

"What a break for me! The studio has just given me a new elocution teacher. He is very well known and his name is ——. You never heard of him? Are you sure? He told me he studied under Shakespeare." . . .

▼ ▼

Another Alperson story, vouchsafed by Eddie, himself and in person.

On the Grand National lot one day, he dropped in to visit one of his directors who was out of his office.

"Will you please have him call me when he returns?" Alperson asked the secretary.

"I'll be glad to, but before you go, do you mind telling me who you are?" . . .

▼ ▼

The phone rang. It was a producer calling for his assistant.

"I had a terrific idea this morning."

The assistant:

"Well, what did you do with it? Didn't you write it down?"

The producer:

"No. It was terrific, but I didn't think so much of it." . . .

▼ ▼

"It's getting under my skin. I've been here for months, drawing a fat salary check and I haven't made a picture," a producer was complaining.

"Not so loud. They'll discover you're around. You've made no pictures and so no strikes are against you, which means you'll last here for a long time." Al Jolson was advising. . . .

▼ ▼

A few days before he left for New York and his convention, Jack Warner said:

"We don't have trouble with directors on scripts. We give them the manuscripts and they shoot them. We've been in business twelve or fifteen, or whatever number of years it is, and, by this time, they know we mean it." . . .

▼ ▼

Late probably, but much too good to escape further recording is Wilfred J. Funk's definition of "terrific." The editor of *The Literary Digest* talking:

> "Terrific—All persons exposed to Hollywood for twenty-four hours or more."
> Twenty-four will do. . . .

▼ ▼

Dave Selznick turned on the swank through all faucets for the preview of "A Star Is Born." All credits listed Janet Gaynor, first, and Fredric March, second, in the star billing. The Music Hall in New York advertised March and Miss Gaynor.

This is all very confusing to Hollywood. . . .

▼ ▼

Producers can be tough. There is the instance of a star, apparently a born rebel, who reported ill with a heavy cold and a fever the other day. The studio refused to believe it on the ground the supervisor had not seen the thermometer. . . .

▼ ▼

The philosophy of a producer, a la Walter Wanger:

"The crafts are striking. The actors are hard to handle. The agents want to read the scripts. The producers are worried over the gamble. The exhibitors say the pictures are lousy. The bankers won't advance money. The public is fickle. Nice going." . . .

Twenty at Republic

Approximately 20 franchise holders will attend the Republic sales meetings to be held on the coast May 31—June 2. Following these meetings, J. J. Milstein will conduct regionals.

Brulatour Is Honored

HOLLYWOOD, May 9.—The American Society of Cinematographers has named J. E. Brulatour an honorary member.

Oklahoma Drive Starts

OKLAHOMA CITY, May 9.—Oklahoma City houses are to participate this week in the drive for funds for the Will Rogers Memorial Hospital.

Gehring to Des Moines

DES MOINES, May 9.—William C. Gehring, 20th Century-Fox central division manager, and M. A. Levy, district manager, are due here shortly to negotiate an important circuit deal.

New Florida Theatre Tax Bill Presented

TALLAHASSEE, Fla., May 9.—A theatre tax bill has been introduced by Representatives Harrell and Winburn for the stated purpose of raising funds for the state's public school system. Higher taxes would be imposed on circuits. Starting at $25 for a single theatre, the bill aims at a graduated scale of licenses up to $500 for each house in a circuit of 20 or more.

The levy would be in addition to all other taxes, and it is estimated that it would raise from $60,000 to $75,000.

Signs Civil Rights Bill

COLUMBUS, May 9. — Governor Davey has signed the civil rights bill, amending Section 12,940 of the General Code, granting equal civil rights in all public places and conveyances, including theatres and other places of public accommodation or amusement, to all citizens regardless of color or race.

Immoral Show Bill to Lehman

ALBANY, May 9.— The Assembly passed and sent to Governor Lehman Senator Dunnigan's bill allowing revocation of a theatre's license for an immoral show even though there shall have been no conviction thereof.

Legion Approves All Of 11 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approval all of the 11 films examined, nine for general patronage and two for adults. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Dance, Charlie, Dance," "The Man in Blue," "Michael O'Halloran," "Midshipman Easy," "Rootin' Tootin' Rhythm," "Shall We Dance," "Tough to Handle," "Turn Off the Moon," "Wings Over Honolulu." Class A-2, Unobjectionable for Adults — "The Thirteenth Chair," "Jaeger von Fall."

Adopt New Title Method

Superimposed titles for foreign prints of all color features will be printed on the dark space between frames henceforth instead of within frames on all United Artists' releases of this kind, Arthur W. Kelly, head of the foreign department, has declared. A minor adjustment in projector apertures is all that is required under the new technique. The method is said to eliminate indistinct titles on color prints for the foreign market as well as detraction from the color itself caused by the superimposed titles.

Bernstein Made Colonel

ATHENS, Ga., May 9.—David Bernstein, vice-president and treasurer of Loew's, Inc., has been named a lieutendant-colonel on the staff of Gov. E. D. Rivers. Bernstein is the only non-resident of Georgia to be appointed on the present governor's staff.

Forms Wild Life Prod.

Wild Life Prod., Inc., has been formed by Mervyn Freeman. The company will produce one and two-reel nature films. Offices and studios are being sought on the coast.

Warner Force To Start Four Day Meet Here

(Continued from page 1)

Moray and Edward Selzer, studio publicity head.

The Warner theatre division will be represented by the following zone managers: John J. Fayette, Washington; Herbert Copelan, Atlantic City; Henry M. Kalmine, Pittsburgh; Donald Jacocks, Newark; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Ted Schlanger, Philadelphia; James E. Coston, Chicago; Moe A. Silver, Albany.

Home office executives include Stanleigh P. Friedman, Robert W. Perkins, Herman Starr, Samuel Carlisle, Harry M. Goldberg, J. S. Hummel, Arthur Sachson, Jules Girden, Harold S. Bareford, M. Ebenstein, Clayton Bond, A. W. Schwalberg, Albert S. Howson, E. E. Hinchey, N. D. Fellman, F. C. Cahill, M. Dolid, Mort Blumenstock, Herbert Crooker, Byron F. Moore, Ralph W. Budd, H. M. Doherty, G. R. Keyser, Joseph S. Bloom and Harold Rodner.

Publicity men attending include Allan Glenn, Dallas; Sam Clark, Chicago; Phil Engel, New York exchange.

Field Men List Long

District managers, branch managers and salesmen attending include:

Eastern District—Charles Rich, Metropolitan manager; Harry Decker, New York-Brooklyn manager; Harry Hummell, New Jersey manager; salesmen—G. Solomon, L. Jacobi, Irving Rothenberg, A. Berish, P. Swift, S. Lefkowitz, Ed Barison. Boston—Nat Furst, branch manager; salesmen—J. B. Magann, Wm. Horan, E. H. Warren, Benj. Abrams, Maurice P. Roche. New Haven—John Pavone, branch manager, and M. T. Anderson, salesmen.

Mid-Atlantic District—Robert Smeltzer, district manager, headquarters Washington. Salesmen—F. W. Beiersdorf, C. F. Contee, Gerald Price, E. M. Phillips. Philadelphia: W. G. Mansell, branch manager; salesmen: John R. Mahan, Charles Beilan, D. M. Cooper, W. J. Quinlivan.

Central District—Ben Kalmenson, district manager, headquarters, Pittsburgh. Albany: Norman J. Ayres, branch manager; salesmen: George Goldberg, Richard Struwe. Buffalo: R. S. Smith, branch manager; salesmen: J. R. Levee, Homer Hisey, Leo Murphy. Cincinnati: All Shmitken, branch manager; salesmen: H. A. Bugie, J. P. Eifert, R. Burns, Howard Markham. Cleveland: M. A. Mooney, branch manager; salesmen: Walter J. Brandt, F. H. Hathaway, E. Catlin. Detroit: F. E. North, branch manager; salesmen: W. B. Collins, S. L. Gilbert, S. D. Chapman. Pittsburgh: Harry Seed, branch manager; salesmen: P. S. Krumenacker, R. M. Lynch, R. M. Dunbar, E. Moreels.

Midwest District—Leo Blank, district manager, headquarters Chicago. Chicago: T. R. Gilliam, branch manager; George Weinberg, assistant manager; salesmen: Wm. J. Kahl, R. C. Herman, Sid Rose, B. Allen. Des Moines: A. W. Anderson, branch manager; salesmen: C. A. Pratt, Harry Herman, J. M. Beatty. Indianapolis: Fred Greenberg, branch manager; salesmen: Peter De Fazio, Robert S. Schrader, Frank J. Reimer. Milwaukee: R. T. Smith, branch manager; salesmen: S. G. Honeck, M. S. Bieringer. Minneapolis: Rud Lohrenz, branch manager; salesmen: E. D. Perkins, H. B. Johnson, Myron B. Adcock, L. Blumberg, C. T. Charack, Chas. Jackson. Omaha: C. K. Olson, branch manager; salesmen: James Hill, Lester J. Bona, W. K. Gleason.

Southern District—Fred M. Jack, District Manager, headquarters, Dallas. Atlanta: J. C. Vergesslich, branch manager; salesmen: R. R. Bryan, T. Sands, H. R. Kistler, William M. Brumberg. Charlotte: R. L. McCoy, branch manager; salesmen: Dean S. House, F. W. Gebhardt. Dallas: Doak Roberts, branch manager; salesmen: L. E. Harrington, Leslie Wilkes, Paul M. Backus, W. O. Williamson, Sr., R. V. Litey, H. D. Parks. Kansas City: William Warner, branch manager; salesmen: R. H. McConnell, W. B. Adams, Bill Flynn. Memphis: Byron Adams, branch manager; salesmen: W. O. Williamson, Jr., Teddy Hammer. New Orleans: L. Conner, branch manager; salesmen: P. L. Spindler, J. D. Jernigan. Oklahoma City: J. O. Rohde, branch manager; salesmen: W. C. Blackstone, J. W. Loewe, W. Dolin.

West Coast District—N. H. Brower, district manager, headquarters, Los Angeles. Denver: E. A. Bell, branch manager; salesmen: W. A. Haefliger, R. P. Jamison. Los Angeles: W. E. Callaway, branch manager; salesmen: D. P. Webster, J. K. Burden, J. N. Howland, A. S. Bailey. Portland: V. Stewart, branch manager; salesmen: M. F. Keller, C. M. Craig. Salt Lake City: Wm. F. Gordon, branch manager; salesmen: M. H. Gustaveson, Keith M. Pack. San Francisco: Charles H. Muehlman, branch manager; salesmen: W. C. Wheeler, Al Grubstick, S. E. MacDonald. Seattle: Al Oxtoby, branch manager, and C. W. Young, salesman.

Canadian District — W. Cohen, district manager; headquarters Toronto. Calgary: L. Geller, branch manager. Montreal: M. J. Isman, branch manager, and salesman A. L. Gorman. St. John: L. McKenzie, branch manager. Toronto: H. O. Paynter, branch manager; salesmen: F. Gilbert, H. Law. Vancouver: Joseph Plottel, branch manager. Winnipeg: G. A. Simmons, branch manager, and I. H. Coval, salesman.

Leaders of Warners' Convention

HARRY WARNER
President of Warners

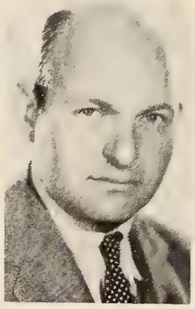
JACK WARNER
Vice-President Production

ALBERT WARNER
Vice-President Distribution

GRADWELL SEARS
General Sales Manager

SAM E. MORRIS
Vice-President Foreign

JOSEPH BERNHARD
General Manager Theatres



CHARLES EINFELD
Head of Advertising and Publicity

CARL LESERMAN
Assistant to Sears

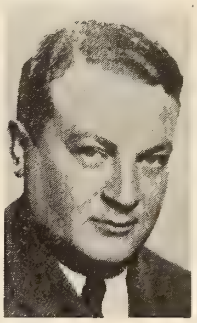
NORMAN MORAY
Sales Manager Short Subjects

SAM SAX
Head Vitaphone Production

ROY H. HAINES
Eastern Sales Manager

HERBERT OCHS
Western Sales Manager

JACOB WILK
Eastern Story Head



MORT BLUMENSTOCK
Advertising Manager

Columbia Reel's Birthday

Columbia will celebrate the 17th anniversary of its novelty reel, "Screen Snapshots," during June. The short, which retains its original aim of covering Hollywood from the "fan's" angle, was the first Columbia production venture of Harry and Jack Cohn, began in 1920.

Delay "Vivacious Lady"

HOLLYWOOD, May 9.—Production on RKO's "Vivacious Lady," which has been underway a week, has been halted and will not continue for four months. The illness of James Stewart resulted in a temporary interruption.

Lady Colfax New Editor

Samuel Goldwyn has engaged Lady Sybil Colfax as his London editorial representative, it was made known here over the week-end.

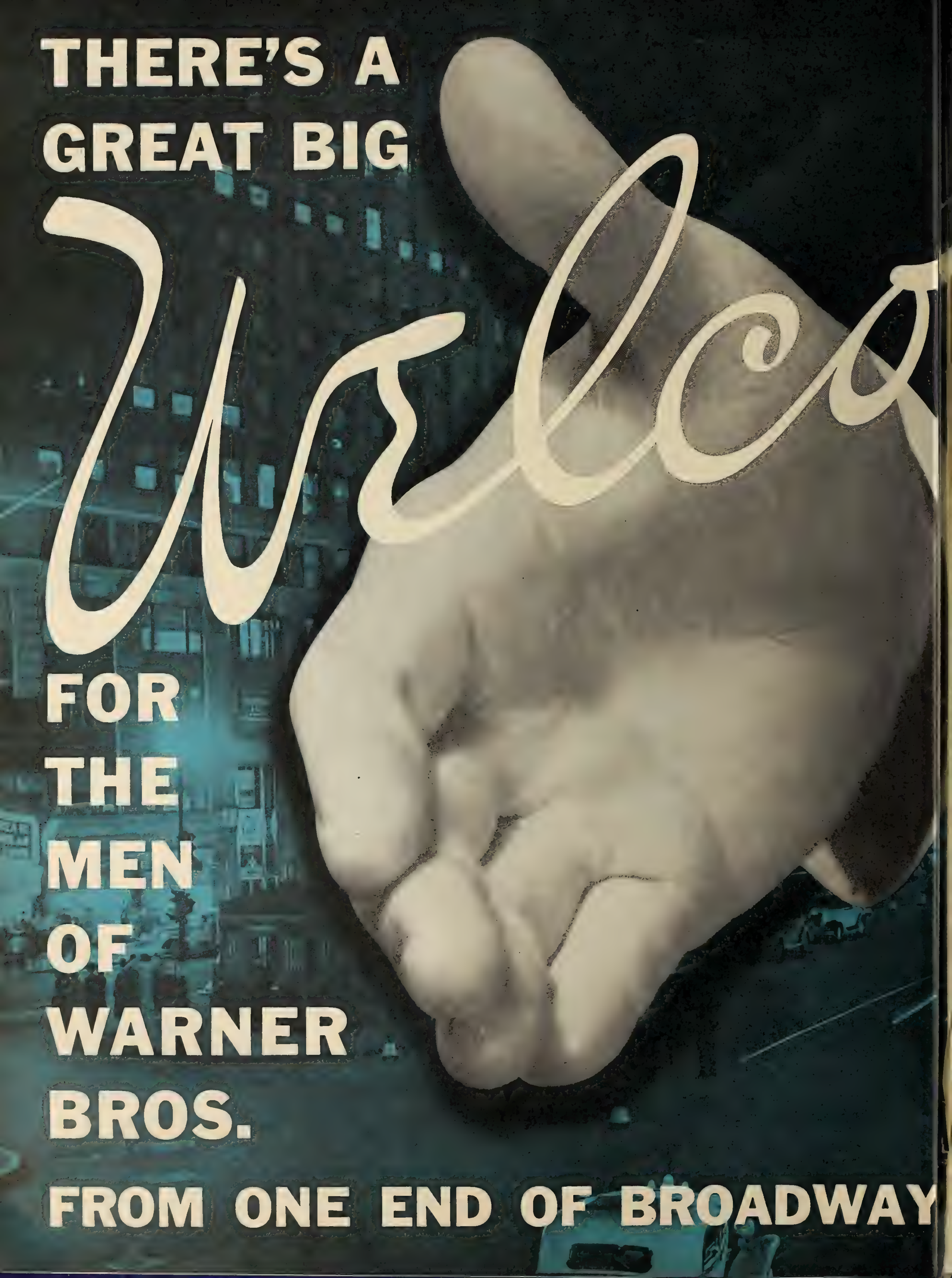
Heads Reorganizing Of Mexican Company

By JAMES LOCKHART

MEXICO CITY, May 4.—Alberto J. Pani, former Finance Minister and capitalist, has been named chairman of a board which is undertaking the reorganization of Cinematografica Latino Americano, S. A. (CLASA), which recently went into bankruptcy. It is understood the board plans to proceed with the schedule of 12 features, only one of which had been completed when the company became involved in financial difficulty.

* * *

The Government is reported to be considering modification of the law recently passed requiring exhibitors to show Mexican-made pictures. It has not been enforced, and has been the object of considerable adverse criticism.


THERE'S A
GREAT BIG
Welco
FOR
THE
MEN
OF
WARNER
BROS.
FROM ONE END OF BROADWAY

TO THE OTHER

IT'S WARNER WEEK IN NEW YORK!

FOUR FIRST-RUNS ON BROADWAY!

BWAY W. 47 ST. **AT THE STRAND**

"THE PRINCE AND THE PAUPER"

(Errol Flynn, Billy and Bobby Mauch, Claude Rains, Henry Stephenson, Barton MacLane, Eric Portman and 1000's More)

BWAY W. 51 ST. **AT THE CAPITOL**

"CALL IT A DAY"

(Olivia de Havilland, Ian Hunter, Anita Louise, Alice Brady, Roland Young, Frieda Inescort, Peggy Wood, Walter Woolf King)

BWAY W. 42 ST. **AT THE RIALTO**

"MOUNTAIN JUSTICE"

(Josephine Hutchinson, George Brent, Guy Kibbee, Mona Barrie, Robert Barrat)

BWAY W. 47 ST. **AT THE PALACE**

"THAT MAN'S HERE AGAIN"

(Hugh Herbert, Mary Maguire, Tom Brown, Teddy Hart, Joseph King, Tetsu Komai)

AND THE MOST IMPORTANT MEETING IN THE INDUSTRY'S HISTORY

WARNER BROS. SALES CONVENTION

AT THE WALDORF-ASTORIA

MPTOA Will Halt Program For New Laws

(*Continued from page 1*)

prising its program. Any industrial legislation enacted at Washington is expected to make provision for administrative boards with enforcement powers within industries.

The Administration's industrial program is expected to be made known as soon as President Roosevelt's court reform proposals are settled, and enactment of the new industrial legislation is regarded as likely prior to the adjournment of Congress.

The M.P.T.O.A. policy decision cancels for the time being, at least, Kuykendall's planned trip to confer with exhibitor leaders in 13 strategic keys in an effort to unify exhibitor insistence on the adoption by distributors of the M.P.T.O.A. trade practice program. This move may be revived, however, if the Administration's industrial legislation is delayed or fails to include trade practices, it was said.

Kuykendall stated that the legislative prospect would prevent his accepting a public invitation to attend the annual convention of Allied States in Milwaukee, May 26 to 28. It also makes uncertain his plans for attending the summer meeting of the Cinematograph Exhibitors' Ass'n. in England on June 22.

The M.P.T.O.A. president plans to return to Washington tonight for an indefinite stay.

Ohio Makes 35 April Cuts

COLUMBUS, May 9.—The Ohio censors reviewed a total of 605 reels in April from which 35 eliminations were ordered. This compares with 699 reels and 38 eliminations in March.

THEATRE ACCOUNTING
by WILLIAM F. MORRIS
(Certified Public Accountant)

Tells all the facts about your business each week.

- **Payroll data for Social Security Taxes.**
- **Profit at a glance—Daily or Weekly.**
- **All expenses deducted—Including Rent, Taxes and Depreciation.**
- **Complete record of advance bookings.**
- **Itemized Schedule of All Assets and Equipment with Table of Depreciation Rates.**
- **Does not require a bookkeeper to handle it.**

$3 ENOUGH FOR A FULL YEAR'S BOOKKEEPING

QUIGLEY BOOKSHOP
ROCKEFELLER CENTER
NEW YORK

Whispers from Warner

JACK L. WARNER, who has been on the water for the past two weeks and missing the strike excitement at the studio, is due to arrive by boat from the coast Wednesday.

✚

GRAD SEARS has been saving a couple of nifty gags which he plans to tell privately to some of the boys. He spent most of the day yesterday around the lobby of the Waldorf checking up on some of his ideas and he promises plenty of fun during the next four days.

✚

N. H. BROWER, coast district manager, says that he's becoming a regular commuter between New York and the coast. He was here two weeks ago, flew back to finish up a few details, and is here again. He hopes to close the F.W.C. deal while here. That is unless CHARLIE SKOURAS gets away before BROWER can get to him.

✚

For years, ROY H. HAINES has been sitting down front at conventions with a smug look on his face. Now that's all changed. As eastern sales manager ROY will be on the dais and observing the optimistic looks on the boys below.

✚

HERB OCHS and BILL MANSELL are leaders in the family sweepstakes. Each is the proud daddy of five children. Modestly, they refuse to list the number of boys and girls.

✚

TOOTS SHOR will feed the 250 men tonight at the Tavern. The entire place will be turned over to convention forces with the regular after-theatre trade ruled out.

✚

BEN KALMENSON has been made an honorary member of the Society for the Prevention of Mothers-in-Law.

✚

ED SELZER has been handing out first hand information on the Hollywood strike. He had to delay his departure four days because of it.

✚

ROGER MAHAN, who lives in New Haven and works in Phliadelphia, has completed negotiations with railroad officials for a special weekend train trip home. Roger feels he's entitled to this small courtesy.

✚

CHARLIE BEILAN of the Philadelphia exchange has been advised by his doctor to take on 10 pounds—and quick, too.

✚

DAVE COOPER, Philadelphia's football enthusiast, says he's going to finish selling his situations by Sept. 1, so that he can make all the big pigskin games.

✚

JERRY PRICE has been telling the boys, in his own inimitable way, just how his car came to run into a mountainside near West Virginia.

✚

JACK HOWLAND of the Los Angeles office has been named Poet Laureate of the Warner meet.

✚

Among those attending their first convention are: DICK STRUWE, Albany; MAURICE ROCHE, Boston; E. A. CATLIN, Cleveland; MIKE ANDERSON, New Haven; ARCHIE BARRISH; EDDIE MOREELS, Pittsburgh and JERRY PRICE, Washington. All are salesmen promoted from the ranks during the year.

Warner Total 60

Warners are expected to announce the same number of features and shorts next season as are being released during the current year. For 1936-'37, the company announced 30 pictures from Warners and a like number from First National.

Like M-G-M, Gradwell L. Sears, general sales manager of Warners, is expected to make known part of the line-up with the balance to be rounded out as the season progresses.

✚

HARRY SEED, sartorial specialist from Pittsburgh, arrived in all his splendor, but misses his old crony, HAROLD DUNN. HAROLD, who now represents Warners in Japan, was HARRY's only competition for the King of Fashion.

✚

NORMAN AYERS, who had great difficulty tearing himself away from the golf courses in Albany, brought his clubs along, hoping to find time for at least one day on the local greens.

✚

Led by CHARLIE RICH and HARRY DECKER, the contingent from the New York exchange arrived at the Waldorf by special car. The famous 42nd St. shuttle.

✚

BOB LYNCH, from Pittsburgh, arrived safe and sound after stopping off at his country home in EMPORIA.

✚

RAY SMITH of Buffalo came to town with a bank roll looking for bets on the Louis-Braddock fight. He took over the boys last year on the Baer-Louis battle.

✚

VIRGINIA PHILLIPS, besides being secretary to SEARS is an excellent seamstress. She will attend the meetings with her Butterick, she says.

✚

Minneapolis will have to struggle along without the great RUD LOHRENZ for a week. RUD, "the finest man in America"—by his own admission—will be busy at the convention.

✚

BYRON ADAMS, Memphis branch manager, came to town preceded by much tooting about his having scored his first hole-in-one, last year.

✚

LEO BLANK, midwest district manager, is reported to have lost 15 pounds last week, all because of worrying about his standing in the recently concluded sales drive.

✚

HARRY DECKER, New York manager, visited no less than three wholesale houses buying up the latest spring fashions in ties, which he will sport for the benefit of the out-of-towners.

Warners Have 21 in Cutting Department

(*Continued from page 1*)

rine," "Confession," "The Devil's Saddle Legion," "Kid Galahad," "Fly Away Baby," "Talent Scout," "Public Wedding," "Blazing Sixes," "Dance, Charlie, Dance, "Marry the Girl," "The Go-Getter," "Slim," "The Case of the Stuttering Bishop," "Don't Pull Your Punches," "Another Dawn," "San Quentin," "Footloose Heiress," "Empty Holsters" and "War Lord."

M-G-M Men Are Due Back in Town Today

(*Continued from page 1*)

in 10 years that the sales force has gathered on the west coast to discuss new product and sales policies.

With the return of the field forces, negotiations are expected to get under way immediately on a number of deals which have been pending and awaiting selling details.

"Marked" Is Highest In Lull at Cincinnati

CINCINNATI, May 9.—Rain, the May Music Festival, baseball, a circus and other opposition made inroads on receipts last week, with "The Marked Woman," at the RKO Palace, the only picture to go over the top. The gross was $11,000. Average is $10,000. It was moved to the RKO Capitol.

"Waikiki Wedding," in its fifth downtown week, broke even at $2,750 at the RKO Grand, which was the case with "The Gold Racket" and "Breezing Home" in a split week at the RKO Family. Some of the other houses came within hailing distance of their averages, but on the whole the week was light.

Total first run business, exclusive of the RKO Shubert, was $41,150. Average, also exclusive, is $46,700.

Estimated takings for the week ending May 6:

"THE WOMAN I LOVE" (RKO)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $10,500. (Average, $12,000)

"MARKED WOMAN" (F. N.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $11,000. (Average, $10,000). Moved to RKO Capitol.

"LOST HORIZON" (Col.)
RKO SHUBERT—(2,150), 55c-83c-$1.10-$1.50, 7 days. **Gross:** $7,500. (Average, at 40c-60c, $12,000)

"PERSONAL PROPERTY" (M-G-M)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $5,200. (Average, $6,500)

"THE SOLDIER AND THE LADY" (RKO)
RKO LYRIC—(1,400) 35c-42c, 7 days. **Gross:** $3,500. (Average, $6,500)

"WAIKIKI WEDDING" (Para.)
RKO GRAND—(1,400), 25c-40c, 7 days, 5th downtown week. **Gross:** $2,750. (Average, $2,750)

"THE GOLD RACKET" (G. N.)
RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,250. (Average, $1,250)

"BREEZING HOME" (Univ.)
RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,200. (Average, $1,200)

"THE GOOD OLD SOAK" (M-G-M)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $5,750. (Average, $6,500). Moved to RKO Grand.

Delay Memorial Plan

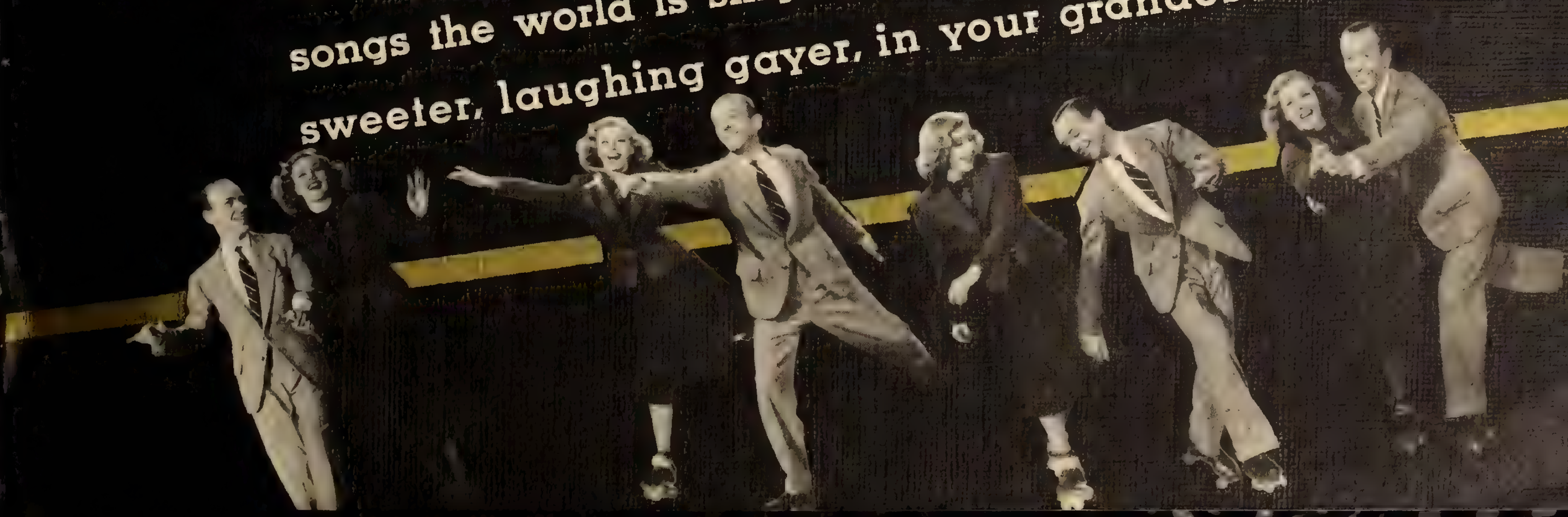
It has been decided, because of the sales conventions, to postpone until fall the project to institute an annual memorial service for the dead of the industry, which would include a radio hookup across the country. Numerous industry executives have consented to serve on the sponsoring committee.

SHALL WE DANCE

DANCE?...but definitely!

Dance?... but definitely! ... And what a dancing mood you're in! ... Dancing in the engine room, tapping to the rhythm of the pistons, cams and gears! ... Dancing with two dozen Gingers! ... Dancing in the brilliant battle of the ballet versus swing!

Dancing in a swanky night club just for fun! ... DANCING IN THE PARK ON ROLLER SKATES! ... Dancing to the music of the songs the world is singing! ... Stepping higher, swinging sweeter, laughing gayer, in your grandest show of all!



FRED ASTAIRE
GINGER ROGERS

in

SHALL WE DANCE

with

EDWARD EVERETT HORTON
ERIC BLORE
JEROME COWAN
KETTI GALLIAN
WILLIAM BRISBANE
and
HARRIET HOCTOR

Music by
GEORGE GERSHWIN
Lyrics by
IRA GERSHWIN
Directed by
MARK SANDRICH
A PANDRO S. BERMAN
Production

Six NEW singable, swingable SONG HITS!

Scramble for N.Y. Houses Is Under Way

(*Continued from page* 1)

plans for Toms River, Morristown and Trenton, N. J., in addition to Saratoga Springs, N. Y. Cocalis within the last month has taken over the Casino, 1,200-seat house at Keansburg, N. J., and on June 12 will open the new Farley, 700-seat unit, in the same town. He is now negotiating for a few other sites which he plans to announce late this week.

Cocalis stated over the weekend that Reade started the theatre building fight and that the Cocalis interests would not stand by without retaliating.

Meanwhile, Loew's and RKO have made considerable progress in their respective campaigns to add a number of first run neighborhood spots. This is held to be in line with changing conditions and the rapid development of situations where new theatres are planned.

Loew-Randforce Conferring

Loew's some time ago took over the Cameo, New Rochelle, and included the house in the RKO pool in that city. A deal has been set to operate the Lefferts and Republic in Brooklyn on a profit sharing arrangement with Randforce, which now runs the houses. A 1,200-seat house is being built for the circuit at Fenton Ave. and Boston Road, Bronx, and a site was acquired last week at Jackson Heights, L. I. According to reliable reports, Loew's has taken an option on a site near the Bliss, Century house, at Woodside, L. I. The Dyckman also will be taken over Sept. 1 on a 15-year lease.

RKO, which shortly will start building a de luxe structure at 23rd St. and 8th Ave., recently took the Parkway, Mt. Vernon, and this week will close with Cocalis for the Parkhill and Broadway, Yonkers. An agreement also has been reached with Herman Sussman for the Central, Yonkers. In addition the circuit will build two in the Bronx, one at Allerton and White Plains Rd., and the second at Westchester and Sound View Aves.

Trans-Lux soon will start building a 600-seat unit at 85th St. and Madison Ave.

Plan Great Neck House

Plans have been drawn and will be filed in Albany this week for a new 600-seat theatre at Great Neck, opposite Skouras' Playhouse. The Middle Neck Holding Corp. of New York will build and negotiations are now under way with a prominent local exhibitor to take it over upon completion the end of summer.

Sam Strassberg, who operates a number of small theatres locally, several weeks ago closed for the new 600-seat house planned at New Rochelle. Some exhibitors doubt whether the structure will ever go up due to a product situation and the RKO-Loew pool in that city.

While plans were announced last week for a new 600-seat unit at E. Tremont Ave., Bronx, it is said the builder is looking around for an operator to take the structure off his hands before the ground is broken.

for the project. Consolidated, it is reported, may take the house.

Harry Brandt is understood planning to add about six new theatres to his circuit before the new season gets under way.

Dave Rosenzweig and his associates are preparing to build a new theatre on Long Island. A 600-seat house is planned also at Queens Boulevard and 43rd St., Queens. It will be completed in October.

Morris Kutinsky, who operates the Community, Queens Village, L. I., was reported to be after a half dozen houses in Brooklyn, but he has denied the story.

Other independents are looking forward to increasing their holdings during the summer, indicating one of the most active theatre acquisition drives in this territory during the last 10 years.

Four on Broadway

Warners have four pictures on Broadway this week to greet delegates arriving from points south and west. They are:

"Prince and the Pauper" at the Strand.

"Call It a Day" at the Capitol.

"That Man's Here Again" at the Palace.

"Mountain Justice" at the Rialto.

Ritchey Presides at Monogram Meeting

(*Continued from page* 1)

organization that handled Monogram before.

Ritchey outlined difficulties in foreign operations today citing quota regulations and various other impediments in film distribution abroad. He announced that Monogram had planned to solve the Czecho Slovakian problems by making pictures in that country. The present ratio there will be six American films to one native production. Monogram will probably make three or four pictures there this season.

Joe Felder, the company's New York manager, said offices will be opened there immediately following the convention. Felder stated he had received assurances from many circuits which have planned to use Monogram product during the coming year.

Golden Talks on Sales

Edward Golden, general sales manager, summed up the convention program and activity. He made an appeal that the sales force should reach the $1,500,000 quota set for the drive.

Ray Johnston told Motion Picture Daily that the convention was the most successful in the company's history and the outlook is the brightest of any year. He stated that the sales force is pepped up and ready to go. He added that product deals have already been closed in many spots and this has made him confident of his predictions for the coming year.

Hyman Rejoins Lesser

Louis Hyman, who handled "Tarzan, the Fearless" for Sol Lesser in 1933, has rejoined Lesser as distribution manager and to maintain contact with 20th Century-Fox distribution executives at the home office.

Purely Personal

NED E. DEPINET is scheduled to return from the coast today, but S. Barrett McCormick and A. A. Schubart are not due to return for another week.

•

Clay Adams, assistant to Sol M. Wurtzel, is honeymooning here with his bride, the former Patty MacRobert of Larchmont. The couple is scheduled to return to the coast late this week.

•

Charles Munro, managing director for Hoyts in Australia, will leave for the coast May 25. He will attend the 20th Century-Fox meetings in Los Angeles before sailing for Sydney.

•

Mildred Altes, secretary to T. P. Drew at the General Register Corp., will return to her desk this morning. She had been out for a week with a severe cold.

•

Vicki Cummings, stage player, has signed a managerial contract with the Leo Morrison office. I. R. Samuels handled the pact.

•

Paul Terry, producer of Terry-Toons for Educational, will be among those attending the 20th Century-Fox convention on the coast.

•

Arlene Whalen, who hails from Pueblo, Col., has been signed by 20th Century-Fox.

•

Peter Arno, is slated to leave for Hollywood and the Paramount studios by plane today.

•

Loretta Young, back from a Bermuda vacation, will return to the coast this week.

•

Victor Lehman, formerly at the RKO Mainstreet, Kansas City, is managing the RKO house in Rochester.

•

George W. Weeks, general sales manager at G.B., is due today from Indianapolis.

Wall Street

Para. Issues Off on Board

	High	Low	Close	Net Change
Columbia	34½	34⅜	34½	.....
Consolidated Film.	3¾	3¾	3¾	+ ⅛
Consolidated, pfd..	14	14	14	+ ¼
Eastman Kodak...	158¾	158¼	158¾	+ ¾
Loew's, Inc........	79¼	78⅞	78⅞	— ¼
Paramount	21	20½	20¾	— ½
Paramount 1 pfd..	146	143½	143½	—6⅛
Paramount 2 pfd..	18¾	18¾	18¾	— ⅜
Pathe Film........	7	7	7	.....
RKO	8½	8½	8½	.....
20th Century-Fox.	37½	37⅛	37⅛	— ⅝
Warner Bros......	13⅛	12⅞	12⅞	.....

Curb Drops Slightly

	High	Low	Close	Net Change
Sonotone	1½	1½	1½	— ⅛
Technicolor	22⅝	22¼	22⅜	— ⅝
Trans Lux........	4⅝	4⅝	4⅝	.....

Bonds Gain Lightly

	High	Low	Close	Net Change
Loew's 3½s '46....	98⅞	98¾	98⅞	+ ⅜
Paramount Pictures 6s '55.....	100¼	100¼	100¼	+ ⅛
Warner Bros. 6s '39 wd...........	95	94¾	94¾	— ¼

(Quotations at close of May 8.)

Producers Receive FMPC Peace Terms

(*Continued from page* 1)

strike, was submitted by Charles Lessing after conferences with Edward A. Fitzgerald, local labor conciliator. The peace terms read in part:

"It is proposed by various A. F. L. unions, through the international organization, that you give consideration to the following proposals for the settlement of the strike now in effect at various studios controlled by your association: (1) That we receive written communication from the producers to the effect that they will recognize these international unions and the jurisdiction granted by A.F.L. (2) That for mutual protection we receive a guarantee that the producer will recognize these unions only. (3) That any jurisdictional dispute affecting A. F. L. unions shall be settled by the international unions involved. (4) That pending adjustment which shall establish jurisdiction of workers involved, no change shall be made in rates of pay. (5) That all workers who left positions shall return to jobs in the same status immediately prior to April 4, 1937, and that any higher rates of pay established since that time shall remain in effect. (6) That negotiations shall begin not later than six days after the return to work and shall be continued for a period of ninety days, after which time any dispute not settled shall be subject to arbitration."

Arbitration Board Asked

The balance of the proposal specified the setting up of an arbitration board of three picked by producers and unions with both parties sharing the expense of arbitration. The committee is authorized to conduct and complete negotiations for and in behalf of the following international unions: Scenic Artists, Painters, Makeup Artists, S.U.E., Hod Carriers, Building and Common Laborers, Machinists, Cooks Ass'n., Stationary Engineers, Plumbers, Moulders, Structural and Iron Workers, Boilermakers, Welders and Blacksmiths and affiliated crafts.

F. M. P. C. headquarters announced Saturday that pending action from Casey, picketing plans are being set up, with theatre picketing starting in New York, Cleveland, Chicago, Detroit, St. Paul and ten key cities Monday by C.I.O. F.M.P.C. made it clear that C.I.O. aid was not sought but offered.

Mary Garden to Sail

Hollywood, May 9.—Mary Garden, who is under contract to M-G-M, has left en route to Europe to make tests of five singers in France. The tests will be sent to the studios here.

Miss Garden, in a radio talk here, predicted that Hollywood would become the musical center of the world in three years.

Talley, Thomas Coming

Truman H. Talley, short subjects head, 20th Century-Fox, and Lowell Thomas are scheduled to sail from England on the *Normandie* May 13.

"U" Purchases Original

Hollywood, May 9.—Universal has purchased "Let's Be Candid," an original by Lawrence Pohle and Thomas Aherne.

Arde Bulova Buys WLWL From Paulists

Following approval by the F.C.C. the Paulist Fathers, owners of WLWL, New York, on Saturday confirmed the sale of the station to Arde Bulova, watch manufacturer and radio station operator. The purchase price is reported to be $275,000, although this could not be confirmed.

Reports of the impending sale of the station had been brewing for months.

The announcement from WLWL, the only Catholic-owned station in this part of the country, said that the financial burden of carrying the station on its present limited schedule of fifteen and one-half hours a week has proved too great a commercial handicap. Sanction of the sale, of course, has been given by Cardinal Hayes and the diocesan consultors of New York.

The total operating expense for the station in 1936 was more than $42,000, which was less than for previous years, the statement said. Despite the help from diocesan collections and the contributions of the Catholic Missionary Union, the Paulist Fathers said that "with practically no income from the station it becomes impossible to continue."

See Merger with WOL

Bulova was not available for comment Saturday. It is said, however, that he contemplates joining part-time station WLWL to part-time station WOL, another of his local radio properties, combining both stations into a full-time unit. The F. C. C., of course, must approve.

Harold A. Lafount, former F.C.C. commissioner and general manager of Bulova broadcasting enterprises, said Saturday it would be unwise to make public the company's plans, due to the 30-day protest clause effecting all F.C.C. rulings. Because no protests to the sale are expected, however, he said an announcement may be issued within the next 10 days.

Lafount and Bulova jointly own and operate seven stations.

Enjoins Hotel Radios

Federal Judge John M. Woolsey has permanently enjoined the New York Hotel Statler Corp. from public performance for profit of copyrighted songs owned by the Society of European Stage Authors and Composers, Inc. Damages and costs were fixed at $500. Judge Woolsey ruled last week that the Hotel Pennsylvania was infringing on copyrighted songs when it transmitted radio broadcasts to its 900 guest rooms without permission from the society.

Lesser Seeks "Tarzan" Deal

Hollywood, May 9.—Sol Lesser is negotiating with a sponsor for a national broadcast twice a week throughout the summer of an "Adventures of Tarzan" series featuring Glen Morris, who is also starring in the Lesser film series.

WJTN Now With NBC

WJTN, Jamestown, will join the NBC network today, instead of on May 15, at previously announced.

Air Fire Sounds

For the first time in the 10-year history of NBC, a recorded program was aired on the company's Red and Blue networks, Friday at 11:35 P.M., E.D.S.T. It was a sound effects platter taken at the Lakehurst landing field at the exact moment the Hindenburg exploded. The appalling sounds of the explosion, the screams of onlookers and passengers, the crackling flames—all were captured perfectly on the platter.

Yankee Network Asks Television Station

(*Continued from page 1*)

plications for six new broadcasting station construction permits, as follows:

Pacific Radio Corp., Grants Pass, Ore., 630 kilocycles, 500 watts; C. Bruce McConnell, Indianapolis, 1,500 kilocycles, 100 watts night, 250 watts day; Ohio Broadcasting Co., Steubenville, O., 1,310 kilocycles, 100 watts, daytime; Enterprise Co., Beaumont, Tex., 1,350 kilocycles, 250 watts night, 500 watts day; W. H. Hartman Co., Waterloo, Ia., 1,400 kilocycles, 500 watts, daytime; Evanston Broadcasting Co., Evanston, Ill., 1,020 kilocycles, 250 watts, daytime.

New Hearings List Is Ordered by FCC

Washington, May 8.—The F.C.C. today made public its calendar of hearings for the current week, as follows:

May 10, before an examiner: Applications of T. E. Kirksey, Waco, Tex., for a new 930-kilocycle station, 250 watts night, 500 watts day; and Stations WBZA, Springfield, Mass., change of frequency to 550 kilocycles, and KGLO, Mason City, Ia., increase of day power to 250 watts.

May 11, before an examiner: Application of Station KFUO, Clayton, Mo., for increase of power to 1,000 watts night, 5,000 watts day.

May 12, before an examiner: Application of Young People's Assn., for the Propagation of the Gospel, Shark River Bay, N. J., for new 640-kilocycle, 5,000-watt daytime station.

May 13, before the broadcast division: Applications of Loyal K. King, Pasadena, Cal., for new 1,480-kilocycle, 250-watt daytime station, and State Capital Broadcasting Assn., Austin, Tex., for the new 1,120-kilocycle station, 500 watts night, 1,000 watts day.

May 14, before an examiner: Applications of Louisville Broadcasting Co., Louisville, and Louisville Times Co., Louisville, for new 1,210-kilocycle station, the former seeking 250 watts daytime only and the latter 100 watts unlimited time; and Harold F. Gross, Lansing, Mich., for new 580-kilocycle station, 500 watts night, 1,000 watts day.

WRC Gets Power Increase

Washington, May 9.—WRC, managed and operated by NBC, has been granted a power increase by the F.C.C. The increase is from 500 to 1,000 watts at night, and from 1,000 to 5,000 watts by day. Approval was granted also for the erection of a new transmitter in Maryland.

Radio Personals

RAY KELLY, head of NBC's sound effects department, and his assistant received painful eye injuries Saturday while engaged in building television scenery.... Lowell Thomas is the nominee to succeed H. B. LeQuatte as president of the Advertising Club of New York at the election meeting tomorrow. . . . Wilbur C. Recides, NBC engineer, is in the hospital recovering from an appendectomy. . . . Certified Contest Service, specialists in building contests for sponsors, are moving into larger quarters in the Channin Bldg. . . .

+

Stephen L. Coles, formerly radio editor of the *Herald-Tribune,* passed away over the weekend. . . . Jack Benny and Mary Livingstone have been signed for three days at the Texas Exposition.... Tommy Harris, vocalist with Jimmy Grier's orchestra, set for the singing spot on the Fibber McGee and Molly broadcasts from Hollywood. . . . Madge Marley replaces Lars Lundquist on the Al Pierce program Tuesday, due to the latter's illness. . . .

MPTOA to Develop Its Stand on Radio

The M.P.T.O.A. radio committee will endeavor to develop a definite program for regulation of broadcasts using screen players or material at its preliminary meeting with producer and distributor representatives and, if successful in this, would arrange a second meeting to include radio representatives to whom such a program would be submitted, Walter Vincent, committee chairman, stated Saturday.

Vincent conferred late last week at M.P.P.D.A. headquarters, he said, as a result of which May 18 was set as the tentative date for the preliminary meeting of the committee with film executives only. The meeting is scheduled for 2:30 P. M. at the Astor but may be advanced to a luncheon session, Vincent said. He issued invitations last week to heads of all large production and distribution companies to designate representatives to send to the preliminary meeting. Although all replies are not in yet, only acceptances have been received thus far. Vincent declined to give the names of either companies or individuals whose acceptances have been received. He said it was possible that a small committee might be named to represent the production and distribution companies at the preliminary meeting in preference to sending representatives from all eight large companies. Vincent's committee has a membership of four.

Renew "Junior G-Men"

"Junior G-Men," heard Mondays, Wednesdays and Fridays from 5:45 to 6 P. M. on WOR, has been renewed for an additional period, effective May 31. The Fischer Baking Co., sponsors, through Neff-Rogow.

Hecker Gets "Uncle Don"

Hecker Products Corp., through Erwin Wasey, will sponsor "Uncle Don's" program on WOR beginning tomorrow from 6 to 6:30 P. M., and daily announcements at the same time.

Facilities on Short Wave to Be Replaced

Complete replacement of all short-wave facilities used in special events programs at six NBC key points was revealed Saturday by O. B. Hanson, NBC chief engineer. Four new types of high frequency transmitters, with receivers and other field pieces, will be delivered in July to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco, at a cost of about $75,000.

Distribution of 70 new field amplifiers and more than 200 new microphones for field broadcasts was recently announced by NBC. Including these, the new apparatus made by RCA will cost more than $125,000.

The new equipment will expand NBC's capacities for covering events such as the *Hindenburg* disaster, conventions, parades and outdoor meets.

WHN's Programs for N. Y. State Network

Effective today, WHN will feed sustaining programs to the New York State network, exclusive of WINS, key station of the regional web.

Stations which will take the WHN programs are WABY, Albany; WBNX, Buffalo; WIBX, Utica; WSAY, Rochester; WMBO, Auburn.

The deal was arranged by Herbert L. Pettey, assistant director of WHN and Bert L. Squires, representing the New York State network.

It is understood that the sales forces of both WHN and the New York State network will immediately begin a drive for commercials, offering sponsors WHN as an added outlet to the network.

WHN Signs New Contracts

Two new contracts, and the renewal of a current one, were affected at WHN Saturday.

C. W. Hill & Co., a commercial refrigeration firm, has purchased Ida Bailey Allen's participating program, "Homemakers Exchange," Tuesdays, Thursdays and Fridays, from 10:30 to 11:30 A. M., for 13 weeks. The agency is the George H. Gibson Co. The contract starts tomorrow.

Madison Personal Loan Co., beginning today, will sponsor an Associated Recordings program, Monday through Saturday, for 52 weeks. The Klinger Adv. Corp. placed the account.

Mrs. Sarah Wheeler's book review column, Sundays from 5:15 to 5:30 P. M. is renewed for 13 weeks by the publishing firms participating in the sponsorship of her program.

NBC to Discuss Problems

NBC artists service will begin a new policy next Monday night with the first of a series of monthly evening sessions for the purpose of discussing departmental problems. The evening sessions will be in addition to the regular Monday morning meetings when the week's reports are issued.

Agency problems, fall programs, and other topics pertaining to the industry, especially sales angles, are to be treated in round table manner. D. S. Tuthill will preside.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 110 NEW YORK, TUESDAY, MAY 11, 1937 TEN CENTS

Two Promoted By Sears as Meet Starts

Kalmenson and Smeltzer Of Warners Raised

Two promotions by Gradwell L. Sears, general sales manager, marked the opening yesterday of the Warner sales meetings at the Waldorf. The men are Ben Kalmenson and Robert Smeltzer.

Kalmenson, who has been in charge of central district sales, is now eastern district manager with supervision over New York, New Jersey, Boston, New Haven, Albany and Buffalo. Smeltzer, who has been mid-Atlantic sales head in charge of the Philadelphia and Washington branches, now adds Pittsburgh, Cleveland and Detroit.

The metropolitan post has been vacant since Roy H. Haines was appointed eastern sales manager some months ago. It had been announced that his successor would be named at the convention.

After announcing the program, Sears introduced A. W. Schwalberg at the morning session. Schwalberg,

(*Continued on page* 4)

Bondy Denies RKO Intervention Move

Federal Judge William Bondy yesterday denied the petition of Class A and common stockholders of RKO for permission to intervene in the reorganization proceedings. Objections filed by the stockholders, however, were referred to Special Master George W. Alger, who is holding hearings on the proposed plan of reorganization, for a report.

Judge Bondy stated that the stockholders had delayed too long in filing their motion and said that the special

(*Continued on page* 7)

Merrill Goes on Air Soon After Arrival

Four minutes after Dick Merrill and Jack Lambie landed at Croyden airfield, yesterday, they were heard on the NBC-Blue network. The time was 1:45 P. M., E.D.S.T., and NBC presented them exclusively. Max Jordan, NBC European representative, arranged the talk.

Said Merrill in his talk: "I hope to be back in New York Thursday."

More Radio—Page 8

Levine to M-G-M

London, May 10. — Nat Levine, former head of production for Republic, here at the Savoy Hotel with his wife, is expected to conclude a deal by which he will tie in with M-G-M's British production unit. He has been conferring with Ben Goetz, head of the Metro unit here.

Columbia 9-Month Profit $1,189,354

Columbia Pictures and subsidiaries yesterday reported net profit for the nine months ended March 27 last of $1,189,354.86, after all charges, which compares with a net profit of $958,578.63 for the same period ended March 28, 1936.

The company reported net profit for the quarter ended March 27 last after all charges and provision for Federal income and other taxes of $559,582.93.

The profit for the three months to March 27, this year, was equal to $1.61 per common share on the 316,358 common shares outstanding at the closing date of the quarter. The nine months' profit was equal to $3.27 per share, which compares with $2.54 per share for the nine months ended March 28, 1936. The common share equivalent has been determined after

(*Continued on page* 7)

Early Settlement Of Strike Is Seen

Hollywood, May 10.—An early settlement of the film strike was foreseen by observers here today, following the decision of the Screen Actors' Guild not to join the Federated M. P. Crafts in the walkout. It was pointed out here that in view of the fact that the striking crafts lack the support of the American Federation of Labor, through the refusal of the I.A.T.S.E., A.F.L. affiliate, to join the strikers in the picketing of studios, a conclusion of the strike is near. Additionally, William Green, A.F.L. president, refused to agree to the plan of the Federated Crafts for picketing theatres throughout the country.

The granting of practically all the

(*Continued on page* 9)

FMPC Orders Start Of House Picketing

Hollywood, May 10.—The F.M.P.C. today wired instructions to 340,000 union members affiliated with both the A.F.L. and C.I.O. to start picketing theatres in New York City, Chi-

(*Continued on page* 9)

Cowdin Denies Change Likely At the Studio

Has 'Highest Admiration' For Rogers, He Says

Hollywood, May 10.—Stating that Universal officials "have the highest admiration" for Charles R. Rogers' studio operations, J. Cheever Cowdin, Universal chairman, denied to studio department heads at a dinner given by him tonight that any consideration has been given to a change in the post of executive producer of Universal.

Cowdin's statement was a direct reply to recent reports that a change was contemplated.

"Contrary to reports," Cowdin said, "neither my associates nor I have had any conversations or negotiations with anyone, directly or indirectly, with that end in view. The fact is that we have the highest admiration for the manner in which our associate, Charles R. Rogers, has reorganized the studio and is carrying on its operations. We have the utmost confidence in his ability to maintain the high standard which he has established for the productions of the new Universal."

Cowdin, who has been at the studio for the past several weeks participating in new season production conferences, will remain here for the company's annual sales convention, which opens next Monday. James R.

(*Continued on page* 9)

Republic Regionals To Be Started Here

Republic's four regional will probably be held in New York, Chicago, Dallas and San Francisco, J. J. Milstein, general sales manager, stated yesterday upon his return from Washington where he spent the weekend.

The three-day meetings at the Ambassador, Los Angeles, will be only for franchise holders, Milstein said, and home office executives. There will be about 20 franchise representatives at the May 31-June 2 sessions.

Herbert J. Yates, who returned yesterday from the coast, will accompany J. J. Milstein and Edward M. Schnitzer to Los Angeles on May 25.

"Good Earth" Bows Out After 14 Weeks

"The Good Earth" bowed out of the Astor last night after a 14-week run at two-a-day prices. During that time, the picture grossed approximately $229,973. For the last eight days, which

(*Continued on page* 7)

Limitation on Reorganizing Groups Urged

SEC Bases Suggestion on Paramount Study

By BERTRAM F. LINZ

Washington, May 10.—Limitations upon the activities or corporation reorganization committees, based upon disclosures in its investigation of the Paramount and other reorganizations, today were recommended to Congress by the Securities and Exchange Commission in the fourth of a series of reports on its investigation or reorganizations undertaken under the securities exchange act in 1934.

A three-point program was offered by the commission, requiring that control of reorganizations be placed with bona fide security holders and their direct representatives; that emphasis be placed upon the fiduciary responsibilities of the representatives of security holders in reorganizations, and that abuses which have characterized the strategy and techniques of reorganization be prohibited. It is also recommended, as to most reorganizations which are not within the jurisdiction of the Federal courts, the enactment of a separate law giving the commission the power to require disclosure of all relevant facts concerning committees, and the power to prohibit solicitation of proxies through use of the mails or in interstate commerce by committees having interests

(*Continued on page* 7)

Seek Inquiry of Finances of G.B.

By BRUCE ALLAN

London, May 10.—The provisional shareholders' committee of Gaumont British is planning to make application under the Companies Act to the Board of Trade for an investigation of the company's finances. The committee has asked shareholders for one penny per share to meet the expenses of the action.

In a circular, the committee asserts

(*Continued on page* 7)

Theatres to Battle Dunnigan's Measure

Legitimate theatre organizations will join the League of N. Y. Theatres at a meeting today to make plans to oppose the signing by Governor Lehman of the Dunnigan bill, which

(*Continued on page* 9)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 11, 1937 No. 110

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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ROME: Viale Goribia; Vittorio Malpassuti, Representative.
SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Some of M-G-M Men Delay Return Here

Al Lichtman, William F. Rodgers, Howard Dietz, Joe Vogel, William R. Ferguson and Herbert Morgan did not return yesterday with the M-G-M delegates after attending sales meetings in Los Angeles.

Lichtman left Hollywood Sunday for New York while Rodgers, Dietz and Morgan are still at the studios. Ferguson was in Chicago yesterday in connection with the opening there of "Captains Courageous," while Vogel stopped over at Kansas City to look over Loew's State. Si Seadler flew in from the convention over the week-end to prepare for the opening tonight of "Captains Courageous" at the Astor.

Nicholas M. Schenck returned from Miami yesterday and will be on hand for the Astor opening tonight.

Marcus En Route Here

Morey Marcus, general manager for M-G-M in China, is en route to the United States for a leave of absence which is expected to run for five or six months. Sydney Schwartz, M-G-M auditor in the Far East, will supervise distribution during the absence of Marcus.

Insiders' Outlook

By RED KANN

Hollywood, May 10

WOODY VAN DYKE tore San Francisco apart on the screen and the consequences in the picture of that name did what you know they did for the theatres of the nation. In "The King and the Chorus Girl," Joan Blondell told Fernand Gravet she had to spend her honeymoon at Niagara Falls and, before she knew it, the ocean greyhound on which they were traveling was heaving on the Niagara River's turbulent bosom. They build cities up and they tear them down over night, courtesy of all studios' technical departments, and the producer thinks nothing of it beyond expecting to get on short notice whatever he desires. . . .

▼

That's here. And because it is here, there is the producer who has come to believe, not that it ought to be, but that it must be so elsewhere. He expects wonders to be performed and is decidedly inclined to be as impatient as he is lacking in understanding of any problems outside his own immediate roost. This is why extravagant negatives, running a million and often more, are embarked upon without endeavor to check, so far as it is reasonably logical, the market pulse to see if the public is apt to buy them. It is assumed, with very little reason, that the public will if, indeed, the public is thought of at all. Frequently, pictures are launched on a theory they will bring self-aggrandizement and always in the background lurks the impression the sales machinery will pull such endeavors out of their very expensive hole. . . .

▼

It is taken for granted, minus one scintilla of right, that the distribution force is standing by, doing nothing and spending nothing but awaiting the day, the week, month or year when the product will be ready. Hollywood, or part of it anyway, expects maximum in rentals, complains no matter what the returns and concludes by seeking to alibi exorbitant costs on the alleged inadequacies of the sales department and the cost of distribution. Consciously or otherwise, there is glossed over the expense of maintaining the salesmen who ultimately peddle the film while they cool their heels and heads impatiently awaiting the day that brings them something to sell. . . .

▼

Those there are who have heard you can't have your cake and eat it, but they usually function on a theory of divine Hollywood right that the world beyond and the industry beyond are wrong. Sometimes they will turn over for marketing a type of product born out of the common desire to go bigger in order to become biggest in the colony's social system. They, therefore, frequently but not always, give their sales managers a hunk of merchandise that is saleable in local drawing rooms but not outside and thereafter score all and sundry, but sales, in particular, for the shortcomings of its job. . . .

▼

Old and true goes the chromo which reads production is the lifeblood of the industry. But the blood stream needs sunshine and light and it must course through a well-ordered system to nurture, to flourish and to survive. It requires sustenance to maintain its health and it is sadly and often in need of complete rejuvenation. Hollywood may conjure in its mind thousands of exhibitors tearing the barricades apart in their rush to buy films. They need to buy, of course, and finally they do. But between the manufacturer who has an uncontrollable habit of sliding off his slippery base and the spigot that feeds the public stands the distributor. He is selling and arguing and getting prices unwarranted for production mistakes. He does a job of it when Hollywood does not. . . .

Wihelm Henie Dead

Hollywood, May 10.—Wilhelm Henie, father of Sonja Henie, died here yesterday after an illness of a week. He was 65. Mrs. Henie, his daughter, and Tyrone Power were at his bedside when he passed away. His body will be sent to Norway for burial.

Edward Bimberg Dies

Edward Bimberg, veteran vaudeville actor, died Sunday at his home following a brief illness. Bimberg was 49.

Fire in L. I. House

Cedarhurst, L. I., May 10.—The Central here was damaged by fire early yesterday. The blaze was reported to have started from a cigarette which was left smouldering on the carpet.

RKO Wins Second Game

The RKO home office baseball team, winners of the M. P. League championship last year, won their second game of the season by defeating the Apeda Studio, eight to seven.

Defer Questioning In Fox Bankruptcy

Atlantic City, May 10.—Resumption of the questioning of witnesses in the William Fox bankruptcy, scheduled for today, was postponed until next Monday. Federal Referee Robert E. Steedle stated that the postponement was requested by counsel for Mrs. Fox, for whom they are preparing an appeal from her conviction for contempt of court.

Federal Judge John Boyd Avis, in Camden, upheld Steedle's contempt citations against both Mrs. Fox and Herbert Leitsteen, family bookkeeper, for refusing to answer questions. Mrs. Fox could purge herself of the contempt citation by submitting to questioning, but she has chosen to fight further, it has been learned. In Leitsteen's case the offense was described as a criminal grade of contempt, so that by testifying now he could obtain only a lessening of the sentence, it was pointed out by Steedle. Leitsteen will have that opportunity on Monday.

Hear Universal Plea Today

A motion by Universal Pictures for a bill of particulars will be heard by Justice Alfred Frankenthaler in N. Y. Supreme Court today. The B. F. Morse Broadway Theatres, Inc., is suing Universal for $130,752 damages arising out of the alleged breach of a lease made in September, 1927, for the B. F. Morse Colony. The alleged lease was made for 260 weeks but was terminated by consent on May 31, 1930. The plaintiffs claim that Universal failed to keep the theatre in good condition and that injuries to the high standard, good name and reputation of the Colony resulted. The damages asked include renovation cost.

File Goldwyn Details

Mort Eisman, Clara Dellas and Robert L. Shayon yesterday filed a bill of particulars in Federal Court in their plagiarism suit against Samuel Goldwyn, Samuel Goldwyn, Inc., United Artists and Eddie Cantor. The action is based upon an alleged infringement of the plaintiff's script, "Oh Shah," in the picture "Roman Scandals." The bill of particulars states that the script was given to Cantor in December, 1932 and that he held it for several months before rejecting it. An accounting of profits and an injunction are asked.

Distributors Get Judgment

A default judgment against the Amusement Parkway, Inc., Isidore Leibman and Edward Spiegel, operators of the Parkway, was obtained in Federal Court yesterday by 20th Century-Fox, RKO and Van Beuren for alleged exhibition of the plaintiffs' pictures without permission. For each showing $250 damages was asked.

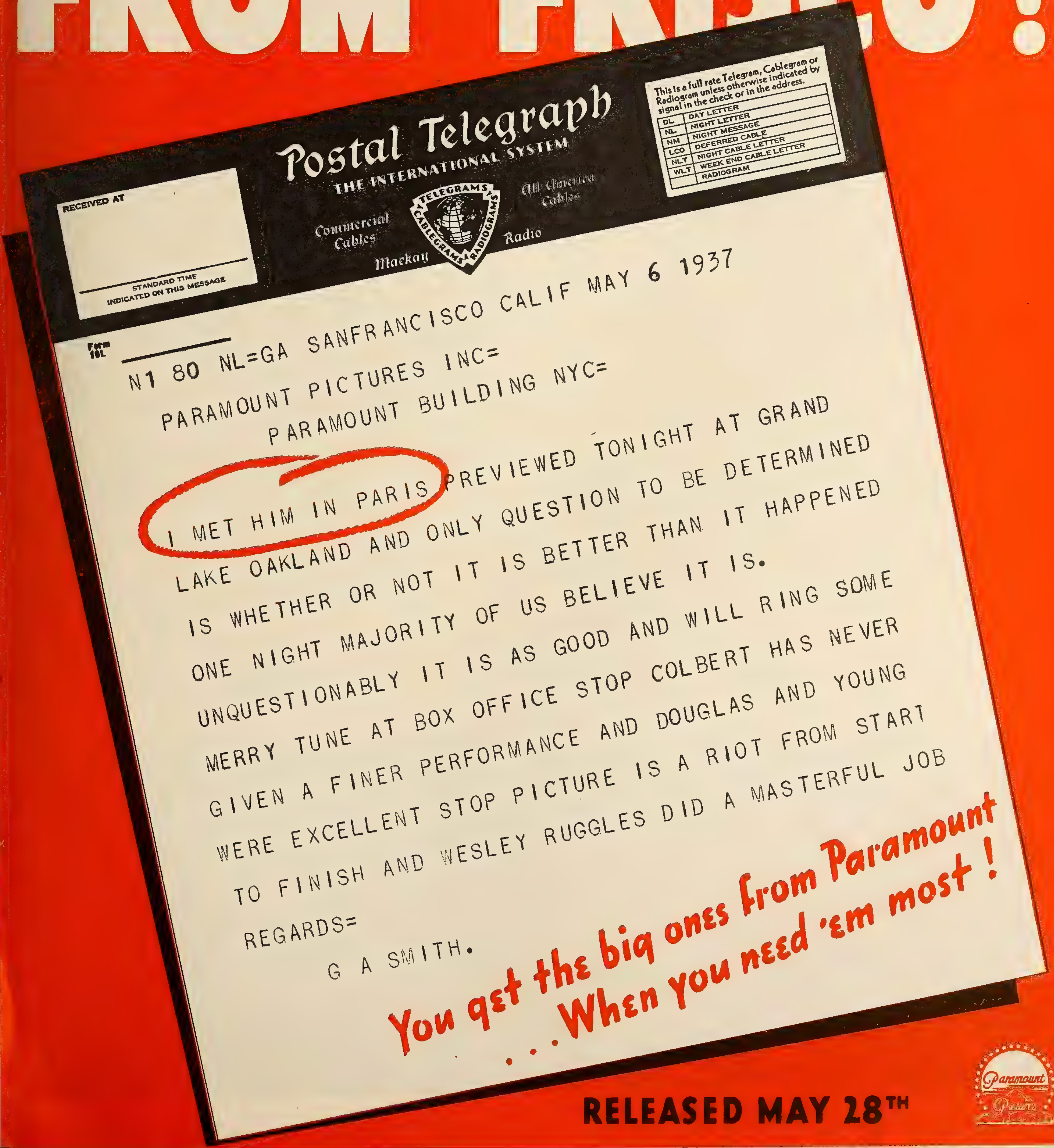
Permits Cullman Suit

Permission to sue Howard S. Cullman, trustee of the Roxy, for personal injuries sustained in September, 1936, resulting from his alleged negligence, was granted to Mary Elizabeth Murphy in Federal Court yesterday by Judge Francis G. Caffey.

Roxy Report Due Thursday

Special Master Addison S. Pratt stated yesterday that he will render his report on the proposed plan of reorganization for the Roxy Theatre Corp. on Thursday. The report will then go to Federal Judge Francis G. Caffey for confirmation.

HOT TIP FROM 'FRISCO!



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LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER
	RADIOGRAM

Form 16L

N1 80 NL=GA SANFRANCISCO CALIF MAY 6 1937

PARAMOUNT PICTURES INC=

PARAMOUNT BUILDING NYC=

I MET HIM IN PARIS PREVIEWED TONIGHT AT GRAND LAKE OAKLAND AND ONLY QUESTION TO BE DETERMINED IS WHETHER OR NOT IT IS BETTER THAN IT HAPPENED ONE NIGHT MAJORITY OF US BELIEVE IT IS. UNQUESTIONABLY IT IS AS GOOD AND WILL RING SOME MERRY TUNE AT BOX OFFICE STOP COLBERT HAS NEVER GIVEN A FINER PERFORMANCE AND DOUGLAS AND YOUNG WERE EXCELLENT STOP PICTURE IS A RIOT FROM START TO FINISH AND WESLEY RUGGLES DID A MASTERFUL JOB

REGARDS=

G A SMITH.

You get the big ones from Paramount ... When you need 'em most!

RELEASED MAY 28TH

Two Promoted By Sears as Meet Starts

(*Continued from page* 1)

supervisior of exchanges for Warners, outlined details of the sales accessories' rental plan which was adopted by the company last Tuesday.

Arthur Sachson, contract department head, then addressed the delegates and following him were H. M. Doherty, exchange auditor, and Albert S. Howson, director of censorship.

Luncheon was served in the Empire Room, following which the men returned to the Sert Room for the afternoon's proceedings.

Jack L. Warner gave a preliminary talk on some of the new pictures planned next season. Albert Warner thanked the delegates for their loyal support during the past season and envisioned similar cooperation during the coming year.

Haines, eastern and Canadian sales manager, and Herbert J. Ochs, southern and western sales manager, then addressed the salesmen for the first time since assuming the titles they now hold. After the talks, Sears announced the winners of the Sears Sales Drive.

A beefsteak dinner was held last night at the Tavern. About 250 attended.

To Screen Five Plays

Warners are expected to have five plays, some of them currently on Broadway, on next season's lineup. They are "Boy Meets Girl," "Tovarich," "Yes, My Darling Daughter," "Chalked Out," and "George and Margaret."

"Prince" $13,000 in 2 Days

"The Prince and the Pauper" garnered approximately $13,000 in the first two days at the Strand. The picture is expected to remain for three weeks.

Whispers from Warners

Joe Vergesslich, Atlanta manager, had a funny experience yesterday. During lunch hour he found a "Welcome to New York" card in his room with a list of educational and theatrical places to visit. Joe was born in the metropolitan city and for 16 years was manager of the company's local exchange. He plans to stay over two or three extra days after the sales talks to visit with his folks.

✚

G. R. Keyser's hands were bandaged yesterday. The reason: poison ivy. Keyser a fortnight ago bought a house at Danbury, Conn., and over the weekend spent a few hours gardening. He touched an ivy leaf without knowing it, but he found out about it soon enough.

✚

Bob Smith, who hasn't missed a convention in 12 years, again promised Jack L. Warner yesterday in the presence of a Motion Picture Daily reporter that he will sell every situation 100 per cent next season. Smith is manager of the Milwaukee exchange.

✚

Harry M. Warner is missing from the meetings. He was called to the coast over the weekend when his daughter, Mrs. Mervyn LeRoy, was operated on for appendicitis.

✚

Jack Warner says he will remain here for three weeks after the close of the convention. Purpose: to see the shows and have a good time generally.

✚

Cliff Almy, former Indianapolis manager and now head of the company's office in the Philippines, is the only foreign representative in the field present.

✚

Joe Bernhard and his theatre forces will start attending the Waldorf meetings today and tomorrow.

✚

The Press Table yesterday was graced with the following Warnerites: Harry Seed, manager of the Buffalo exchange; Earl Bell, Denver head; Joe Bloom, Blaine Thompson, Sam Clark, Chicago exploiteer; G. R. Keyser, foreign publicity; Sid Rechetnick, trade paper publicity. Charles Einfeld and Ed Selzer lunched at the same table with Jack and Albert Warner, Grad Sears, Norman Moray, Roy Haines and Herb Ochs.

✚

Oscar of Warners yesterday formally met Oscar of the Waldorf. The Oscar of Warners has the food concessions at the home office and Vitaphone studio in Brooklyn.

✚

Mort Blumenstock turned out a swell job on that front page layout in the *New York American* yesterday. The paper was a special remake with the entire front page devoted to Warner convention topics.

✚

Luke Connor, New Orleans branch manager, is on his first visit to New York and will spend his spare time trying to locate Isadore Rifkin, to settle some differences of two years standing.

Future Stars

Warner players being groomed for stardom, according to Gradwell L. Sears at the convention yesterday are: Humphrey Bogart, Ian Hunter, Anita Louise, Pat O'Brien, the Mauch twins, Boris Karloff and Dick Foran.

Sears will conduct a poll of the delegates for their selection of stars to be culled from the younger contract players. A similar plan was used last year and is said to have aided the studio in making decisions.

Warner Sales Drive Winners Get Citations

Winners of the recent 15-week Sears Sales Drive were announced yesterday by Gradwell L. Sears, general sales manager, who presented cash awards.

In the district managers' division, Leo Blank, midwest head, came out first. Second was Robert Smeltzer, mid-Atlantic head with headquarters in Washington.

Branch awards were made to the following in the order named:

Rud Lohrenz, Minneapolis; Harry Seed, Pittsburgh; A. Shmitken, Cincinnati; R. L. McCoy, Charlotte; Fred Greenberg, Indianapolis; T. R. Gillham, Chicago; R. T. Smith, Milwaukee; William Warner, Kansas City; Nat Furst, Boston; C. K. Olson, Omaha; Norman Ayers, Albany; R. S. Smith, Buffalo; Robert Smeltzer, Washington; W. G. Mansell, Philadelphia; L. McKenzie, St. John; Joseph C. Vergesslich, Atlanta; M. A. Mooney, Cleveland; John Pavone, New Haven; Byron Adams, Memphis; A. W.Anderson, Des Moines; Hall Walsh, St. Louis.

Warners Buy Hurst Novel

"Sister Act," Fannie Hurst novel which recently appeared in *Cosmopolitan,* will be produced by Warners. Errol Flynn, Olivia de Havilland, Anita Louise, Margaret Lindsay and Gloria Dickson are being considered for the cast.

Southern Warnerites Steal Waldorf Show

Warners' southern contingent yesterday morning took the convention by storm with an act all of their own. Marching into the Sert Room to the tune of "Dixie," the salesmen and managers from below the Mason and Dixon line were garbed in the uniforms of colonels with 10 gallon

(*Continued on page 9*)

Warnerites Convening at Waldorf-Astoria

◂ Purely Personal ▸

DAVID SELZNICK and **JOHN HAY WHITNEY** arrived from the coast via Louisville and Washington yesterday. With them were **WILLIAM WELLMAN**, **BEN HECHT**, **ROBERT CARSON**, **L. F. ALTSTOCK**, **BARBARA KEON** and **RUSSELL BIRDWELL**.

•

SIG WITTMAN of Universal had a vacation coming to him. He is now in Hollywood taking it and stays on for the annual sales convention which gets under way at the Ambassador, Los Angeles, the end of the week.

•

GUS SCHAEFER, who resigns from Paramount this week to take over his new post of foreign sales manager for Universal, was tendered a farewell luncheon by Paramount associates at the Astor yesterday.

•

DAVID G. BERGER, film attorney, has acquired the rights of "The Strange Life of Gaston B. Means," from Frank Campbell Waldrop and Mrs. Means. He will produce the picture in the east.

•

HELEN COSTELLO, **CHARLES MUEHLMAN**, Pacific coast manager for Warners; and **LEWIS** and **MRS. MILESTONE** arrived yesterday from the coast on the *Virginia*.

•

MARK SANDRICH, director of "Shall We Dance," is in town for the opening of the film at the Radio City Music Hall.

•

CLAYT BOND is vacationing in Arizona. His wife is now in Hollywood but rejoins him at Sante Fe about May 15.

•

NED E. DEPINET, vice-president of RKO, due from the coast yesterday, has been delayed due to convention matters.

•

H. J. YATES returned from the coast yesterday and plans to head for Hollywood again in a week or 10 days.

•

JOE UNGER, southern and eastern division manager of Paramount, returned yesterday from a Florida vacation.

•

ED KUYKENDALL returned to Washington last night with plans for returning here at the end of the week.

•

DOUG and **MRS. FAIRBANKS** arrived in New York yesterday from the coast.

•

REG WILSON will make a tour of G. B.'s New England exchanges.

•

ERIC LINDEN arrived from the coast by plane yesterday afternoon.

•

GUTHRIE MCCLINTIC arrives today on the *Aquitania*.

•

LORETTA YOUNG returns to the coast Friday.

Bank Takes Belmont

The Belmont Theatre, West 48th St., was sold yesterday at a foreclosure sale held in the Manhattan auction rooms. The house was bought in by the Bank for Savings.

Limitation on Reorganizing Groups Urged

(*Continued from page 1*)

materially conflicting with those of the security holders they are undertaking to represent.

Much of the report submitted today was concerned with the activities of committees not representing security holders generally, and traced in detail the activities of the independent group in the Paramount reorganization, formed by Harold A. Fortington, financial secretary of a group of insurance companies, which entered the picture when a reorganization had been practically worked out and forced its entire rewriting.

"The most striking characteristic of many reorganizations is the fight to retain or obtain control, which follows immediately upon financial collapse of a company," the report declared. "Banker-management groups affiliated with the company at the beginning of reorganizations are generally the victors in these campaigns.

Paramount Case Cited

"This fight for control is motivated by the profits accruing to those who are able to dominate the nature and activities of the reorganization, and the affairs of the reorganized company. Among the more direct of these emoluments are large reorganization and protective committee fees, counsel fees, depositary fees, brokerage commissions, underwriting discounts, and the salaries and possibilities of personal profit which flow to those who are able to gain control of the reorganized company."

In the Paramount case, the commission indicates, the fight between the Fortington group and the Kuhn, Loeb & Co. group eventually turned into a struggle for control of the company.

"It is clear that the original program which Fortington stressed concerning management of the company was not executed," the report pointed out, after tracing the developments of the reorganization finally perfected. "And it is clear that the ultimate arrangements concerning management of the company and underwriting of the securities were profitable to the group and were probably not inherently necessary to protection of its financial stake in Paramount."

"Substitution," not Reorganization

Further, the commission said, "it appears that the ultimate spoils of reorganization—control of the new company—were divided among the Fortington group, the bank creditors and the Vanderlip committee. Provision was made for the continuation of memberships on the board of directors for one, two and three years. In addition, it is subject to serious question whether this change in control was more than a mere substitution of another set of investment bankers for Kuhn, Loeb—a change in *dramatis personae* rather than a new scheme for management.

"The inference is strong throughout that for various reasons the members of the group were interested in control of the new company: control for purposes of profitable business arrangements; control in the form of directorships; control for purposes of investment banking and other connections."

Certainly, the commission commented, "the group advanced its own interests exceedingly well."

The story of the Paramount reorganization, it pointed out, illustrates "how those who enter the reorganization in the independent advocacy of the interests of the real owners can readily take unto themselves the spoils of victory. In this case the spoils were a share in the control of the company. In terms of realities in the world of finance such control is the chief stake of any reorganization."

Bondy Denies RKO Intervention Move

(*Continued from page 1*)

master would give them a full hearing. Permission to renew the motion, if it should later appear necessary, was granted. Ernest W. Stern, holder of 1,234 shares of Class A stock, who alleged that the reclassification in 1931 of Class A shares to common stock was illegal, was one of those referred to the special master. Others were: Iva A. McPherson, Mary G. McPherson, Pauline L. Fleming and James A. Glassman, holders of 1,002 shares of common stock, who claimed the issuance of common stock to RCA in 1931 was illegal and gave RCA dominance over RKO, and Edward Hickey, class A stockholder who has petitioned the court to declare Section 77B of the bankruptcy law unconstitutional.

"Good Earth" Bows Out After 14 Weeks

(*Continued from page 1*)

ended last night, the tally was $10,100.

The week by week takes since the opening follow:

Week Ending	Feb.	7,	1937, 5 days..	$17,573
" "	"	14,	"	23,100
" "	"	21,	"	23,000
" "	"	28,	"	21,900
" "	Mar.	7,	"	17,900
" "	"	14,	"	17,100
" "	"	21,	"	16,200
" "	"	28,	"	15,300
" "	Apr.	4,	"	18,500
" "	"	11,	"	14,800
" "	"	18,	"	13,100
" "	"	25,	"	11,500
" "	May	2,	"	9,900
" "	"	10,	" 8 days....	10,100
				$229,973

With "Captains Courageous" opening tonight, William R. Ferguson has put on a sniping advertising campaign with 250 24-sheets, 1,000 six-sheets, 2,000 three-sheets, 5,000 one-sheets, 3,000 two-sheets and window cards. The material has been posted within a radius of 30 miles and includes all waterfronts.

Columbia 9-Months Profits $1,189,354

(*Continued from page 1*)

allowing for deductions equal to the dividend requirements on the outstanding preferred stock. No provision has been made at this time for the tax on undistributed profits.

The balance sheet shows current assets of $11,037,957 and current liabilities of $1,511,408.88. Working capital was approximately $9,500,000.

Show Coronation Films

Coronation films assembled by the Stone Film Library are to be shown today at the British Empire Exhibit in Rockefeller Center.

Seeking Inquiry of Finances of G.B.

(*Continued from page 1*)

that the deficit of £507,742 shown in the company's consolidated balance sheet would be £1,594,582 except for the writing up of properties. It is asserted by the group that the deficiency of the G. B. investment in Denman Trust amounts to £1,000,000.

It is further claimed that the closing down of the G. B. studios and distribution implies heavy capital losses, but that G. B. Distributors appears in the assets at £510,000 and the Lime Grove Studios at £450,000. Heavy losses also are alleged in Gainsborough, Baird and British Acoustic, all G. B. subsidiaries. It is claimed that all the G. B. companies are showing trading losses.

The Board of Trade must act on the petition of 10 per cent of the shareholdings, which means 250,000 ordinary shares. It is generally believed that 1,000,000 shares are held outside the Ostrer group, although the actual figure is uncertain. It is pointed out that the committee has used facts and figures in its statement which were inadmissible in the recent court case concerning the preference dividend, including the position of subsidiaries.

Bergner Film to Rivoli

"Dreaming Lips," the new Elisabeth Bergner film with Raymond Massey and Romney Brent, will begin an indefinite run at the Rivoli starting May 19. It is a Max Schach production directed by Paul Czinner. On the same program will be Walt Disney's "Academy Award Revue," an hour's compilation of the Disney award winners of the past five years.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

◂ Radio Personals ▸

IRVING PARKER of the Earle Ferris office in Hollywood arrives here today for a brief business stay . . . Tito Guizar has been booked by CBS artists' bureau for a personal appearance at the Hippodrome, Baltimore, the week of May 14 . . . Doris Hare, the "Piccadilly Hillbilly," heard on NBC the past several months, sails for England May 15 to appear in a summer revue there. She returns to NBC late in the fall . . . The "Mystery Chef," heard from the Radio City studios Tuesdays and Saturdays, will broadcast from Chicago, May 11 through May 25 . . .

◆

Andre Kostelanetz planed in yesterday afternoon from the coast . . . Gladys Swarthout in Memphis today for a concert appearance. She will sing in Evanston, May 15 . . . John Held, Jr., em cee on the Pontiac hour, returned yesterday from Nebraska, and leaves Friday for Ithaca and Cornell University . . . Carleton Young temporarily succeeds Joe Bell on NBC's "Question Bee," due to the latter's illness . . .

◆

Lou Holtz has been set as the featured guest on Ben Bernie's program May 18 . . . Bernie, incidentally, returns to Hollywood in three weeks to resume film work . . . Vincent Lopez is scheduled to make appearances at several west coast universities with his band. Stanford University is the first stop . . . Benay Venuta's variety hour on Mutual shifts from a Saturday to Sunday period, 7:30 to 8:30 P. M., E.D.S.T., beginning May 16 . . .

Mutual Broadcasts Flash from Merrill

Mutual engineers and the listeners tuned to that network kept all-night vigil with Dick Merrill and Jack Lambie as the flyers raced over the Atlantic in the America to England hop. Mutual was the only network to keep its lines open all night, NBC and CBS signing off at their usual closing hour.

As a reward for its effort, Mutual established a new radio record when, at 2:15 A.M., E. D. S. T., Monday morning, it broadcast the voice of Merrill reporting his position, 1,686 miles at sea, to Newark airport officials. At 3:15 A.M. Mutual again caught Merrill's voice reporting "all's well," but no position was given.

Following the takeoff Sunday at 4:35 P.M., E. D. S. T., which was described by Dave Driscoll, Mutual broadcast hourly reports of the flight beginning at 5:15 P.M. and continuing until the station opened for business at 6 A.M. Monday morning.

It is generally understood Merrill will fly Hearst newsreel pictures of the Coronation to America.

LEO SAYS:
First in flashing the *Hindenburg* disaster—WHN's United Press reports again scoop the country!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

New Shows on the Air

"Chase and Sanborn Varieties"

The new Chase and Sanborn series is the granddaddy of all variety programs, and if subsequent offerings measure up to Sunday's premiere, the coffee company quickly will regain the listeners it lost during the run of the boring "Do You Want To Be an Actor?" series, which this new variety program replaces.

Heard on the opening session were W. C. Fields, Ann Harding, Edgar Bergen and Charley McCarthy, Ray Middleton, Rogers and Hart and Don Ameche. Each contributed sparkling bits.

Hilarious in particular was the sequence wherein W. C. Fields and Charley McCarthy, who is Edgar Bergen's dummy, swapped wits. Describing the Field proboscis, McCarthy said it looked as if it had been carved from an "ample piece of California redwood." In vaudeville parlance, this "tore the house down."

Describing his long illness, Fields said he had suffered from a case of "pernicious dandruff," aggravated by a broken neck suffered when a Paramount sound truck backed up and ran over him. "W. C." was in one of his most mirthful moods, and good news indeed was the announcer's statement at the close of the program that he was returning for another guest appearance next Sunday.

The comedy, however, was only a part of the proceedings. Ann Harding and Don Ameche contributed an elegant scene from "The Guardsman;" Ray Middleton sang Rogers' and Hart's imaginative work, "All Points West" in a thoroughly enjoyable and competent fashion; Dorothy Lamour proved herself to be a much improved vocalist over the mediocre-voiced young lady who forsook radio to enter pictures a year or so ago; Don Ameche "em ceed" excellently; and Edgar Bergen and "Charley" never were better.

Summing up, the opening offering was a superlative program.

"Chase and Sanborn Varieties" is heard Sundays on the NBC-Red, from 8 to 9 P. M., E.D.S.T.

"Vocals by Verrill"

Virginia Verrill's throaty voice, reminiscent of Gertrude Niesen's, made for pleasurable listening Saturday evening on CBS, when "Vocals by Verrill" made its first bid for popularity.

Miss Verrill, now in Hollywood making "Vogues of 1938," is no stranger to the networks, having been heard previously on many CBS programs. She has been absent from the airwaves for quite a spell, however, and her return is a welcome one. Wilbur Hatch's orchestra provides the musical accompaniment.

"Vocals by Verrill" is offered Saturdays from 5:30 to 5:45 P. M., E.D.S.T., on CBS. It's a sustaining period. BANNER

China to Hear NBC's American Broadcasts

By J. P. KOEHLER

SHANGHAI, April 15.—Appropriations have been made for the erection of transmitting and receiving stations in San Francisco or some other coast location and Shanghai, which will be used for the direct transmission of American radio programs of NBC to China, according to George F. Shecklen, vice-president of the RCA Communications here.

Meanwhile, Shecklen said, arrangements have been made for the handling of regular American programs over the commercial system which local stations will be able to pick up and re-broadcast on a standard commercial basis.

Radio reception is rapidly gaining in popularity in China, reaching the point where only receivers with short wave range are desired by the public. The sale of receivers is expected to increase markedly with the advent of American programs.

Transamerican Tries Preview of Programs

Borrowing a practice of the screen, Transamerican is inaugurating a series of program previews of its forthcoming radio productions. The previews will be exclusively for the press.

The first preview, that of "The Uncrowned King," a new Transamerican feature, will be held this Thursday in the Transamerican audition rooms.

"The Uncrowned King" is based on the adventures of Lawrence of Arabia. Lionel Atwell portrays the lead role.

Iowa Air Libel Bill Signed by Governor

DES MOINES, May 10.—The recent session of the Iowa Legislature passed a radio libel bill, and it became a law with the signature of the Governor. The bill relieves Iowa radio stations of responsibility for so-called defamatory statements uttered during broadcasts by persons not directly connected with the radio stations.

The bill was sponsored by the Iowa Ass'n. of Broadcasters: KFJB, Marshalltown; KFNF, Shenandoah; KOIL, Council Bluffs; KRNT, Des Moines; KSO, Des Moines; WHO, Des Moines; WMT, Cedar Rapids; WOC, Davenport; WSUI, Iowa City; KMA, Shenandoah.

Dismiss "Jemima" Complaint

The Circuit Court of Appeals yesterday reversed the judgment in favor of Tess Gardella, known professionally as "Aunt Jemima," for $115,968 and against NBC, the Log Cabin Products, Inc., and General Foods Corp. The Circuit Court dismissed her complaint. Miss Gardella alleged that she used the name, "Aunt Jemima," on the stage and radio for many years and that the General Food show infringed by using another actress who was introduced as "Aunt Jemima." The court held that Miss Gardella had no exclusive right to the name, as Quaker Oats had used the same name on pancake flour since 1890.

Fields Gets C. & S. Contract

W. C. Fields has been signed as a permanent member on the new Chase and Sanborn program. The contract is for 16 weeks.

Engineers of Radio Start Session Here

Attended by approximately 800 members, the Silver Anniversary convention of the Institute of Radio Engineers opened at the Hotel Pennsylvania, convention headquarters, yesterday morning. H. H. Beverage, president of the Institute, welcomed the delegation in his opening address.

Twelve papers were read at the convention. The morning subjects were as follows:

"The Origin and Development of Radiotelephony," by Lloyd Espenschied, Bell Telephone Laboratories; "Transoceanic Radiotelephone Development," by Ralph Brown of Bell Telephone; "Ground Systems as a Factor in Antenna Efficiency," by G. H. Brown, R. F. Lewis and J. Epstein, RCA; "Simple Method for Observing Amplitude and Phase Relations in Antenna Arrays," by J. F. Morrison, Bell Telephone; "Ultra-High-Frequency Relay Broadcasting" by W. A. R. Brown and G. O. Milne, both of NBC.

Full Program in Afternoon

The afternoon session was taken up by the following talks:

"The Ultra-Short-Wave Beacon and Its Field of Application," by Walter Hahnemann, C. Lorenz, A. G. Berlin; "A Multiple Unit Steerable Antenna for Short-Wave Reception," by H. T. Friis and C. B. Feldman, Bell Telephone; "Time Division Multiplex in Radiotelegraphic Practice," by J. L. Callahan, R. E. Mathes and A. Kahn, RCA; "Automobile Receiver Design," by F. D. Schnoor and J. D. Smith, RCA; "Radio Methods for the Investigation of Upper-Air Phenomena with Unmanned Balloons," by H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore, Bureau of Standards, Washington; "Characteristics of the Ionosphere and Their Application to Radio Transmission," by T. R. Gilliland, S. S. Kirby, N. Smith, and S. E. Reymer, National Bureau of Standards; "An Automatic Sound Pressure Recorder," by W. S. Bachman, General Electric Co., Bridgeport, Conn.

CBS Building Halted By Labor Picketing

HOLLYWOOD, May 10. — Work stopped today on the building of the new CBS studio when 200 pickets marched in front of the project and truck drivers and shovel operators were called off the job.

It is said that the move resulted from what labor feels is the anti-union attitude of William Simpson, in charge of construction, and also that it was a gesture to express sympathy for the studio union shop drive.

To Broadcast Opening

WHN will broadcast the opening "Captains Courageous" tonight from 8:45 to 9:15 P. M., E.D.S.T., directly from the lobby of the Astor. Film stars and celebrities will be heard. Included among those who will speak will be Myrna Loy, Edward G. Robinson, Constance Cummings, Dorothy Mackail, Phillips Holmes, Francine Larrimore, Loretta Young, Pearl White, Anna May Wong, and others.

Cowdin Denies Change Likely At the Studio

(Continued from page 1)

Grainger, Universal general sales manager left New York last night and will arrive here on Thursday to complete convention plans. Ed Bonns, short subject sales manager, and Joe Weil, exploitation director, are already here. Home office executives and the national sales forces are scheduled to arrive on Saturday.

The home office contingent will be headed by R. H. Cochrane, president, and will include Gus Schaefer, newly appointed foreign sales manager. The home office officials will leave New York Wednesday afternoon with the entire eastern sales force. They will stop over in Chicago all day Thursday, where headquarters will be set up in the Stevens Hotel. They will be joined by the staffs of central district exchanges, and leaving Chicago that night the Santa Fe's California Limited will carry five special cars for the Universal party. An additional car will be picked up at Kansas City the following day. Southern and far western delegations will make the trip to Los Angeles in separate contingents but timed to arrive in Los Angeles on Saturday, also.

Contracts with Universal have been signed by 8,300 theatres in the past year, Universal sales managers will be told at the company's convention on the coast next Monday. James R. Grainger, general distribution manager, left for Hollywood yesterday to arrange details of the meetings.

Theatres to Battle Dunnigan's Measure

(Continued from page 1)

provides for the revocation of theatre licenses upon proof of the presentation of an indecent performance. Heretofore, revocations have been contingent upon convictions in court.

Producing managers met separately yesterday and appointed a committee headed by Herman Shumlin to plan opposition to the signing. A protest was also made over the weekend by Frank Gillmore, president of Actors' Equity Ass'n, in a letter to Governor Lehman which asked for a hearing. Stage groups contend that the failure of the measure to set forth what proof of an indecent performance is necessary gives the license commissioner an arbitrary censorship power over the stage. They contend the bill was "railroaded" through the legislature without a hearing as a result of the recent public indignation against burlesque.

Two New York Bills Pass

ALBANY, May 10.—The New York state legislature before final adjournment Saturday passed and sent to Governor Lehman two important bills relating to the film industry.

The Ehrlich bill confers upon cities outside of Greater New York the power to adopt local laws or ordinances to regulate the admission of unaccompanied children to film theatres.

The Reoux bills amends the town law generally so as to give towns of the state jurisdiction over the operation of film houses, shows, skating rinks and amusement parks. Both the Ehrlich and Reoux bills are in the hands of the Governor as 30-day bills.

Southern Warnerites Steal Waldorf Show

(Continued from page 4)

hats and long, black sweeping mustaches.

Some of the men carried banners with the following:

"Sears Solid South; 1937-'38 Quota Busters; No Sherman but Sears."

What the north, east and west will do about it remains to be seen as the convention continues.

Gale Sondergaard In

Gale Sondergaard, who won an Academy of M. P. Arts and Sciences award for her supporting role in "Anthony Adverse," is in town from the coast, having arrived by plane. She is expected to drop in at the Warner convention before it ends Thursday night.

Hallett in Warner Short

Mal Hallett and his orchestra are now making a one-reel musical short at the Brooklyn Vitaphone studios.

G. N. Men to Convene On the Coast Sunday

HOLLYWOOD, May 10.—Grand National's sales forces will convene here next Sunday for the annual sales convention. About 50 branch managers and sales executives will arrive at the Union Pacific station, Los Angeles, and the delegates from San Francisco, Portland and Seattle will arrive on the Southern Pacific.

Tomorrow James Winn, western sales head; Sol Edwards, eastern and Canadian head, and Morris Epstein, New York branch manager, will arrive in advance. Epstein will visit his family at San Francisco until the sales meetings get under way.

Edward L. Alperson, president, plans to devote one afternoon of the convention to a visit of the studios by the entire sales contingent. On the night of May 19, a banquet will be held at the Ambassador to officially wind up the first international meeting.

G. B. to Hold Three Regional Gatherings

Following his return yesterday from a week's tour of exchanges, George W. Weeks, general sales manager, declared that the first of three regional G. B. sales meetings will be held June 10 in New York. Home office and eastern sales representatives will attend.

The second session will be held in Chicago and the third in Los Angeles.

Robbins, Dembows Return

Herman Robbins, Sam and George Dembow returned yesterday from Kansas City after attending the opening of National Screen's exchange in that city. The executives are now preparing to open offices next month in Philadelphia, Washington, Charlotte and St. Louis.

Charles Gregory, formerly a salesman for National in Kansas City, Mo., is now managing the office.

FMPC Orders Start Of House Picketing

(Continued from page 1)

cago, Cleveland, Detroit, Minneapolis, St. Paul, Philadelphia and Pittsburgh.

The F.M.P.C. looks upon the Guild-producer agreement as advantageous to the strikers, pointing out that if the actors walked out producers would be forced to call a twelve-week contract suspension under the "Act of God" clause. Now the producers must keep production going with incompetent labor or violate star contracts, it is claimed.

Warners, Selznick, Hal Roach and Walter Wanger have signified their approval of a Guild shop. Contracts will be drawn tomorrow by Lawrence Beilenson, Guild attorney, and Loeb, Walker & Loeb, law firm.

Wallace Beery, Lionel Barrymore, Jack Oakie and Norma Shearer are the only really big names not yet included on the Guild roster. Greta Garbo, Jean Harlow and Simone Simon joined today. Barrymore, Oakie and Beery were suspended by Actors' Equity several months ago and will not be eligible for Guild membership until the ban is lifted.

It was learned today that under the Guild shop agreements the producers will refrain from signing contracts with non-members of the Guild.

Production continued unmolested today despite the picket lines.

The F.M.P.C. has authorized the sale of good-will bonds expected to net $50,000 to the strike fund in three days and has also arranged an entertainment program, the first to be a boxing and wrestling show at the American Legion Stadium a week from Wednesday.

Contribution Received

In face of findings by the Central Labor Council of Los Angeles County that the I.A.T.S.E. was unfair and had violated jurisdictional rights by offering cards in fields presumably controlled by other Internationals, I.A.T.S.E. was reported today as continuing to offer such cards in wholesale lots.

A check for $150 from an unnamed writers' group now influences the F.M.P.C. proponents to believe that the Screen Writers' Guild, which waged an unsuccessful fight with producers last year faces a revival.

A union of office workers, including stenographers, secretaries, script girls and scenario stenographers is likewise reported completed, thus crystallizing the undercover movement current for a number of weeks.

Perhaps indicating the disaffection of some of the Screen Actors Guild membership over the settlement with the producers, the F.M.P.C. this afternoon released a wire signed "White Rats of the Junior Screen Actors Guild" declaring that the signers felt they had been placed in eyes of the world in the same light as scabs and strikebreakers and concluded; "Although in the minority we pledge to help."

Anita Whitney, state chairman of the Communist Party in session in San Francisco, today wired F.M.P.C. picket and financial support.

Frisco Reports Pickets Coming

SAN FRANCISCO, May 10.—It is reported here that a C.I.O. theatre picketing group is en route here from Los Angeles. It is believed that local I.A.T.S.E. groups will not refuse to pass the picket lines.

Early Settlement Of Strike Is Seen

(Continued from page 1)

demands of the Screen Actors' Guild by the producers, headed by Joseph M. Schenck, brought about the decision not to strike, although Guild officers were empowered to call a strike at any time if the occasion demands. Contracts with the producers are expected to be signed by the end of the week. I.A. support was assured the Guild by Harlan Holmden, I.A. official, at the meeting last night.

Major houses here and in Los Angeles were picketed last night. The Guild demands verbally accepted by the producers included pay for time to and from location, pay for fittings when actors are not used, minimum of $50 weekly for stock players, pay increase for stand-ins, 54-hour week for free lance players getting less than $200, with time and one-half for overtime, access to call bureau and Central Casting records, and certain other advantages for extras. Term contract cancellations and arbitration demands also were granted.

Stagehands Reelect Brennan

James J. Brennan was reelected president of Theatrical Protective Union, Local No. 1, the stagehands' union, at the annual election held Sunday. The other officers, all reelected, were: J. L. Meeker, vice-president; John J. McDowell, recording secretary; John J. Garvey, secretary-treasurer; Vincent Jacobi and Frank Powderly, business agents. Trustees are Frank Cosgrove, Morris Fox and William F. Hall. Charles S. Murphy is sergeant-at-arms.

No Report to A.F.L.

WASHINGTON, May 10.—Officials of the American Federation of Labor said here today they have received no charges against the I.A.T.S.E., reported from Hollywood to have been forwarded to Washington by the Los Angeles Central Labor Council.

It was indicated here that little or no participation is being taken in the film strike from Washington.

Wall Street

Declines Continue on Board

	High	Low	Close	Net Change
Columbia	34¼	33	33	—1½
Consolidated	3¾	3¾	3¾	.....
Consolidated, pfd.	14⅛	13⅝	13⅝	— ⅜
Eastman	159	157¼	157¼	—1½
Loew's, Inc.	78⅞	76	76¼	—2⅝
Paramount	21⅛	19½	20	— ¾
Paramount 1 pfd.	143	146	140	—3½
Paramount 2 pfd.	19	18	18⅜	— ⅜
Pathe Film	7	7	7	.....
RKO	8½	8¼	8¼	— ¼
20th Century-Fox.	37½	37	37	— ⅛
20th Century, pfd.	46	45¼	45¼	—1¼
Universal, pfd.	73	73	73	—7
Warner Bros.	12⅞	12½	12½	— ⅜

Light Curb Movement

	High	Low	Close	Net Change
Grand National	2½	2⅜	2½	.....
Sonotone	1⅝	1½	1⅝	+ ⅛
Technicolor	22⅝	22	22¼	— ⅛
Trans-Lux	4¾	4⅝	4⅝	.....

Little Bond Change

	High	Low	Close	Net Change
Loew's 3½s '46	99	98⅞	98⅞	.....
Paramount B'way 3s '55	71½	71½	71½	— ¾
Paramount Pict. 6s '55	100⅜	100¼	100⅜	+ ⅛
Warner Bros. 6s '39 wd	95	95	95	+ ¼

(Quotations at close of May 10)

They're Writing the History of 1937-38!

Watch the press-room at the Waldorf-Astoria, N.Y. for the tip-off on the big news of the new year! These reporters know a good story when they get one — and they're getting the greatest movie headlines of their lives right now at

Warner Bros. Sales Convention

May 10th to 13th

There's More Warne News Here!

MARK TWAIN'S ADVENTURE THRILLER
"THE PRINCE AND THE PAUPER"
ERROL FLYNN CLAUDE RAINS
MAUCH TWINS HENRY STEPHENSON

STRAND . . . NEW YORK
PALACE . . . . ALBANY
STANLEY . . . . UTICA
OHIO . . . . . . CANTON
PENN. . . . PITTSBURGH
WARNER . . . MEMPHIS
CAMBRIA . JOHNSTOWN
WARNER . MILWAUKEE
BRANFORD . . NEWARK

VICTORY . . . DAYTON
CAPITOL . . MONTREAL
WARNER . . . . . . ERIE
MAJESTIC.PROVIDENCE
MET . . . . BOSTON
WARFIELD . . . FRISCO
FOX . . . . . . OAKLAND
BROADWAY.PORTLAND
5TH AVE. . . . SEATTLE

It's beating 'God's Country' — beating 'Green Light' — and even beating 'Adverse' in simultaneous S.R.O. engagements from coast to coast! Ask the man who owns a print in *your* territory!

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 111 NEW YORK, WEDNESDAY, MAY 12, 1937 TEN CENTS

M-G-M Studies Ad Accessory Rental Plans

May Follow Warners and Paramount Moves

M-G-M may adopt a rental plan for advertising accessories along the lines used by Paramount and Warners, it was learned yesterday with the return of convention delegates from the coast.

The plan was brought up at one of the sales meetings in Los Angeles and tabled for study and future decision, it was stated yesterday at the home office.

Al Lichtman, assistant to Nicholas M. Schenck, is due to return from Hollywood today. William F. Rodgers, general sales manager, will arrive today or tomorrow. William R. Ferguson, exploitation head who stopped over in Chicago, returned yesterday. Joseph R. Vogel, out-of-town Loew theatre head, also returned yesterday after stopping at Kansas City to look over Loew's State, which he

(*Continued on page* 11)

Kent Says 20-Fox Will Have 30 "A's"

Twentieth Century-Fox will have at least 30 "A" pictures of the 52 to be produced in Hollywood, Sidney R. Kent, president, stated yesterday upon his return from England and France on the *Ile de France*. "From what I have seen, I feel sure Darryl F. Zanuck will turn out that many, if not more grade "A" films," he added.

Kent said that he has not had any further offers for the company's holdings in G.B. and that while he was in England he didn't spend as much as 10 minutes on the situation. "Things are very quiet in this regard," he added, stating he met Is-

(*Continued on page* 11)

French Bar Airing Of Windsor's Moves

A spokesman for the French Foreign Office has informed the London office of CBS that no facilities will be made available for broadcasts from France of any moves of the Duke of Windsor, it was learned here yesterday.

Paul White, director of public affairs of CBS, now in London to supervise the Coronation broadcasts for Columbia, talked by telephone from

(*Continued on page* 13)

More Radio—Pp. 12-13

"U" Forces Start For Coast Tonight

The first contingent of Universal home office officials and eastern sales staffs, headed by R. H. Cochrane, president, leaves New York this evening for the company's first California convention, opening at the Ambassador, Los Angeles, next Monday.

Boston and New Haven sales staffs will join the New York group leaving here in two special cars on the Manhattan Limited of the Pennsylvania Railroad. They will be joined en route by Philadelphia, Washington and Pittsburgh delegations. Arriving in Chicago tomorrow morning, they will spend the day there, establishing headquarters at the Stevens Hotel. Groups from Albany, Buffalo, Cleveland, Indianapolis, Milwaukee and Minneapolis will join the convention delegation in Chicago and continue the trip in five cars on the California Limited of the Santa Fe at 10:45 P.M. tomorrow night. An additional car will be picked up in Kansas City where other groups will converge to meet the party. The group is scheduled to arrive in Los Angeles on Sunday morning.

Already on the coast are J. Cheever

(*Continued on page* 11)

Grand National's Men Depart Today

Approximately 20 Grand National home office executives will leave this afternoon on the Commodore Vanderbilt for the coast and the company's annual sales meetings which will get under way May 16 at the Ambassador, Los Angeles. Albany, Buffalo and Detroit sales staffs will board the train at those cities.

With the arrival of the eastern contingent tomorrow morning in Chicago, the men will spend the day sightseeing as the guest of Joe Hartman, local manager. The delegates will leave tomorrow night and en route others of

(*Continued on page* 8)

Korda Says He May Quit U.S. Sales Effort

Dissatisfied with Takes On Big Features

Dissatisfied with the returns from his pictures in this country, principally from the major circuits, Alexander Korda, head of London Films, said upon his arrival on the *Ile de France* yesterday that he may quit making films for the American market.

"I am not complaining about United Artists," he stated, "but only about the big circuits. I fear and feel that the large first class theatres in this country are not open to my pictures, which is not fair.

"I am not squawking about pictures like 'Rembrandt.' That's probably my fault," he added. "What I am talking about are the pictures which get the peak business in England and get nowhere here."

Korda went on to say that, "I find a certain prejudice by the circuits here against feature pictures like 'Henry VIII,' 'The Scarlet Pimpernel' and 'The Ghost Goes West.' The results of these pictures in America are not

(*Continued on page* 11)

More Picketing Is Threat of Strikers

HOLLYWOOD, May 11.—More militant picketing for theatres and studios and moves to force prosecution of I.A.T.S.E. for asserted violation of the Wagner Act was the F.M.P.C. answer today to Pat Casey's letter of yesterday.

Claiming the producers had issued an ultimatum refusing to grant an

(*Continued on page* 13)

'Captains Courageous' Gets Off to a Fast Marine Start

Broadway went marine last night for the launching of "Captains Courageous" at the Astor. Over on the port side of the human Gulf Stream, if you happened to be going uptown, or the starboard if you were heading south, a Gloucester fisherman rolled and rocked in a sea of flashing bulbs, and policemen pushed people around in eddies and whirlpools.

The only things missing were a couple of channel buoys out near the car tracks to keep taxi drivers from bending their bumpers against the crowd's shins. It was no sneak preview; Si Seadler and Oscar Doob saw to it that "Captains Courageous" didn't slip in and catch New York by surprise. The sign on the front of the theatre was so big and so bright that tourists from Podunk and Quogue forgot to admire Ward's automatic doughnut machine in the window alongside.

Two Hollywood strike pickets tried

(*Continued on page* 14)

Titles of 46 Of 60 Warner Pictures Set

Jack Warner Will Reveal Product List Today

Jack L. Warner, vice-president in charge of production for Warners, today will reveal the titles and production details of 46 of the 60 features which will be released by the company during the 1937-'38 season, to the delegates assembled for the Warner sales convention at the Waldorf-Astoria.

The product will be produced under the First National, Warners and Cosmopolitan brand names, as well as several from Mervyn LeRoy, heading his own production unit.

An investment of approximately $5,000,000 is represented in the properties to be used in next season's product, the production chief will say, including books, stage plays, original stories and screenplays.

Included in the product scheduled will be 11 films based on Broadway plays, 17 based on books and two in Technicolor, both based on novels, in addition to the numerous originals.

Included in the stage plays which will be used are: "Tovarich," currently playing on Broadway; "First

(*Continued on page* 4)

Reorganization Bill Of Sabath Approved

WASHINGTON, May 11.—The House Judiciary Committee today authorized a favorable report on the bill of Representative Sabath of Illinois authorizing the Comptroller of the Currency to appoint conservators to take charge of corporation reorganizations.

The bill is an outgrowth of the lengthy investigation made by a special House committee, of which Sabath is chairman, into the activities of protective committees in reorganization proceedings.

Circuit Theatre Tax Pennsylvania Worry

PHILADELPHIA, May 11.—Local exhibitors are concerned over the unexpected amendment to the Pennsylvania chain store tax measure which was introduced late last night in the senate at Harrisburg by Anthony Cavalcante, Fayette County, which includes chain theatres in the category of taxable units.

Because of the lateness of the amendment, action on the bill was deferred today until printers could ready the revised bill for the senate.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 12, 1937 No. 111

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, Editor
J. M. JERAULD, Managing Editor
JAMES A. CRON, Advertising Manager

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Suggests Taxing of Star's Photographs

WASHINGTON, May 11.—A suggestion that the Government "cash in" on the popularity of film stars by imposing a tax on the distribution of photographs today won for Richard Himber, orchestra leader, newspaper publicity.

Arriving from New York early this morning, Himber and his press agent revealed a plan to be laid before Chairman Pat Harrison of the Senate Finance Committee, under which $6,000,000 a year would be collected through a tax of 10 cents on each fan picture. Sixty million pictures a year are distributed by film, stage and radio stars, it was said.

Since Himber himself modestly figures he gets 400 such requests a week, the tax is to be paid by the recipient. This, it was pointed out, was but mere justice to such celebrities as Robert Taylor, who gets about 7,000 requests for pictures weekly.

Details of the plan were left to be worked out by Congress.

RKO Men Coming

HOLLYWOOD, May 11.—Ned E. Depinet, S. Barret McCormick and B. S. Schubart left by plane tonight for New York.

Insiders' Outlook

By RED KANN

Hollywood, May 11.

TAKING product as it comes took us across wide stretches of town to the Florence Theatre miles from Hollywood Monday night.

"Night of Mystery" Paramount called this one. It proved to be a remake of "The Greene Murder Case," by S. S. Van Dine with Grant Richards this time as the Philo Vance in a lengthening list of actors who have played that fastidious detective. As in all remakes not a great deal of footage unfolded before the vague story threads running around in this reviewer's mind began to take more tangible form and the solution was his, not by deduction but by memory test. . . .

▼

This mystery yarn follows the pattern of its forebears. Everyone is suspicious of everyone else and all in the Greene household are under a cloud until most of the erratic family has been bumped off. Possibilities then narrow themselves and finally guilt is fixed by the suave Vance on the criminal.

Roscoe Karns plays the dumb sergeant, Heath, whose comedy efforts are occasionally humorous and more often not. Richards, as Vance, is all right, and nothing beyond this can be said about the others in the cast, including Helen Burgess, Ruth Coleman, Elizabeth Patterson and Harvey Stephens. . . .

▼

"Night of Mystery" is admittedly one of Paramount's lesser efforts. It is earmarked with production niceties, but dramatically the pace is too perfunctory for its own entertainment good. The question also arises as to the general effectiveness of remakes of well known mystery tales disguised as new stories by a new title, as prevails in this case. It will not take long for those who saw the original under its book label to realize this is the same broth warmed over, but with a different cast. The flavoring is identical in a dish differently presented that easily may not be so good. . . .

Para. Stockholders To Meet on June 15

The annual meeting of stockholders of Paramount Pictures, Inc., is scheduled for June 15 at the home office. At that time stockholders will elect six directors to fill the vacancies of those whose terms expire at that time.

Directors serving two-year terms expiring next month are Neil F. Agnew, Stephen Callaghan, Duncan G. Harris, John D. Hertz, Harry O. King and Charles A. McCulloch. Indications are that several of these will be proposed for reelection, although no official comment on candidates is available at this time.

Under the Paramount bylaws, annual election of officers is required. Indications are that the board will meet soon after the annual stockholders' meeting for this purpose.

Mrs. Beetson Rites Today

HOLLYWOOD, May 11.—Funeral services for Mrs. Margaret A. Beetson will be held tomorrow at the Wee Kirk o' Heather, Forest Lawn Cemetery. Mrs. Beetson was the mother of Fred Beetson of the Producers' Ass'n. She was 77 years old. In addition to Fred another son, Frank, survives.

Daven to Make 4

Andre Daven, French producer, plans to make four a year with one probably to be done with an English version, he stated yesterday on his arrival on the *Ile de France*. He will leave Saturday by plane for Hollywood to confer with Charles Boyer, who will appear in one of the four films. He will remain 12 days in Hollywood and sail for Paris on the *Normandie* on June 2.

Picketing Is Begun At Bway. First Runs

Picketing of Broadway first run theatres in sympathy with F. M. P. C. studio strike started at eight o'clock last night, 24 hours later than had been predicted by coast heads of the Federation. Pickets varied in number from three to 10 at each of the houses between 42nd and 51st Streets as well as at the Music Hall. By 9:45, however, all picketing had ceased.

The signs which were carried read, "Please do not patronize this theatre. Help us win the Hollywood strike. Brotherhood of Painters, District Council No. 9." So far as could be learned, operations were not extended to the outlying neighborhoods and even subsequent run houses in the Times Square district were not picketed.

Business appeared to be unaffected.

No Picketing in K. C.

KANSAS CITY, May 11.—No theatre picketing was observed here today as a result of the strike in Hollywood.

A. H. Blank Returns For New Para. Deal

A. H. Blank, head of Tri-State Theatres, reached New York yesterday with the intention of signing a new partnership deal with Paramount. Y. Frank Freeman, Paramount theatre head, is due back today from Dallas.

Blank said he expected the deal would provide for a permanent continuance of the 50-50 partnership with the Paramount buy-back clause eliminated. No money will change hands, he said, and the present Tri-States corporation setup will be continued.

Odeon Takes 20 More Houses—Silverstone

The Odeon Circuit, in which United Artists owns a half interest and which recently concluded a deal for the acquistion of 55 houses from Donado, has concluded another deal for 20 units, making a total of about 270 in England, Maurice Silverstone, managing director for U. A. in England, stated yesterday when he arrived on the *Ile de France* for his annual visit.

"By autumn, Odeon will have 300 theatres. It is now one of the big three, the other two being A. B. C. and G. B.," he said. Charles Donado continues with Odeon under Oscar Deutsch, president.

"Theatre conditions are very prosperous," Silverstone asserted, "and there is a scarcity of building because the Government has the steel industry tied up with armament plans."

Silverstone will leave for the coast either tomorrow or Friday to attend the annual stockholders' meeting next week. He will be about three weeks before returning home.

Condor Will Delay Pending SEC Action

WASHINGTON, May 11.—Pending the acceptance by S.E.C. of an amendment to the first prospectus issued by Condor Pictures no securities will be offered by Condor. A new prospectus has been filed and it is expected that it will be effective shortly, according to Don Hancock of Condor.

In a release issued by S.E.C. today the commission stated that the original prospectus was incomplete in its failure to set forth a requirement under a studio leasing arrangement to the effect that the premises be used at least 100 days per year. The amended registration statement and prospectus disclosed that the minimum requirements had been stricken from the lease. In the commission's release it is stated that the original leasing arrangement was not definite.

New Grand Central Has Formal Preview

That train wait at Grand Central should be a lot more comfortable from today on, with the opening of the new Grand Central Theatre, newsreel house, which was subject to a formal, preview inspection last night prior to its opening to the public this morning. A regular newsreel house program is planned, consisting of shorts, reels and the like. The short, "Servant of the People," was the chief attraction last night.

John Sloan, architect and the designer and builder of the house, who is also its operator, made a neat and comfortable theatre of his venture. It is located on the terminal's upper level and seats 200. For those who are interested and well versed in the geography of Grand Central, the theatre is opposite Track 17.

Tucked away in one corner of the station, the theatre inside is attractively panelled in wood while the lobby is decorated with wall maps. Admission is 25 cents at all times.

The house will be open from 9 A.M. until midnight on weekdays and from noon until midnight on Sundays. The house clock sticks to standard time for the benefit of those with time tables in hand.

THE LION'S ROAR HEARD 'ROUND THE WORLD TODAY!

And every day throughout the globe the public says: "Leo the Lion is the Leader of the Amusement World!"

THE ROYAL FAMILY OF FILMS START THEIR REIGN OF 1937-38 WITH GREATEST LINE-UP OF HISTORY!

(Ask the M-G-M Boys returning from the Big Convention!)

Titles of 46 Of 60 Warner Pictures Set

(Continued from page 1)

Lady," by George S. Kaufman and Katherine Dayton; "Jezebel," Guthrie McClintick play; "White Horse Inn," the Sigmund Romberg operetta; "Boy Meets Girl," "Yes, My Darling Daughter," "Swing Your Lady" and "Chalked Out," play by Warden Lewis E. Lawes of Sing Sing.

Ginger Rogers will head the cast of the film version of the Rodgers and Hart musical show, "On Your Toes."

The books on which films will be based include: "White Banners," by Lloyd C. Douglas; "The Story of San Michele," by Axel Munthe; "The Story of Emile Zola," by Geza Herczeg, starring Paul Muni and now in production; "A Prayer for My Son," by Hugh Walpole, the last word of which will be pluralized for the film to accommodate the appearance of the Mauch twins, Billy and Bobby, who will appear with Kay Francis; "Mr. Dodd Takes the Air," by Clarence Budington Kelland, now being produced by Mervyn LeRoy.

Two in Technicolor Listed

The two in Technicolor will be "The Valley of the Giants," by Peter B. Kyne, with George Brent and Bette Davis, and "Gold Is Where You Find It," by Clements Ripley, with Brent and Olivia de Havilland.

Fernand Gravet, French star, will appear in "Return Engagement," a musical with a score by Rodgers and Hart and with Ethel Merman co-starred. "Gold Diggers in London" will be the next in the "Gold Diggers" series. "Lady with Red Hair," based on an autobiographical story by Mrs. Leslie Carter, with Kay Francis starred, is expected to be one of the season's big pictures.

The morning session at the Waldorf yesterday was devoted almost entirely to a talk by Carl Leserman, detailed elsewhere in this issue. Leserman is assistant to Gradwell L. Sears, general sales manager, who presided. During the afternoon the delegates heard Norman Moray, sales manager of short subjects; Sam Sax, head of Vitaphone production; Clem McCarthy and Floyd Gibbons.

Two Previews Seen

Following the formal session the group saw two films, "Go Getter" and "Kid Galahad." Last evening the delegates saw the play, "Tovarich," which will be made into a film by Warners.

The Vitaphone short subject product lineup for 1937-'38 will be revealed to the convention tomorrow.

The details of the new season's product, as far as it has been made known, follow:

"Tovarich," stage play, will star Claudette Colbert, Charles Boyer and Basil Rathbone.

"First Lady," play by George S. Kaufman and Katherine Dayton, will star Kay Francis, supported by Anita Louise, Preston Foster, Walter Connolly and Louise Fazenda.

"Jezebel," Guthrie McClintick's stage production, will have as its star Bette Davis.

"A Slight Case of Murder," by Damon Runyon and Howard Lindsay in which Edward G. Robinson will be starred and supported by Pat O'Brien, Humphrey Bogart, Bill Mauch.

"Swing Your Lady," comedy stage play, will have Pat O'Brien, Humphrey Bogart and the hill-billy Weaver Brothers and Elvira as featured players.

"On Your Toes," musical by Rodgers and Hart with Ginger Rogers heading the cast.

"The Story of Emile Zola," by Geza Herczeg, a Paul Muni starring vehicle.

"The Sisters," by Myron Brinig, in which Kay Francis and Miriam Hopkins will be starred with Jane Bryan supporting.

"A Prayer for My Sons" by Hugh Walpole, will star Kay Francis and the Mauch twins, Billy and Bobby.

"The Gamblers," by Feodor Dostoivesky, a starring vehicle for Edward G. Robinson, Errol Flynn, Bette Davis and Basil Rathbone.

"The Adventures of Robin Hood" in which Errol Flynn and Olivia de Havilland will star.

"And It All Came True," by Louis Bromfield, starring Dick Powell and Gloria Dickson.

"Angle Shooter," by Adela Rogers St. John, with Pat O'Brien, Joan Blondell, Margaret Lindsay, George E. Stone.

"Comet Over Broadway," by Faith Baldwin, in which Kay Francis will be starred.

"You're All I Want," by Katherine Brush, another Kay Francis starring vehicle.

"Sister Act," by Fannie Hurst, starring Errol Flynn and Olivia de Havilland and supported by Anita Louise and Margaret Lindsay.

"Mr. Dodd Takes the Air," by Clarence Budington Kelland, a Mervyn LeRoy production, featuring Kenny Baker with Frank McHugh, Jane Wyman and Alice Brady.

"This Woman Is Dangerous," by Donn Byrne, a co-starring vehicle for Jean Arthur and George Brent.

"The Valley of the Giants," by Peter B. Kyne starring Better Davis and George Brent and done in Technicolor.

"Gold Is Where You Find It," by Clements Ripley, another Technicolor picture, with George Brent and Olivia de Havilland in the leading roles.

"The Great Garrick," another Mervyn LeRoy production, featuring Brian Aherne, Olive de Havilland and Edward Everett Horton, to be directed by James Whale.

"Return Engagement," a Fernand Gravet vehicle in which he will be co-starred with Ethel Merman. This is to be produced by Mervyn LeRoy.

"It's Love I'm After," starring Leslie Howard, Bette Davis and Olivia de Havilland.

"Varsity Show," which is headed by Dick Powell and Fred Waring and His Pennsylvanians.

"Panama Canal," starring Paul Muni.

"Casino," a musical, featuring Warner Baxter, Ruby Keeler, George Brent, Joan Blondell and others.

"Confession," starring Kay Francis.

"Submarine 262," by Commander Frank Wead, starring George Brent, Pat O'Brien, Ruby Keeler.

"Lady With Red Hair," autobiographical story by Mrs. Leslie Carter, to star Kay Francis.

"Campus Scandals," which will have an all-comedy cast headed by Frank McHugh.

"Larger Than Life," play by Josepr Schrank which will feature Frank McHugh.

"The Smiling Corpse," by Philip Wylie with Hugh Herbert, Frank McHugh and Allen Jenkins.

"Episode," a Miriam Hopkins starring vehicle.

"Three Cheers for the Irish," which will star Pat O'Brien and Humphrey Bogart with Glenda Farrell, Frank McHugh and Allen Jenkins in supporting roles.

Other plays and stories from which the program will be rounded out are:

"White Horse Inn," musical production.

"The Desert Song," the Sigmund Romberg operetta.

"Boy Meets Girl," stage play.

"Yes, My Darling Daughter," stage play.

"Chalked Out," play by Warden Lewis E. Lawes.

"White Banners," by Lloyd C. Douglas.

"The Story of San Michele," by Axel Munthe.

"Gold Diggers in London."

"Collusion," an original story.

"The Great Lie," a Viennese story by Lola Stein.

"Frenchy," a romantic comedy.

"Everybody Was Very Nice," by Stephen Vincent Benet.

What They're Down For

Stars, featured players and other assignments on the 1937-'38 program of Warners, as they appear in a breakdown of the company's product announcement:

BRIAN AHERNE—Featured in "The Great Garrick."
JEAN ARTHUR—Co-starred with George Brent in "This Woman is Dangerous."
ROY ATWELL—"Varsity Show."
KENNY BAKER—Featured in "Mr. Dodd Takes the Air."
WARNER BAXTER—Featured in "Casino."
JOAN BLONDELL—Featured in "Casino" and "Angle Shooter."
HUMPHREY BOGART—Co-starred with Pat O'Brien in "Three Cheers for the Irish," and featured in "A Slight Case of Murder" and "Swing Your Lady."
CHARLES BOYER—Co-starred with Claudette Colbert and Basil Rathbone in "Tovarich."
ALICE BRADY—"Mr. Dodd Takes the Air."
GEORGE BRENT—Co-starred with Pat O'Brien and Ruby Keeler in "Submarine 262"; co-starred with Jean Arthur in "This Woman is Dangerous"; co-starred with Bette Davis in "The Valley of the Giants"; co-starred with Olivia de Havilland in "Gold Is Where You Find It" and featured in "Casino."
JANE BRYAN—"Confession."
BUCK and BUBBLES—"Varsity Show."
WALTER CATLETT—"Varsity Show."
CLAUDETTE COLBERT—Co-starred with Charles Boyer and Basil Rathbone in "Tovarich."
WALTER CONNOLLY—"First Lady."
LAURA HOPE CREWS—"Confession."
BETTE DAVIS—Starred in "Jezebel"; co-starred with Leslie Howard and Olivia de Havilland in "It's Love I'm After"; co-starred with George Brent in "The Valley of the Giants"; co-starred with Errol Flynn, Edward G. Robinson and Basil Rathbone in "The Gamblers."
OLIVIA DE HAVILLAND—Co-starred with Errol Flynn in "The Adventures of Robin Hood"; co-starred with Errol Flynn in 'Sister Act"; co-starred with George Brent in "Gold Is Where You Find It"; co-starred with Bette David and Leslie Howard in "It's Love I'm After" and featured in "The Great Garrick."
GLORIA DICKSON—"And It All Came True."
LEE DIXON—"Varsity Show."
EDWARD EVERETT HORTON—"The Great Garrick."
GLENDA FARRELL—"Three Cheers for the Irish."
LOUISE FAZENDA—"First Lady."
ERROL FLYNN—Co-starred with Olivia de Havilland in "Sister Act' and "The Adventures of Robin Hood"; co-starred with Bette Davis, Edward G. Robinson and Basil Rathbone in "The Gamblers."
PRESTON FOSTER—"First Lady."
KAY FRANCIS—Starred in "Comet Over Broadway," "Confession," "First Lady," "Lady with Red Hair" and "You're All I Want"; co-starred with Miriam Hopkins in "The Sisters" and with the Mauch Twins in "A Prayer for My Sons."
FERNAND GRAVET—Co-starred with Ethel Merman in "Return Engagement."
TED HEALY—"Varsity Show."
HUGH HERBERT—"The Smiling Corpse."
STERLING HOLLOWAY—"Varsity Show."
MIRIAM HOPKINS—Starred in "Episode" and co-starred with Kay Francis in "The Sisters."
LESLIE HOWARD—Co-starred with Bette Davis and Olivia de Havilland in "It's Love I'm After."
IAN HUNTER—Featured in "Confession."
ALLEN JENKINS—"The Smiling Corpse" and "Three Cheers for the Irish."
RUBY KEELER—Co-starred with George Brent and Pat O'Brien in "Submarine
PATRIC KNOWLES—"Casino."
MARGARET LINDSAY—"Angle Shooter" and "Sister Act."
ANITA LOUISE—"First Lady" and "Sister Act."
FRANK MCHUGH—Featured in "Campus Scandals" and "Larger Than Life"; also in "Mr. Dodd Takes the Air," "The Smiling Corpse" and "Three Cheers for the Irish."
MARY MAGUIRE—"Confession."
BILLY and BOBBY MAUCH—Co-starred with Kay Francis in "A Prayer for My Sons"; also featured in "A Slight Case of Murder."
ETHEL MERMAN—Co-starred with Fernand Gravet in "Return Engagement."
WAYNE MORRIS—"Submarine 262."
PAUL MUNI—Starred in "The Story of Emile Zola" and "Panama Canal."
PAT O'BRIEN—Co-starred with Humphrey Bogart in "Three Cheers for the Irish" and co-starred with George Brent and Ruby Keeler in "Submarine 262"; also featured in "A Slight Case of Murder," "Angle Shooter" and "Swing Your Lady."
DICK POWELL—Starred in "Varsity Show" and "And It All Came True."
BASIL RATHBONE—Co-starred with Bette Davis, Edward G. Robinson and Errol Flynn in "The Gamblers"; co-starred with Claudette Colbert and Charles Boyer in "Tovarich"; also in "Confession."
EDWARD G. ROBINSON—Starred in "A Slight Case of Murder" and co-starred with Bette Davis, Basil Rathbone and Errol Flynn in "The Gamblers."
GINGER ROGERS—Starred in "On Your Toes."
ROSEMARY and PRISCILLA LANE—"Varsity."
GEORGE E. STONE—"Angle Shooter."
FRED WARING and HIS PENNSYLVANIANS—Featured in "Varsity Show."
WEAVER BROTHERS and ELVIRA—"Swing Your Lady."
JANE WYMAN—"Mr. Dodd Takes the Air."

Directors

LLOYD BACON—"Submarine 262."
WILLIAM DIETERLE—"The Life of Emile Zola."
RAY ENRIGHT—"Angle Shooter."
ALFRED E. GREEN—"Mr. Dodd Takes the Air."
WILLIAM KEIGHLEY—"Varsity Show."
MERVYN LEROY PRODUCTIONS—"Mr. Dodd Takes the Air," "The Great Garrick" and "Return Engagement."
JOE MAY—"Confession."
ARCHIE L. MAYO—"It's Love I'm After."
MAX REINHARDT—"The Gamblers."
JAMES WHALE—"The Great Garrick."

Warners to Release Big Films in Summer

Warners will release three big pictures each month throughout the summer, from now until September, Carl Leserman, assistant to Gradwell L. Sears, general sales manager, told the Warner sales convention at the Waldorf yesterday.

The releases for each month are as follows: May—"The Prince and the Pauper," "The Go-Getter," "Kid Galahad"; June—"Slim," "Fly Away Baby," "Another Dawn"; July—"The Singing Marine," "Ever Since Eve," "War Lord"; August—"San Quentin," "The Deep South," "That Certain Woman."

The plan to release big films during the summer months, when business in theatres generally falls off, is not unprecedented, but is unusual.

"Pastures" in Fifth Month

Warners reports that "The Green Pastures" has started the fifth month of its run at the Edouard VII Theatre in Paris.

Mirisch Quits Warners

MILWAUKEE, May 11. — Harold Mirisch, manager of Warner theatres in the Milwaukee territory, has resigned. He declined to reveal his future plans. No successor has been named as yet.

Morris to Coast as Son Has Operation

Sam E. Morris, head of foreign activities for Warner, is en route to the coast to be with his son Edwin (Buddy), who was operated on Monday night for mastoids. From Chicago yesterday, Morris telephoned home office executives that his son had come out of the operation in fine shape.

Edwin Morris is head of the Warner music subsidiaries and has been bothered with ear trouble for the for the past few months.

Last weekend Harry M. Warner, president of Warners, left for the coast to be with his daughter, Mrs. Mervyn LeRoy, who was operated on for appendicitis.

TIME

The Weekly Newsmagazine

THE MAUCH TWINS

Prince, Pauper & Peoria.

(See CINEMA)

Circulation Office 330 East 22nd Street, Chicago (Reg. U. S. Pat. Off.) Editorial and Advertising Offices, 135 *East 42nd Street, New York*

CINEMA

Mauch Twins & Mark Twain

(*See front cover*)

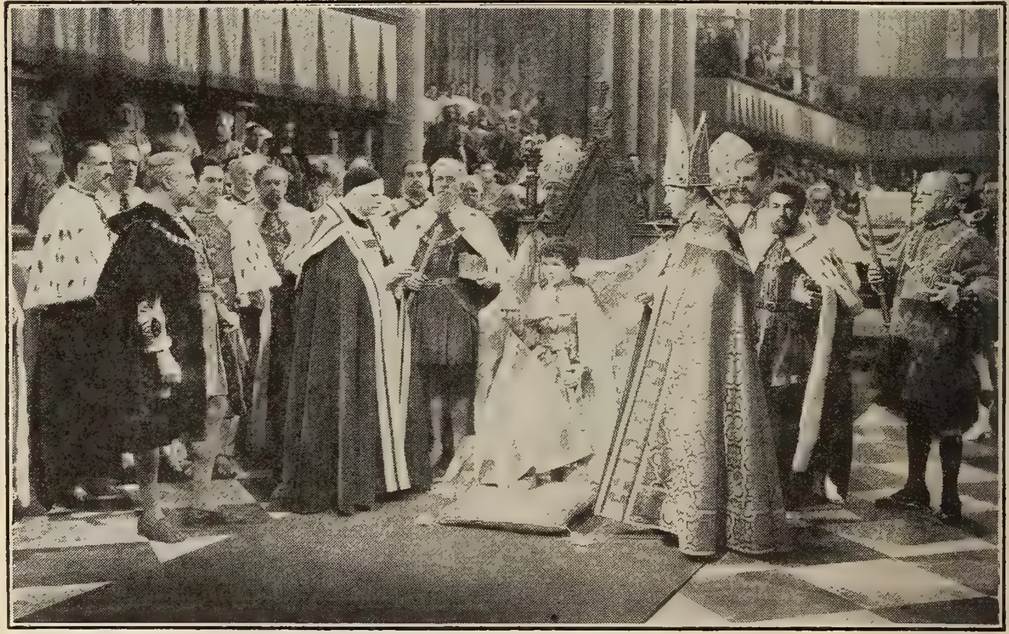
With all the stories in the world to choose from, which story would a shrewd cinema producer pick to coincide with the coronation of a King of England? This was one problem which last year faced Warner Brothers' Associate Executive in Charge of Production Hal Wallis. For a cinema producer, problems never come singly. Another and more difficult riddle for Producer Wallis was this: what were the best roles in which to cast two 12-year-old identical twins who looked so much alike that their mother could scarcely tell them apart? One test of a cinema producer is his ability to solve two problems at the same time. Ready for simultaneous release in 275 U. S. cities last week was Producer Wallis' exceedingly neat finesse of his dilemma: Billy & Bobby Mauch in Mark Twain's *The Prince and the Pauper,* last made as a silent picture with Marguerite Clark playing both roles in 1915.

The Prince and the Pauper starts on the day in 1537 when boy infants are born simultaneously to Henry the VIII in Windsor Palace and to Pickpocket John Canty in Offal Court. Young Prince Edward thrives at the court, under the tutelage of the Duke of Norfolk (Henry Stephenson). Young Tom Canty thrives in the gutter, with Latin lessons from Father Andrew and whackings from his father (Barton MacLane). Prowling about London one day, Tom crawls under a bench outside the castle to take a nap. The Captain of the Guard hauls him out and is giving him a thrashing when Prince Edward comes out of the palace to call his dog. Prince invites pauper indoors to play. They change clothes for a joke, laugh when the mirror shows how much they look alike. Then the Prince runs out again to find his dog. The Captain of the Guard, thinking it is the pauper, resumes his interrupted thrashing, tosses Prince Edward out into the street.

In his story, Author Mark Twain set out to show that palaces were not much better than the people in them. At Windsor, young Tom Canty falls under the wing of the bad Earl of Hertford (Claude Rains) who, when he hears Tom's story about how he got into the palace, merely tells King Henry that the Prince is mad. When the old king dies, Hertford plans to execute the Duke of Norfolk and have Tom Canty crowned, with himself as Lord Protector. As things shape up, he seems in a fair way to accomplish it.

Another notion of Mark Twain's was that monarchies would do better if kings saw how their subjects lived. In medieval London's alleys, Edward fares not much better than his counterpart in the palace until he encounters a young soldier of fortune named Miles Hendon (Errol Flynn). Hendon feeds him, humors his apparently preposterous notion that he is the King of England, sets out, when the boy is kidnapped, to rescue him from John Canty's gang of thieves. When the rescue entails fighting off the palace guards, sent to kill the young King before he can return to foil the Hertford plot, Hendon begins to think his young protégé's ideas of his own grandeur may not be delusions after all, hurries him back to London.

Biggest scene in *The Prince and the Pauper* is naturally the Coronation, for which Warners used their big new Stage 22, 100 ft. longer than the lot's ordinary 40-ft. stages; a small army of extras, the St. Luke's Choir and six technical advisers. In this scene Tom Canty, already prayed over, sworn and anointed, is about to get the crown when Prince Edward comes scampering up Westminster Abbey's central aisle to present his claims. When Tom Canty corroborates them, the Archbishop of Canterbury agrees to crown Edward if he can tell the whereabouts of the Great Seal of England. Edward does so with some difficulty. When next seen he is on the throne distributing rewards to those who deserve them, passing laws for the improvement of the slum population, and taking waivers on the Earl of Hertford.



WARNER'S CORONATION SCENE

Not only the Archbishop of Canterbury mistook identities.

The Prince and the Pauper is not and does not aim to be screen drama of cosmic import, super-spectacle or Hollywood picture-poem. It does aim to be, and is, a frisky, fresh and wholly likable comedy by the best comic writer, for the screen or otherwise, whom the U. S. has yet produced. Directed by William Keighley, acted by Warner Brothers' most high-powered cast since *Midsummer Night's Dream,* staged by Robert Lord and scored by Erich Korngold, it should amply grace next fortnight's Coronation. It should also grace, if not climax, the careers of two amiable young actors from Peoria, Ill. who, among Hollywood's currently swollen quota of remarkable children, are perhaps the most remarkable.

Billy & Bobby Mauch (pronounced mock) are more extraordinary than Shirley Temple because there are two of them. They have an advantage over the Dionnes because they are interchangeable. In *The Prince and the Pauper*, it is not possible to say which Mauch played which. The original plan was, not to have one play Prince and the other Pauper, but to have Billy play all the palace scenes and Bobby play all the guttersnipe scenes, regardless of which character appeared in them. This plan came to nothing because it suited the Mauch twins' sense of humor to switch from time to time. This was by no means the first trick of the kind they had played. The Mauch brothers got their Hollywood jobs not because they looked alike but because they both look like Fredric March. Producer Wallis, who had been scouring the U. S. for a ten-year-old to play young Anthony in March's *Anthony Adverse,* found the Mauchs, signed Billy for the part. In *Anthony Adverse* Bobby Mauch's job was stand-in for his brother. He apparently discharged his duties faithfully. Actually he did nothing of the sort. When the picture was over, he and Billy confessed to Director Mervyn Le Roy that they had switched jobs whenever they felt like it. Neither Director Le Roy nor anyone else knew the difference at the time or in the picture.

Sons of an employe of the Toledo, Peoria & Western Railroad, the Mauchs were born in 1924. Billy is the older by ten minutes. Their mother, delighted with her product, had them taught to dance before they went to school. By the time they were seven, the little Mauchs were acting on radio and posing for ads in their spare time. Their jobs were comparatively easy because whenever one felt unlike working the other took his place. By the time they got their Warner contract in 1935, the Mauchs had had experience on programs like Lucky Strike, Show Boat and THE MARCH OF TIME. After *Anthony Adverse*, Bobby Mauch was cast in *Penrod & Sam.* Again he and Billy took turns acting and standing-in. When Warners drew up a new contract, Mrs. Mauch refused to let one son perform as stand-in for the other on the ground that it might give him an inferiority complex. When studio executives demurred, Mrs. Mauch threatened to let Warners keep one twin, sign the other with a rival studio. The

Mauchs currently have a contract calling for $350 a week apiece, with equal attention and billing guaranteed. Mrs. Mauch gets $150 as their guardian. Until last week, Father Felix Mauch, currently a general agent for the Toledo, Peoria & Western, lived and worked in New York dashing out West to see his sons on his vacations. Between pictures his sons visited him in the East. Last week, Mr. Mauch, with Bobby and Billy, returned to California for good, where he has now been transferred. The Mauchs travel by train, because they consider that planes are injurious to their father's business.

On the screen the Mauchs main defects are their Midwest accents. Their major assets are energy, lack of precocity and a wholesome distaste for showing off which prevents them from trying to steal scenes like most of their contemporaries. Off screen, the Mauchs' most apparent assets are good brains. Both are currently well ahead of the average in their lessons. Most serious off-screen defect in the Mauchs is their enthusiasm for capitalizing their similarity of appearance to fool acquaintances. When not practicing this hobby, the Mauchs are easily distinguishable. Billy wears glasses. Contrary to legend, Mrs. Mauch can always tell her sons apart when they are awake. She sometimes makes a mistake when both are asleep. To avoid waking the wrong twin the morning when only one has to go to work early, the Mauch family has worked out a system. The Mauch who has worked late the night before leaves make-up on his arm. Only the clean twin is disturbed next day.

Invariable question raised by every cinema fan magazine about every child actor is whether or not the child actor is "unspoiled." Equally invariable is the fan magazine answer: No. Whether or not the Mauchs are unspoiled, time will tell. Tricking people about their identity, however, is by no means the only Mauch peccadillo. Two years ago, when Bobby was sick, the Mauch twins got a chemistry set. With it they have since compounded a mixture of ink and ketchup for making spots on bedspreads, an ink spot remover, for removing the spots, and a rotten egg extract for harmlessly discommoding dinner guests at the Mauch apartment on Franklin Avenue.

When not engaged in chemistry the Mauchs invent other contrivances. Their most formidable invention was a submarine in which Bobby took the maiden voyage. When the ship failed to rise after a minute, Billy rescued his brother by diving after him. In addition to being inventors, the Mauchs are pugilists speculators, sportsmen, collectors and litterateurs. As littérateurs, the Mauchs have written several scenarios for themselves and other Warner actors. None has so far been accepted. Their tastes in reading are catholic. Recently Billy Mauch read Alexis Carrel's *Man, the Unknown.* Last Christmas both were reading *Gulliver's Travels.* One day Father Mauch, who was paying them a visit, fell asleep on a sofa. They found two spools of thread, wound it around him so that when he woke up he found himself in the same predicament as Gulliver in Lilliput. Mrs. Mauch extricated her husband with a pair of scissors.

What will become of the Mauchs, not even their parents dare to guess. Neither wants to be an actor. Currently, Bobby wants to be a civil engineer, Billy a doctor. Past ambitions of the Mauchs were to be baseball players, transport pilots, acrobats, firemen, G-Men. Both intend to go to college. Since even if Warners does not give them new contracts, options on their old one will give them each $900 a week by 1938, they should be able to afford it. Last fortnight the Mauchs were in New York for a holiday. This week they were back in Hollywood, ready to start work on the next Mauch picture—probably an adaptation of Hugh Walpole's book, *A Prayer For My Son.*

TIME Took the Cover and All This Space To Tell Three Million Readers About

THE PRINCE and THE PAUPER

It's all part of the tremendous publicity on newsstands right now in top-circulation publications! *American Magazine* (circ. 2½ million!) carries The Life Story of the Mauch Twins! *Life Magazine* (circ. over a million!) features 4 pages of pictures—etc., etc. in other current national magazines!

SOCKO!

IT'S BEATING 'GOD'S COUNTRY', 'GREEN LIGHT', EVEN 'ADVERSE' IN THE SIMULTANEOUS SRO RELEASE THIS WEEK BY

WARNER BROS.

by **MARK TWAIN** with
ERROL FLYNN
CLAUDE RAINS
HENRY STEPHENSON
BARTON MacLANE
and the
MAUCH TWINS
BILLY & BOBBY
Eric Portman • Music by Erich Wolfgang Korngold • Directed by WM. KEIGHLEY • A First Nat'l Picture

Warners List 38 Stars for New Features

Warners' product for the 1937-'38 season will feature the work of 22 stars under long term contract, 16 others of starring caliber who are scheduled to appear but are not under long term contract, and 43 featured players.

Providing the material with which the players will work and supervising that effort will be 13 associate producers, headed by Hal B. Wallis, executive producer; 30 directors, 72 writers and 12 songwriters and music composers, the Warner convention at the Waldorf-Astoria has been informed.

The 22 stars under long contract are:

Errol Flynn, Bette Davis, Paul Muni, Edward G. Robinson, Kay Francis, Marion Davies, Leslie Howard, Fernand Gravet, Dick Powell, Ruby Keeler, Olivia de Havilland, Joan Blondell, Humphrey Bogart, Ian Hunter, Anita Louise, Pat O'Brien, Billy and Bobby Mauch, Rudy Vallee, George Brent, Boris Karloff and Dick Foran.

Long List to Star

Scheduled for starring roles, but not under long term contract, are:

Claudette Colbert, Henry Fonda, Ginger Rogers, Brian Aherne, Jean Arthur, Basil Rathbone, Miriam Hopkins, Charles Winninger, Warner Baxter, Charles Boyer, Robert Montgomery, Walter Huston, Alice Brady, Ethel Merman, Fred Waring and Benny Goodman and his Swing Band.

The 43 featured players include:

Claude Rains, Margaret Lindsay, Lee Dixon, Hugh Herbert, Frank McHugh, Kenny Baker, Glenda Farrell, Allen Jenkins, Beverly Roberts, Wayne Morris, Bonita Granville, Patric Knowles, Hugh O'Connell, Marie Wilson, Donald Crisp, Dick Purcell, Carol Hughes, Barton MacLane, Glordia Dickson, Jane Wyman, Jane Bryan, Rosalind Marquis, Craig Reynolds, John Litel, George E. Stone, Doris Weston, Mary Maguire, Robert Barrat, June Travis, Ann Sheridan, Henry O'Neill, Marcia Ralston, Virginia Dale, Margaret Irving, Collette Lyons, Lana Turner, Ann Nagel, Ben Welden, Walter Cassel, Veda Ann Borg, Gordon Oliver, Addison Richards and Linda Perry.

Warner Managers on Coast Are Shifted

Los Angeles, May 11.—Four management shifts have been made in the current Warner Theatre setup by Lou Halper.

Bill Hendricks of the Warner Memphis has been transferred to the Pacific coast division and will manage the Granada in Santa Barbara. Victor Rosen, who managed that house, moves to the local Beverly Hills theatre succeeding Harry Schlinker, who has been transferred to the San Pedro. Earl Cook goes to the Huntington Park house. Dick Pritchard joins the circuit to handle the Mission in Santa Barbara. He was formerly with Fox West Coast. J. Hale Cavanaugh has resigned from the company.

Whispers from Warners

Every man in the Minneapolis office, from sales manager Rud Lohrenz down, received a bonus of three weeks' salary as the award for finishing first in the 15-week Sears Sales Drive. Two weeks' salary and one week's salary went to the other winners.

◆

W. G. Van Schmus, managing director of the Music Hall, came through handsomely with an offer of passes for any of the conventioneers who cared to visit his little neighborhood house over on 6th Ave.

◆

Sid Rechetnick left the luncheon table to answer the phone, and returned almost too late for the main course. But he pulled some strings, and Oscar had pity on him.

◆

Fred Beiresdorf, Washington salesman, arrived accompanied by two trunks containing the latest sartorial fashions from Virginia.

◆

Joe Vergesslich, Atlanta manager, sent his two daughters to Miami while he attended the convention here.

◆

The gastronomic functioning of the Warnerites at luncheon yesterday was aided by canned recordings of the music from "The Singing Marine."

◆

Gordon Contee, from Washington, is accompanied by his physician, whom he says he has under personal contract, with yearly options.

◆

"Senator" Bob Smeltzer arrived with his modernized kit; a considerable improvement over last year. The kit contains a complete dry cleaning outfit.

◆

The "Senator" and Roy Haines, convention room mates for years, are together again. This time, however, they occupy separate bedrooms because of extra-heavy nasal activity noticed last year.

◆

The boys are trying to match Milt Mooney, Cleveland branch manager with the winner of the Louis-Braddock fight. Milt is supposed to be terrific with his dukes.

◆

The only father and son combination at the convention are W. "Ollie" Williamson, Sr. and Jr. Papa is from Dallas, with "Sonny Boy" representing Memphis. Jr., of course, is showing Sr. the town.

◆

Fred Jack is having trouble with his new artificial molars. He is still trying to say "Mississippi" without biting his tongue.

◆

Bill Robinson is coming east shortly for a five-week vacation.

Circuit Executives Attend Warner Meet

Executives of four major circuits will attend the Warner sales convention at the Waldorf this afternoon to hear Jack L. Warner, vice-president in charge of production, announce the details of next season's output. Gradwell L. Sears, general sales manager, yesterday told Motion Picture Daily that the following have accepted his invitation:

Spyros Skouras and William T. Powers of National Theatres, Nate J. Blumberg and John J. O'Connor of RKO, W. G. Van Schmus, managing director of the Music Hall, Charles C. Moskowitz and Eugene Picker of Loew's, and Y. Frank Freeman, Leon Netter, Louis Notarius, Martin Mullin and Sam Pinanski of Paramount and others identified with the circuits.

Charles Skouras, F.W.C. operating head, may attend, providing he feels well enough after a tonsil operation. Mike Rosenberg, F.W.C. partner now in New York, also may be on hand.

Jack Brower, west coast district manager for Warners, may stay on for a few days after the sales meetings to complete negotiations with Charles Skouras on a deal with F.W.C.

N. O. Capitol Wrecked

New Orleans, May 11.—The Capitol Theatre here, covering practically an entire block, was wrecked today in a series of explosions and a fire which were believed to be due to the snapping of high tension wires in the theatre. The house was operated by the United Theatre circuit. Nobody was seriously injured but many had narrow escapes. A negro porter is still missing. A rough estimate of the loss sustained is placed at $150,000.

Selznick to Discuss "Wind" Distribution

Distribution arrangements for "Gone With the Wind" may be completed here during the next week, David O. Selznick said yesterday. He declined to comment on the possibility of distribution by an organization other than United Artists, indicating that that would be determined either during the next seven days or at subsequent conferences with United Artists officials on the coast.

A possible distribution arrangement with Loew's has been reported, but is believed to be contingent upon the outcome of Selznick's negotiations with United Artists. Selznick expects to return to the coast early next week.

C. F. I. Net $229,704

Consolidated Film Industries, Inc., and subsidiaries, yesterday reported for the quarter ending March 31 a net profit of $229,704 after depreciation and tax deduction. This is equivalent to five cents a share on 524,973 shares of common stock.

13 U. S. Films in Reich

Berlin, May 11.—The German censor has reported that of 50 pictures released in this country during the first four months of this year, 28 were German and 22 were foreign, including 13 from the United States.

Columbia Team Wins

Columbia Pictures beat Consolidated Films by a score of 12-0 in the second game of the M. P. Baseball League series. The game was played on the George Washington High School field.

Grand National's Men Depart Today

(Continued from page 1)

the sales personnel will join the convention groups.

Edward L. Alperson, president; Edward J. Peskay, general sales manager; Sol Edwards, eastern sales manager; James Winn, western sales manager; Edward Finney, publicity and advertising director; Morris Epstein, New York exchange head, are now on the coast.

Among the home office staff leaving today are Ann Rosenthal, legal head; W. J. Neary, comptroller; Stanley Hatch; Alfred Crown, traveling Latin-American representative; Edward Ugast, assistant to Jack Barnstyn, foreign manager who has been detained in Paris and will not attend the sales sessions; Harry J. Allen, Canadian supervisor.

Branch managers who will attend include Cleve Adams, Albany; C. E. Peppiatt, Atlanta; John Scully, Boston; Jack Kaplan, Buffalo; Merritt W. Davis, Charlotte; Ralph Kinsler, Cincinnati; William Shartin, Cleveland; Joe Hartman, Chicago; Al Mertz, Dallas; Irving Jacobs, Denver; Lou Levy, Des Moines; Ralph Peckham, Detroit; H. H. Hull, Indianapolis; Russell Borg, Kansas City; Hi Peskay, Los Angeles; Louis Patz, Milwaukee; Don Woods, Minneapolis; I. Levine, New Haven; W. M. Richardson, New Orleans; Morris Epstein, New York; Joe Rosenberg, Omaha; John A. Bachman, Philadelphia; Jules Lapidus, Pittsburgh; Edward I. Hudson, Portland; Pat Pinnell, Salt Lake City; Tom Tobin, St. Louis; H. Bradley Fish, San Francisco; D. D. Matin, Seattle; Harry Brown, Washington; Irving Cohen, Toronto; I. Sourkes, Toronto; S. W. Jacobs, St. John.

Production and studio executives who will be on hand include Victor Schertzinger, Eugene Frenke, B. F. Zeidman, Zion Myers, M. H. Hoffman, Andrew L. Stone, Richard A. Rowland, Max Alexander, Philip H. Krasne, Sidney M. Biddell, Harold Lewis, A. E. Kaye, Sam B. Wallis and Robert Luplow.

Cagney Signed for Two

Hollywood, May 11.—James Cagney has been signed for two pictures for Grand National next season. They will be part of the program of 65 to be announced next week at the annual sales convention.

"Dynamite" will be the first and a second will be announced later. "Something to Sing About" will be the second on the current program. Anna Sten, now making "Gorgeous," is understood negotiating a deal for at least two pictures next season.

Sell Dillingham Scripts

All rights to 111 manuscripts owned by the late Charles B. Dillingham were sold in Federal Court yesterday by Referee John E. Joyce to Howard E. Reinheimer for $10,500. Reinheimer represents a group of authors whose plays are among those sold. Jerome Kern, Irving Berlin and Oscar Hammerstein were included in the authors represented by Reinheimer. Maurice Smith, attorney for the Irving Trust Co., trustee of the Dillingham estate, stated at the outset that no representation of Dillingham's ownership was being made so that only whatever "right, title and interest" the bankruptcy had was being sold.

A Star Is Born

DAVID O. SELZNICK'S TECHNICOLOR PRODUCTION SETS THE STANDARD BY WHICH FUTURE SMASH HITS WILL BE JUDGED...

WHEN FUTURE SMASH HITS PLAY THE THEATRES LISTED BELOW IT WILL BE A QUESTION OF *HOW CLOSE* THEY CAME TO THE AMAZING RECORDS COMPILED BY "A STAR IS BORN"

HELD OVER 3rd RECORD WEEK RADIO CITY MUSIC HALL! . . . Held Over United Artists and Wilshire Theatres, Los Angeles; Penn Theatre, Pittsburgh; State Theatre, New Orleans; Capitol Theatre, Springfield; Warner Theatre, Worcester; Worth Theatre, Ft. Worth; Ohio Theatre, Columbus; Vendome Theatre, Nashville!

HELD OVER 3rd WEEK UNITED ARTISTS THEATRE, SAN FRANCISCO *(and still going strong)*! . . . Held Over State Theatre, Providence; Stanley Theatre, Utica; Loew's Theatre, Rochester; College Theatre, New Haven; Palace Theatre, Bridgeport; Long Beach Theatre, Long Beach, Calif.; Arlington Theatre, Santa Barbara; Palace Theatre, Hartford!

HELD OVER INDEFINITELY ALDINE THEATRE, PHILADELPHIA! . . . Held Over Capitol Theatre, Wilkes-Barre; Strand Theatre, Scranton; Apollo Theatre, Atlantic City; United Artists Theatre, Chicago; Denver Theatre, Denver; Paramount Theatre, Salt Lake City; Palace Theatre, Montreal; Loew's Theatre, Toronto; Orpheum Theatre, San Diego; State Theatre, Cleveland!

---AND SPACE LIMITS US AS HUNDREDS OF ADDITIONAL HOLDOVERS ARE ANNOUNCED ALL OVER THE COUNTRY!

SELZNICK INTERNATIONAL *presents*

JANET GAYNOR ★ FREDRIC MARCH

with ADOLPHE MENJOU • MAY ROBSON • ANDY DEVINE • LIONEL STANDER

Produced by **DAVID O. SELZNICK** • *Directed by* William A. Wellman • *Released thru* United Artists

The First Modern Picture in TECHNICOLOR

Korda Says He May Quit U.S. Sales Effort

(Continued from page 1)

nearly what good American films gross in England."

A reporter then mentioned the fact that "Henry VIII" was one of the very big money grossers, to which Korda replied, "Yes, for the cinemas, but not for us," meaning London Films.

"While I am here I will look into the matter. Just what I will do, I have no idea. I may stop making pictures for the American market and instead of Denham Studios producing 17 films a year, we will make only 12. That is one solution," he said.

Korda denied he was here to secure finances and added that Prudential Life Assurance Co. was still backing him. He said he planned to spend $8,500,000 for the 17 pictures this year and believed about 12 would be released in this market. London Films is financially interested in the 17, but will release about eight with the company's name on them.

Discussing the British film industry in general, Korda said the number of producers, which three years ago totalled about 150, has now whittled down to the original number before the boom period.

"Producers," he added, "went into the thing without justification, but all the companies which were properly founded are still going strong.

Good Companies Still Firm

"I don't see why the British film industry shouldn't exist. It is not a question of patriotism, but it is also good for American producers in that ideas are not concentrated in one country."

While he was reluctant to discuss the subject at first, Korda said that he did not want any financing in this country, but a fair showing for his pictures. "The big pictures shouldn't be prejudiced by the large theatre interests and I am going to try and find out the reason London Films do not receive the support they do abroad," he stated.

Of the 17 planned for the current fiscal year, three color films will be included, Korda said. One is now in work, a second will be started in June with Merle Oberon, who has recovered from an automobile accident, and the third in October.

Korda will fly out to the coast Saturday night to attend the annual U. A. board meeting, which most likely will be held Monday. He plans to sail for home May 26 on the *Queen Mary.*

Korda-20th-Fox Report Spiked

Reports again linking Alexander Korda with 20th Century-Fox were emphatically denied yesterday by Korda and Sidney R. Kent on their arrival on the *Ile de France.*

Korda stated he has not talked to Kent about joining 20th Century-Fox and he did discuss "fishing." Kent dismissed the report with indifference.

Color Reel Due Saturday

LONDON, May 11.—Twentieth Century-Fox has promised that the first deliveries of the Fox Movietone color films of the Coronation will be delivered to theatres on Saturday.

Kent Says 20-Fox Will Have 30 "A's"

(Continued from page 1)

idore Ostrer and John Maxwell but did not discuss G.B. stock.

"There is no change in the domestic G.B. situation, for the present," Kent stated, "but I'll know before July 1. By that time I'll know what G.B. intends to sell here. We are not going to make our exchanges a clearing house for the junk Arthur Lee picks up. I want to see the product first, and so far I haven't seen it."

Kent expected to see Lee on his arrival and was surprised that the G.B. head had left yesterday for a tour of exchanges.

Asked if 20th Century-Fox was interested in the request for an investigation into G.B. financing by a committee of ordinary shareholders, Kent asserted that his company was not involved and "we fight our own battles and no one else's."

Explains Maxwell Presence

Kent explained John Maxwell's appearance at the Paris convention as one of 10 important exhibitors who had accepted his invitation. Another was Alexander King. He said the men attended because they wanted to hear about the product they were going to buy.

New World, British producing subsidiary under Robert T. Kane, will make six to eight films with four or five designed for American release. Gracie Fields will make one and several others will be "picked up."

The president of 20th Century-Fox was jubilant over the Paris convention and said the company is fully 20 per cent ahead in business over last year. "We set a quota and the boys made good," he added. The sales meeting was the biggest ever held by any company, he declared.

"Theatre business in England is as good as it was last year. In Italy and Germany things are about the same, but in France they are not so good. In Spain there is no business."

Kent will leave for Hollywood next Monday or Tuesday.

Sue to Foreclose on Paramount in Omaha

OMAHA, May 11.—Suit asking foreclosure on the Paramount Theatre and appointment of a receiver to operate the property has been filed in District Court here by attorneys for the Omaha National Bank. The suit is against the A. H. Blank Co. of Nebraska, Tri-States Theatre Corp. and Creighton University. Action against the latter two named is only on technical grounds, however.

Allegations made in the suit are that the Blank company has defaulted on $110,275 worth of leasehold bonds of a $200,000 issue given Oct. 1, 1932, as security for a bank loan; that the company is in default $6,000, representing four $1,500 monthly installments, to Creighton for ground rent, that the Blank company is insolvent and unable to meet its obligations.

Jack Cohn on Coast

HOLLYWOOD, May 11.—Jack Cohn is expected here tomorrow for meetings with Harry Cohn on Columbia's program for the new year. Abe Montague and Abe Schneider are here at the present time. Nate Spingold left for the east yesterday by plane.

"U" Forces Start For Coast Tonight

(Continued from page 1)

Cowdin, Universal chairman; James R. Grainger, general sales manager; Edward Bonns, short subject sales manager; Sig Wittman, eastern district manager, and Joe Weil, exploitation head. Herc McIntyre, general manager for Australia, is due in Los Angeles on Sunday and, in addition to attending the convention, will confer at length with Gustave J. Schaefer, new export manager for Universal, and Charles Kirby, the latter's assistant.

Following is a list of the conventioneers:

Home Office—R. H. Cochrane, P. D. Cochrane, James R. Grainger, F. J. A. McCarthy, Gus Schaefer, Edward Bonns, W. B. Kraemer, Sydney Singerman, A. J. Sharick, C. Kirby.

Albany—Pete Dana, F. Duffy, L. J. Lieser.

Atlanta—H. D. Graham, John T. Ezell, C. T. Jordan, R. Elliott, H. M. Williams, E. F. Cox.

Boston—A. J. Herman, W. P. Kelly, F. P. Dervin, J. H. Curran, H. Konnis, I. Shiffman.

Buffalo—Nate Sauber, O. A. Siegel, J. G. Fater, N. Marcus.

Charlotte—J. E. Hobbs, R. T. Good, R. H. Masterman.

Chicago—Edward T. Gomersall, H. M. Herbel, T. G. Meyers, M. Godshaw, W. Baker, I. Joseph, R. W. Funk.

Cincinnati—Paul E. Kreiger, N. Levene, Jr., C. A. Littman, G. B. Gomersall, A. Haber.

Cleveland—Dave Miller, J. Krenitz, H. H. Young, J. Withers, J. Lefton.

Dallas—Edward S. Olsmith, B. C. Gibson, J. H. Lutzer, L. D. Lutzer, W. R. Pittinger.

Denver—Jack Langan, J. S. Hommel, A. W. O'Connell.

Des Moines—J. J. Spandau, J. Smith.

Detroit—M. M. Gottleib, J. Stewart, B. G. Tighe, H. Schilds.

Indianapolis—Floyd Brown, G. L. Levy, G. G. Butler, A. Lachnit, P. J. Fortune.

Kansas City—William Benjamin, R. R. Thompson, E. M. Block, J. M. Flynn, R. A. Morrow.

Los Angeles—W. J. Heineman, A. J. O'Keefe, C. E. Pace, O. Wog, L. E. Hoss.

Memphis—W. E. Sipe, H. I. Mansfield.

Milwaukee—J. F. Camp, W. E. Weinshaker, E. W. Gavin, R. J. Bassett.

Minneapolis—Frank Mantzke, W. W. Adams, A. L. Zacherl, S. Frank, J. M. Fieldman, B. J. Meshbesher.

New Haven—Morris Joseph, A. L. Titus.

New Orleans—Paul Tessier, C. S. McMillin, W. T. Hickey.

New York—Sig Wittman, Leo Abrams, M. Cohen, P. Winnick, H. Furst, B. Price, J. E. Liggett, N. Goldberg.

Oklahoma City—A. G. Leary, W. A. Quade, M. M. Holsetin, A. G. Leonard.

Omaha—L. J. Miller, R. G. Olson, L. C. Hensler.

Philadelphia—Joseph Engel, Jack Engel, Joseph Leon, W. J. Doyle, P. Baron.

Pittsburgh—J. R. Kauffman, D. Barnholtz, L. Hess, S. E. Feld, T. H. Twigg.

Portland—G. C. Craddock, G. E. Jackson and Robert O. Wilson.

St. Louis—J. E. Garrison, H. Hynes, J. H. Sarfarty, S. H. Nesbitt.

Salt Lake City—C. J. Feldman, C. R. Wade, C. Van Horn, E. H. Smyth.

San Francisco—Barney Rose, M. Aparton, K. Trimble.

Seattle—L. J. McGinley, A. Bloom, J. A. C. Ewing.

Washington, D. C.—E. Heiber, J. Young, P. Rosian, B. Frank, W. Davis.

Calgary—J. A. Wilson.

Montreal—D. Frank Leduc, L. Rosefield.

St. John—W. A. Sault.

Toronto—Clair Hague, Samuel Brint, J. I. Foy, R. C. Hague.

Vancouver—R. A. Scott.

Winnipeg—F. L. Vaughn.

M-G-M Studies Ad Accessory Rental Plans

(Continued from page 1)

had not seen since the house was opened.

Howard Dietz is remaining on the coast for the opening of "Captains Courageous" at the Carthay Circle next Friday. Herbert Morgan is staying in Hollywood for his vacation. J. S. MacLeod and Charles Sonin are due back the latter part of the week.

Loew's will hold a directors' meeting this afternoon at which action on the common dividend is expected. The meeting was originally scheduled for last Wednesday, but was postponed because several directors were out of town.

Will Receive Moyne Reactions on May 26

LONDON, May 11. — Dr. Burgin, Parliamentary secretary of the Board of Trade, has informed representatives of the Cinematograph Exhibitors' Ass'n, the Kinematograph Renters' Society (distributors) and the Film Group of the Federation of British Industries, that the Board of Trade will receive them on May 26 to learn their recommendations with respect to the Moyne report on revision of the Films Act.

The councils of the C. E. A. and K. R. S. each are to receive reports of their representative at meetings on May 19. Following that a joint meeting will be held among the three groups to approve a statement for submission to Burgin.

China Will See "Earth"

SHANGHAI, May 11.—"The Good Earth" has been granted a license for exhibition in China by the Central Film Censorship Committee. It was first reviewed by members of the Ministry of Foreign Affairs, Ministry of Education, Bureau of Publicity of the Central Kuomingtang, members of the Chinese official family, and numerous members of official circles.

Norma Talmadge Is Ill

HOLLYWOOD, May 11.—Norma Talmadge is under observation in St. Vincent's Hospital for a chronic appendicitis condition.

Radio Personals

BIDE DUDLEY leaves for Hollywood May 16, where he will visit his daughter, returning to New York June 11 to begin a new commercial on WOR. . . . Don Shaw, director of radio of McCann-Erickson, is home, ill. . . . Everett Marshall will be the highlight guest on the CBS "Hit Parade" May 15. . . . Mannie Klein will head the guest list on the "Saturday Night Swing Party" May 15. . . . Bill Bobinson, signed for a guest role on "Showboat" this Thursday will be unable to appear, due to being held up by the strike in Hollywood. . . . He will be heard on the series at a later date. . . .

◆

Basil Rathbone will be the guest of George Fischer on Mutual's "Hollywood Whispers" this Saturday . . . Billy Jones and Ernie Hare will summer produce in Maine . . . Vincent Sorey, one of John Gambling's musical crew on WOR, is the father of a six-pound girl . . . Tito Guizar signed for a part in Paramount's "Big Broadcast of 1938" . . . Eleanor Sheridan, the Rainbow Room's current singing attraction, will guess-star on the Vallee program for two successive weeks, starting May 20 . . . Rubinoff will remain in Hollywood until June, due to extra time needed to complete his work in the picture. "You Can't Have Everything" . . .

◆

Henry Wilcoxon will be interviewed by Elza Schallert during the latter's program Friday over the NBC-Blue . . . Mischa Mischakoff, Vivian Della Chiesa, the King's Jesters will be featured on the RCA "Magic Key" Sunday . . . Joe Cook's guests Saturday will be Arthur Byron, Ellsworth Vines and Fred Perry, and concert pianists Josef Lhevinne . . . Eddie Miller will guest song on Bide Dudley's "Theatre Club of the Air" tomorrow over WOR . . .

◆

Hollywood Town Pump

HOLLYWOOD, May 11. — Helene Daniels and Jerry Cooper guesting on Rubinoff's "Musical Moments" May 13. . . . "Thrills," produced weekly on the NBC-Red network by Frederick C. Dahlquist, will be done as a series of film shorts during the summer. . . . American Radio Features observing its seventh birthday as probably the oldest firm in the country to solely produce programs for radio and transcriptions.

Michael Strange to Be Heard

Michael Strange, playwright and former wife of John Barrymore, will be heard in a special series of four weekly broadcasts on the NBC-Blue Wednesdays from 3:45 to 4 P.M., E. D. S. T. starting May 19. Miss Strange will offer dramatic readings.

To Recount Explosion

Four New York photographers who were present when the *Hindenburg* exploded in mid-air at Lakehurst will give a description of the event over WHN in a special broadcast today from 6 to 6:15 P. M., E. D. S. T. Jimmy Jemail will conduct the interviews.

Networks Begin Broadcast Of London's Coronation at 5

At 5 A.M. this morning the networks began the task of bringing to the attentive ears of the nation a description of every phase of the Coronation.

The combined Red and Blue networks of NBC, the Mutual web and WNYC opened their microphones at the stroke of 5 o'clock this morning. CBS opened its lines 15 minutes later, at 5:15 A.M., as did WINS. The latter, however, is broadcasting a reconstructed picture of the Coronation from bulletins and a running account account by PostalTelegraph and I.N.S.

Every phase of the ceremony will be heard in America before the sun sets here tonight. The ceremonies are expected to run for more than six hours, starting with the departure of the Royal couple from Buckingham Palace, with pickups on the procession to Westminster Abbey, through the Coronation ceremony itself, and the parade back to Buckingham. The climax will be the appearance of the King and Queen on the balcony of the palace, the ruler's message to his Empire.

Among the local stations, WMCA will broadcast a resume of the day's activities from London at 7 P.M. this evening. WNEW will pick up a recorded BBC rebroadcast to the Empire, beginning at 10:15 P.M. this evening.

In addition to broadcasting from London all morning and afternoon today, Mutual will air recorded highlights of the coronation from 10 to 10:30 P.M., this evening, and at 10:50 tonight, Mutual will broadcast a record of the King's speech to the Empire.

The Press Approves

"I want to take this opportunity of congratulating you on the addition of radio to your daily. The news is concise, covers virtually the entire field and aids me in my work of putting out a daily column.—*Chester Brower*, radio editor, *Fort Wayne Journal-Gazette*.

Procter and Gamble In Program Change

Beginning today, Procter and Gamble will drop the 11 P. M., E. D. S. T. "Vic and Sade" period on the NBC-Blue, and will add another period, Fridays at 10:45 P. M., E. D. S. T. on the Red, starting May 21.

The revised "Vic and Sade" schedule thereafter will be as follows: Tuesdays at 10:45 P. M. on the Red; Wednesdays at 7:45 P. M. on the Red; Fridays at 10:45 P. M., on the Red; daily at 11:30 A. M. on the Blue; daily at 3:30 P. M. on the Red. Compton Advertising Co. handles the account.

Robert Hotz Joins WMCA

Robert Hotz, formerly head of the radio department of Blackett-Sample-Hummert in Chicago, has joined WMCA, where he will act as assistant general sales manager under Bertram Lebhar, Jr. He assumes his new duties immediately.

Hotz has directed the radio department of Blackett-Sample-Hummert, Chicago, for several years. Prior to joining the agency he was with the sales staff of NBC, western division.

CBS Names Two Directors

CBS made known yesterday that Edward Klauber, executive vice-president, and Paul W. Kesten and Mefford R. Runyon, vice-presidents, were recently elected directors of the corporation.

WMCA Early with Flight News

WMCA provided one of the earliest flashes on the news of Dick Merrill's safe arrival in England yesterday, broadcasting a bulletin a few seconds before 1.30 P. M., E.D.S.T.

Colbert, Douglas on Air

Claudette Colbert and Melvyn Douglas will be starred in "Hollywood Hotel" May 21 in scenes from the picture, "I Met Him in Paris."

Listener Check Is Favorable to WMCA

As a result of a listening study made for General Mills, Inc., by the Ross Federal Research Corp., the General Mills-sponsored "Bandstand and Grandstand" program heard on WMCA daily from 2:30 to 5:30 P. M., will probably be continued on that station for the rest of the summer. The report shows WMCA in an extremely favorable light.

The survey was taken May 1-3 between the hours of 2:30 and 5:30 P. M. Of 5,650 telephone calls made, 3,162 were completed. The others either were busy, disconnected, didn't answer, or refused information.

Of completed total, 31.69 per cent reported their dials tuned to WMCA; 18.03 per cent were listening to WEAF; 14:42 percent to WABC; 12:33 per cent to WJZ, and 11:01 per cent to WOR.

Sue Don Lee on Story

LOS ANGELES, May 11.—Suit was filed in Superior Court here today against Don Lee Broadcasting System, also Sylmore Packing Corp. and Frederick G. Swartz and others for $25,000 by Travis Moore and Wilford Smith. The charge is plagiarism of a story titled "Cassandra." The plaintiffs claim the defendants appropriated the story without permission on February 22 and broadcast it in episodes over KHJ. The packing company sponsors the show. The remaining defendants are employees.

Rename Hanff-Metzger

The Hanff-Metzger advertising agency will become Buchanan & Co., Inc., effective Saturday. Thomas S. Buchanan, who has been with the agency 18 years and became president two years ago, continues in the same capacity.

The agency is now moving into new and larger quarters at 1501 Broadway. Its most important radio account is the Texas Co.

NBC Artists Service Staff Changes Made

George Engles, vice-president and general manager of the NBC artists service, will revise his department, effective May 15.

Ernest Cutting, formerly in charge of auditions, has been appointed talent scout. In this capacity he will contact managed and operated stations and NBC associated stations. Chester Stratton will become sustaining booking representative.

Fred Niblo, who recently joined NBC, is placed in charge of television and film talent, with John Potter acting as assistant on film sales.

Tilzer, Smith for Auditions

Jack Von Tilzer and Robert Smith will jointly handle auditions, and both will act in the capacity of management representatives. Von Tilzer will also continue temporarily his sales activities with recording companies.

S. L. Ross, who has been acting as artists service contact for managed and operated stations, is placed in the advertising agency sales division, while William Hillpot assumes the duties of artists service representative on commercial programs. L. J. Fitzgerald, who has been artists service contact with the program department, is transferred to the concert division where he will handle sales of concert artists and will also act as associate to Marks Levine, department head.

Engineering Group Visits Local Plants

The three-day convention of the Institute of Radio Engineers reached the mid-way mark yesterday, with addresses curtailed considerably to permit the visiting delegates to embark on inspection trips through the A. T. & T. plant in New York, the RCA Radiotron plant in Harrison, N. J., and the WOR transmitter in Carteret, N. J.

Attendance at the meeting held to approximately 800. The speakers included M. A. Acheson, of the Hygrade Sylvania Co.; W. G. Wagener, B. Salzberg, A. V. Haeff, E. A. Lederer, A. C. Stocker, all of RCA.

Issue Script Catalogue

The Script Library, a division of Radio Events, Inc., has released what it claims to be the first script catalogue ever compiled to production and program officials of stations. The book is edited by Georgia Backus and compiled by Julienne Dupuy.

It will not be distributed generally, because of the high production cost. Copies will be provided upon request of production officials of stations only. It will not be distributed to agencies.

The book contains 96 pages of listings of the Library's scripts.

"Four Aces" in New Series

"The Four Aces," world's champion bridge players, inaugurated a new series on WMCA yesterday at 8:30 P. M., E. D. S. T. They will provide lessons in bridge, and players desirous of settling disputes will be invited to come to the studios to air their problems.

Radio

French Bar Airing Of Windsor's Moves

(*Continued from page* 1)

London to Paris to the Quai D'Orsay, and was told that no telephone facilities or microphones would be permitted for a broadcast of any of the Duke's activities. White asked the reason for this and the spokesman for the Quai D'Orsay implied that the French Government did not wish to do anything that might disturb friendly relations existing between the British and French Governments.

Move to Start Big Canada Transmitter

TORONTO, May 11.—As the first step in the establishment of a chain of 50,000-watt transmitters across Canada by the Canadian Broadcasting Corp., engineers of the Government-controlled company have selected a site for a new station near Milton, 30 miles from Toronto, where options have been taken for the purchase of three farms on which to erect the necessary structures.

Wooding Succeeds Buchanan

TORONTO, May 11.—In the reorganization of the Canadian Broadcasting Corp. by Major Gladstone Murray, general manager, Arthur C. Buchanan of Ottawa has been let out as director of publicity. He was appointed to this post on the creation of the former Canadian Radio Commission five years ago. The job has gone to Frederick Wooding who had been secretary of the publicity division.

Picket Present CBS Quarters

HOLLYWOOD, May 11.—Picket lines will be extended to the CBS present headquarters tomorrow if Union conditions are not granted, the local building trades council announced as picketing continued at the new CBS studios under construction. Although officials stated that the campaign is waged against the William Simpson Construction Co., C. J. Haggerty, secretary of the council, is quoted as saying, "After all, it is Columbia's money erecting the building."

Florida Tax Introduced

TALLAHASSE, Fla., May 11.—A graduated tax on theatres to raise revenue for public schools has been introduced into the House here by Representatives Harrell of Hamilton and Winbum of Lafayette. Circuit houses would be taxed at a higher rate than single units.

Beginning at $25 for a single unit, the bill provides levies up to $500 on each house in circuits of 20 or more theatres.

William C. Boese Joins WCCO

MINNEAPOLIS, May 11.—William C. Boese of Minneapolis will join the engineering staff of WCCO starting next week. For the past two years, Boese has been chief engineer at WLB, University of Minnesota station. He will have headquarters at WCCO's transmitter, doing maintenance and operations work.

Critics to Advise On Films in Series

New York film critics will advise screengoers of the Metropolitan area on what to see at Broadway and neighborhood picture houses in a new three-times-a-week program on WEAF, beginning May 17. The program is titled "Day Line Movie Pilot," and will be sponsored by the Hudson River Day Line, Mondays, Wednesdays and Fridays from 7:30 to 7:45 P.M., E.D.S.T.

A master of ceremonies will introduce the film critics. Their discussions will be confined to the pictures they recommend. The program will have a musical background.

CBS Issues Listing On Air Market Areas

A detailed compilation of primary listening market areas on six of its owned and operated stations has just been made available by CBS to advertisers interested in local and national spot campaigns. Buckley-Dement & Co. prepared the report for the network.

The six stations covered include WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis; WKRC, Cincinnati; WJSV, Washington; and WBT, Charlotte. Similar breakdowns for KNX, Los Angeles, and WEEI, Boston, will be available shortly.

Radcliffe WPA Producer

Vernon Radcliffe, formerly ace production man with NBC, and last with N. W. Ayer & Son Agency where he headed the production staff, is now radio production manager for WPA activities in New York.

Radcliffe's duties encompass production supervision of the 150 programs put on the air each week by WPA of New York, heard on 14 stations locally.

Jack Curran, formerly of *Radio Guide,* is the administrative officer in charge of WPA radio of New York City.

Vallee Lineup Completed

The Vallee lineup from England for tomorrow "Royal Varieties" program will include Fernand Gravet, in a skit; the London Scottish Regiment Pipers Band, a return appearance of Will Fyffe; an interview with J. B. Priestly; Florence Desmond, English mimic; and Eric Coates, conductor and composer.

Lewis Whitcomb Ill

BOSTON, May 11.—Lewis S. Whitcomb, WEEI executive for the past 12 years, has been forced to transfer the CBS outlet's publicity offices to his home in East Weymouth because of a combination of rheumatism, arthritis, neuritis and gout, he says.

Hold Open on Merrill Flight

The Mutual network again will keep its lines open 24 hours beginning tonight to keep its listeners informed of the progress made by Dick Merrill and Jack Lambie in their return flight from England to America.

More Picketing Is Threat of Strikers

(*Continued from page* 1)

F.M.P.C. union shop, the federation executive board appointed William Cullen, who is chairman of the strike committee to fly to Lafayette, Ind., Thursday night with alleged proof of coercion by the I.A.T.S.E. as used against former members of federation groups, also violations of craft jurisdiction and evidence assertedly tying up the producer organization with a move to effect a company union using the I.A.T.S.E. as a foundation. Proceeding from the painters' executive board at the Lafayette meeting Cullen will take his evidence to a conference of the president and executives of the A. F. of L. at Cincinnati next week. A definite statement of position will be requested from the A. F. of L. council.

Copies of the demands by strikers reiterating their demand for 100 per cent union shop were referred to J. W. Buzzell of the Central Labor Council here as a basis for any negotiations he may carry on with producers following an indirect request by Buzzell.

Copies of all asserted violations of jurisdiction and evidences of membership piracy, coercion and intimidation will be presented formally to Dr. Towne Nylander, local National Labor Relations Board chief, charging that combined actions of the I. A. T. S. E. and producers during the strike constitute conspiracy to violate the Wagner Act. Pending action augmented picketing will continue.

Seattle Group Approached

A telegraphic request was filed today to F. M. Kelly, secretary of the Maritime Federation of the Pacific Coast in convention at Seattle asking that he act to refuse to recognize I. A. T. S. E. and Actors' Guild cards on location. The message was supplemented by a request that all other cards of unions passing through studio union picket lines be refused recognition. Similar communications were ordered addressed to Harry Bridges, president of the Pacific Coast I. L. A.

Casey issued a statement characterized as solely for the purpose of preventing unchallenged circulation of a statement that producers and the I. A. T. S. E. have conspired to interfere with or break the strike. He said: "I desire to say emphatically and categorically that the producers have not conspired, nor have I as their representative conspired with any person or group with respect to any part or phase of the F. M. P. C. strike."

Considerable thinning down of extra ranks will be the natural result of a guild shop, officials said. Many extras work only a few days during the year and thus are unable to pay dues. Attorneys for both guild and producers' attorneys met to work out preliminary contract details today.

Sign Seattle Union Deal

SEATTLE, May 11.—A new agreement with the Operators' Union Local 154, has been signed by Sterling Chain Theatres, Inc., providing a wage increase of from 10 to 40 per cent, with an additional 10 per cent raise slated for Sept. 1. Richard Crist represented the union and John Danz, circuit president, represented the 18 downtown and surburban theatres in the Sterling chain.

Orders Game Killed In Nebraska County

OMAHA, May 11.—County Attorney John E. Sidner at Tekamah, Neb., has ordered all theatres in his county using Bank Night to discontinue the game in compliance with the recent ruling of District Judge Fred W. Messmore at Beatrice, Neb., that Bank Night is a lottery.

Judge Messmore did not stop the drawings, however, since both sides in the state's case against the Fox Beatrice Theatre Corp. had agreed in advance that Bank Night would not suspend operations until the state Supreme Court had made a ruling. This ruling probably will be delayed, however, since defense attorneys have filed motion for a new trial at Beatrice.

The 27 Omaha theatres using Bank Night have continued, but the Porter Amusement Co. at Holdrege has suspended operations of Bank Night in the Sun there pending final action in the Supreme Court.

Organize in Winnipeg

WINNIPEG, Man., May 11.—Following the recent move of circuit theatres here to abolish gift nights or other premium stunts, the independent owners who opposed the proposal have organized the Manitoba Independent Exhibitors Ass'n with the following officers: Henry A. Morton, president; Joseph Pearson, vice-president; Russell Cook, secretary; M. Triller, treasurer; S. Morros, S. Rosenblatt, S. Ross and H. R. Browne, directors.

Ampa to Meet at Sardi's

Ampa luncheon meetings are to be held hereafter at Sardi's, instead of at the Hotel Edison. The annual recess will start after the May 27 meeting at which the guests will be Ben Bernie, Lou Holtz, Nick Lucas and Mark Sandrich.

Form Rainbow Pictures

DOVER, Del., May 11.—Rainbow Pictures Corp. has been formed here to deal in films, listing capital of $10,000.

Wall Street

Losses Dominate Board

	High	Low	Close	Net Change
Columbia	34	33	34	+1
Consolidated	3⅝	3⅝	3⅝	— ⅛
Consolidated, pfd..	13½	13½	13½	— ⅛
Eastman	157½	157	157	— ¼
Loew's, Inc.	76½	75¼	76¼	.....
Loew's, pfd.	105½	105½	105½	— ½
Paramount	20⅝	19⅞	19⅞	— ⅛
Paramount 1 pfd..	142	139	139	—1
Paramount 2 pfd..	18¼	18	18	— ⅜
Pathe Film	6⅞	6¾	6¾	— ¼
RKO	8½	8¼	8¼	.....
20th Century-Fox.	36⅞	36⅝	36⅝	— ⅜
20th Century, pfd.	45	45	45	— ¼
Warner Bros. ...	12¾	12⅜	12⅝	+ ⅛

Curb Mostly Inactive

	High	Low	Close	Net Change
Grand National ..	2½	2¼	2½	.....
Sonotone	1½	1½	1½	— ⅛
Technicolor	22⅝	22⅛	22¼	.....
Trans-Lux	4⅝	4½	4⅝	.....

Bonds Drop Slightly

	High	Low	Close	Net Change
Loew's 3½s '46....	98⅞	98⅞	98⅞	.....
Paramount B'way 3s '55	71½	71	71	— ½
Paramount Pictures 6s '55	100⅜	100¼	100¼	— ⅛
Warner Bros. 6s '39 wd	95½	95	95	.....

(Quotations at close of May 11)

Purely Personal

CHARLES FORD will remain in New York to complete arrangements for Universal's newsreel shots of the Coronation, but may get away by plane this weekend in time to attend the company's sales convention in Los Angeles next Monday.

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JOHN T. DORAN, executive of Film Art Studios, will leave for Washington Friday with a print of the first of a new series, "We, the People," to be shown to the National Committee of the Parent-Teachers' Ass'n. He will return Monday.

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RUSSELL MITCHELTREE, copy chief of the film division of Lord & Thomas for five years, and formerly with Street & Finney agency, has established his own advertising copy service in the Chrysler Bldg.

•

HAL HODE yesterday addressed the 3,000 students of Girl's Commercial High School, Brooklyn, on "Lost Horizon." Since the school auditorium holds only 1,500, **HODE** had to deliver his talk twice.

•

E. C. GRAINGER left last night for a 10-day swing of about a dozen Feiber & Shea towns. **JACK SHEA** returned Sunday night from a trip to the circuit's New England houses.

•

CHARLES SKOURAS has been discharged from Harkness Pavilion, in the Medical Center, after a tonsil operation. He hasn't decided yet when he'll return to the coast.

•

FRANK TUTTLE, Paramount director, and **OSCAR HOMOLKA**, European actor recently signed by Paramount, arrived yesterday on the *Aquitania*.

•

ARTHUR A. LEE left yesterday for a 10-day tour of G.B. exchanges.

•

AL FRIEDLANDER returned yesterday for a 10-week trip around the country.

•

AL LICHTMAN is due today from the coast.

•

FRANCINE LARRIMORE sails today on the *Aquitania*.

SLEEP OVERNIGHT to CALIFORNIA

In Flagship Skysleepers, the largest, longest-range, quietest planes. The MERCURY, New York-Los Angeles, 3 stops only. No changing planes.

Phone VAnderbilt 3-2580
or your travel agent
Ticket Office—45 Vanderbilt Ave.

AMERICAN AIRLINES INC.

"Les Perles de La Couronne"

Paris, May 11.—"Les Perles de la Couronne," (The Crown's Pearls) one of the most ambitious of French pictures, opened here tonight as a charity performance at the Marignan. The film, which is dedicated to King George of England, is by the famous French author, actor and director, Sacha Guitry. The premiere was attended by social, military and diplomatic notables of the capital. Guitry had previously shown the film yesterday to President LeBrun, Prime Minister Blum and the more important foreign ambassadors.

The story involves five centuries of historical facts relating to the pearls in the English crown extending from the time of Pope Clement VI until the present day. Guitry and his wife, Jacqueline DeLubac have five roles with 50 French, English and Italian stars. The film, which is spoken in three languages, shows many interesting historical scenes, some of outstanding quality and others lacking in unity. There is some witty dialogue. Included are personifications of Henry VIII, Francois, Henri IV, Napoleon I, Catherine de Medici and Napoleon III.

Lynn Harding heads the British cast. The picture will undoubtedly enjoy great success here and should interest foreign audiences also.

AUTRE

'Captains Courageous' Gets Off to a Fast Marine Start

(*Continued from page 1*)

to squeeze into the mob out front, but their corns couldn't stand the strain, so they went down to the Paramount and then home, or maybe it was back to the Painters' Union offices.

There was probably a flock of celebrities in the melee, but Bernard Sobel couldn't get many of them over to the WHN microphone on the port side of the lobby, and Jay C. Flippen talked himself hoarse trying to describe the scene. While he relaxed his vocal chords Radie Harris read from a script, and Si Seadler filled in with a few nautical phrases. Si's a man-of-all-work. He can be a cowboy one week, an editor of a paper published on a convention train the next, and a marine authority the next.

About 8:47 Flippen got James J. Johnston, manager of Madison Square Garden, to the microphone with both arms and legs in place. James J. said something in a carefully modulated voice. Then Benny Fields, Will H. Hays, and Louis Sobol spoke. Sobol tried to convince Flippen he had a headache, but Flippen explained to him that he often broadcasts with a headache and the listening public never knows the difference. Isham Jones also broadcast.

Call Brings Rush

At 8:57 a man with a booming voice shouted: "First call for the curtain." Apparently the star-gazers thought he said "dinner," because there was a rush to the entrance. Flippen waved his arm in the direction of an anchor and a coiled rope painted on the ceiling and the radio men began to collect their apparatus. The picture started at 9 o'clock—a Times Square record for premieres.

Among those there were: Nicholas M. Schenck, Ed Churchill, C. C. Moskowitz, Arthur Hornblower, Jr., Myrna Loy, Loretta Young, Sam Berger and Colvin Brown.

Lopert to Import Films

I. E. Lopert, president of the new Pax Films, Inc., has revealed plans to import foreign product in dubbed versions. Frank Kassler, formerly associated with Lopert, is general manager of the company.

Carrington Given New Post at Erpi

G. L. Carrington has been named commercial relations manager for Erpi, and P. Timothy Sheridan, operating manager reporting to L. W. Conrow, general operating manager. Sheridan, formerly of the Bell Laboratories, joined Erpi in 1927. After making some of the earliest installations of sound film equipment he entered the Erpi foreign division for service in Europe and the Far East. In 1929 he became general equipment manager acting as commercial liaison between the laboratory and field technical groups. As operating manager Sheridan will have charge of all domestic theatre installation and service in addition to continuing his supervision over commercialization of equipment.

G. L. Carrington joined the Southwest Bell Telephone Co. in 1920 and then transferred to Erpi in 1928. Prior to his appointment as operating manager last fall he was division operating manager with offices in Kansas City and New York, respectively.

Myers Speaks Before National Lime Ass'n

CHICAGO, May 11.—Abram F. Myers, general counsel for Allied States, and also consulting counsel for the National Lime Ass'n, addressed that group in convention at the Drake Hotel here today on "Current Trends in Federal Legislation."

He outlined the effects and terms of the National Labor Relations Act, the Minimum Wage Act and other new legislation, dwelling upon the recent decisions of the Supreme Court and their effect on such legislation. He declared it within the "range of possibility" that an enlarged Supreme Court "may go even further in extending the Federal jurisdiction." He also saw the Securities and Exchange Commission as proving, in the long run, highly beneficial to "substantial business interests."

Warners Win Action Against E. M. Loew

BOSTON, May 11.—Federal Judge Sweeney has awarded Warners $2,000 damages in its copyright suit against Hutchinson Amusement Co., an E. M. Loew Theatres' subsidiary, as a result of a complaint brought against the exhibitor for bicycling eight Vitaphone shorts. In addition, the respondent was assessed $1,000 attorneys' fees.

The complaint stated that E. M. Loew Theatres had purchased the shorts for the Casco, Portland, Me., and switched them without consent of the distributors to the New Portland, same city. Edward A. Sargoy of the Copyright Protection Bureau assisted in presenting the case for Warners.

In his opinion, Judge Sweeney denied an injunction, holding that "because there is little likelihood of a repetition of the infringement of these copyrights, it is not felt that an injunction should be issued."

Adds Vitaphone in Suit

Federal Judge John W. Clancy yesterday granted the motion of Nat Nazarro to bring in the Vitaphone Corp. in his suit against Warners, the Remick Music Corp., Samuel Cahan and Saul Chaplin for alleged infringement of his song. "Rhythm for Sale" in the picture "Swing for Sale." Warners denied making the picture in their answer to the suit and Nazarro later learned that Vitaphone produced the picture and Warners distributed it. He is asking for a permanent injunction, damages and an accounting of the profits.

Seattle for Brooklyn Claim

The Continental Bank and Trust Co. of New York, trustees in the bankruptcy of the Flatbush Nevins Corp., owners of the Fox Brooklyn, was granted permission yesterday by Federal Judge William Bondy to settle the $10,000 claim of Jack Nadell for $750. Nadell, an acrobat, was injured during a stage show performance at the Fox Brooklyn on Feb. 3, 1933.

Broadway Runs Ending

Accumulated bookings at both the Music Hall and Roxy will end the three-week runs of "A Star Is Born" and "Wake Up and Live," despite the fact that both pictures are felt to be good for a fourth week, it was stated yesterday. The Music Hall tomorrow replaces "A Star Is Born" with "Shall We Dance?," which is expected to hold two and possibly three weeks. "Talk of the Devil" goes into the Roxy, Friday, to be followed by "As Good as Married" on May 21 and "Wings Over Honolulu," May 28.

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•
MAKE THIS YOUR
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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 112 NEW YORK, THURSDAY, MAY 13, 1937 TEN CENTS

Vitaphone to Release Total Of 134 Shorts

To Have 30 Two-Reelers And 104 Singles

Vitaphone, Warners' short subject producing subsidiary, will release a total of 134 shorts during the 1937-'38 season, six less than during the current season. The group for next season will be divided into 30 two-reelers, as against 36 last season, and 104 single-reelers.

The announcement was made to the Warner sales convention at the Waldorf-Astoria yesterday by Norman H. Moray, in charge of shorts and trailers, and Sam Sax, production chief at the Vitaphone studios in Brooklyn.

Sax will have charge of the production of 92 subjects, while six will be produced at the coast studio, in addition to Leon Schlesinger's 36 cartoons. Moray called the new schedule the most varied ever planned by the company, and declared it to be the result of his recent trip through this country and Canada, which ended in product conferences with Jack L.

(*Continued on page* 4)

Circuit Cooperation Is Asked by Warner

Climaxing his analysis of 36 "great" pictures Warners plan for next season, Jack L. Warner, vice-president in charge of production, yesterday appealed to a number of important film buyers and circuit operating heads for encouragement and support, not alone for Warners "but for the producing industry as a whole."

"We fully realize that the future of every theatre, every company and every individual associated with the film art is dependent entirely upon

(*Continued on page* 4)

Bar Strike Scenes

Toronto, May 12.—As part of the official campaign to counteract a threatening wave of labor strikes, sit down or otherwise, the Ontario Government has imposed a ban on the showing of newsreel shots of labor disputes.

The ruling negated the cameramen's work during the recent strike of automobile workers.

Key City Takes Show Only Slight Change in 3 Weeks

Grosses in 29 key cities of the nation have held a remarkably steady level for three consecutive weeks, the difference being less than $2,000 each week for the period.

For the week ending April 30-May 1, the latest period for which a compilation has been made by MOTION PICTURE DAILY, the total was $1,714,841, with 175 first run theatres in operation. This was $3,583 under the previous week, when there were 176 houses in operation, and $1,586 under the week ending April 16-17. For that week 176 first run houses were open.

All three of these totals are considerably below the Easter week boom, but are well above the average prevailing during most of Lent.

Comparative tabulation will be found on page 5.

Mexican Stations Stir Coast Worry

SAN DIEGO, May 12.—Coincident with the reopening of Agua Caliente racetrack, the border resort area has become crowded with radio. Five stations are already in operation, and three more are expected to go on the air as soon as construction work can be completed.

Most powerful is a 150,000-watt transmitter shortly to begin operations at Rosarito Beach. It is expected to use a 1,020-kilocycle fre-

(*Continued on page* 6)

Additional developments in radio on pages 6 and 7.

"Internes" $33,000 Paramount Grosser

"Internes Can't Take Money" ended a first week at the Paramount with about $33,000. Xavier Cugat and the Original Dixieland Jazz Band occupy the stage and pit.

The second week of "Cafe Metropole" at the Rivoli was good for $21,000. "Lost Horizon" in its 10th week at the Globe at two-a-day garnered $8,000. "Way Out West," the Laurel and Hardy comedy at the Rialto, wound up an eight-and-a-half-day run with $10,000.

Al Friedlander Dies From a Heart Attack

Al Friedlander, head of Fortune Films, died yesterday from a heart attack in Arthur S. Friend's office in the RKO Bldg. He had returned Tuesday from a 10-week tour of the country where he had lined up dates on pictures he had been handling. He was 45. Funeral arrangements were being made late last night.

Friedlander became a salesman in 1913 when he joined the old Pathe company in Chicago. He then

(*Continued on page* 7)

Costumers' Union And Majors Sign

HOLLYWOOD, May 12.—The costumers' union today signed a four-year contract with the major studios here. Negotiations were carried on between Pat Casey, representing the studios, and the union's representatives. All matters presented by the costumers were discussed and settled amicably, Casey said in announcing the signing of the pact. The costumers comprised one of the units in the original F.M.P.C.

Federation heads tomorrow morning will meet with Dr. Towne Nylander, head of the National Labor Relations Board, for the presentation of photostatic copies of membership cards al-

(*Continued on page* 7)

Pickets Discontinue Operations in N. Y.

Picketing of Broadway first run houses in sympathy with the coast strike being conducted by the F. M. P. C. was not resumed yesterday or last night despite statements from the New York headquarters of the Brotherhood of Painters that the operations, which had been conducted for only about 90 minutes on Tuesday, would be resumed.

Circuit representatives here asserted that picketing has been confined to

(*Continued on page* 7)

RCA Photophone Is Starting Meet Today

INDIANAPOLIS, May 12.—More than 125 sales executives, district managers, sales representatives and service supervisors of RCA Photophone gathered here today for the opening tomorrow at the Lincoln Hotel of the three-day company sales convention.

Theatre and equipment company heads will address the delegates in addition to RCA executives. The outside speakers will include Sid Samuelson, sound projection supervisor of

(*Continued on page* 7)

Music Hall, Center Loss $4,521,592

Total for 4½ Years Is Given RKO Hearing

The Music Hall and Center had a net loss of $4,521,592 for the four-and one-quarter-year period beginning Feb. 1, 1933, and ended April 30 last, John E. Hansen, comptroller of Rockefeller Center, told Special Master George W. Alger at a hearing on the RKO reorganization plan yesterday.

Rockefeller Center has a $9,100,000 claim against RKO for defaults on leases for the theatres and Radio City office space, which the RKO reorganization plan proposes to settle for 500,000 shares of new RKO common stock.

Of the loss reported for the period, $1,663,778 was on the Music Hall and $2,857,814 for the Center. It was disclosed, however, that if certain items of real estate taxes, ground rents, interest on fee, investment, depreciation and amortization were eliminated, the Music Hall's loss would be transformed into a profit of $2,823,261 for the period, while the Center's aggregate loss would be reduced to approximately $27,000.

Periodic reports on the Music Hall showed a gross of $2,146,018 and expenses and charges of $2,461,301 for the period beginning Feb. 1, 1933, and

(*Continued on page* 8)

Predicts a Quality Clause in England

London opinion holds that the new British quota legislation will contain a "quality" provision, W. A. Bach, managing director for Western Electric in London, said yesterday. Bach arrived in New York early this week for an annual series of conferences

(*Continued on page* 8)

Reel in Paris

Paris, May 12.—A sensation was created here tonight with the showing of newsreels of the Coronation in Paris first run theatres. The prints were flown here from London. The reel also was shown in the newsreel theatres.

A special print of five reels was flown to Cande Castle for a screening tonight before the Duke of Windsor.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 13, 1937 No. 112

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Veteran Group Joins Russian Film Attack

CHICAGO, May 12.—Commander George Radcliffe of the Veterans of Foreign Wars declared here today that his organization has joined the Knights of Columbus in an attack on the showing of Russian films here. The action is described as a move to keep Red propaganda off local screens.

The film "The Defense of Madrid," has been banned from Chicago theatres by Lieut. Harry Costello, chief of the censor board, who declared today that the picture will be confiscated and the exhibitors arrested if any attempt to show it here is made.

Delay Loew Meeting

Loew's board of directors' meeting, slated for yesterday, was postponed until next Wednesday afternoon at which time it is expected that action will be taken on the common stock dividend.

Exceed Columbia Quotas

Sales figures compiled by Columbia Pictures show that branches have exceeded by 190 per cent the quotas set for them in the Montague Sweepstakes drive, named for Abe Montague, the director of sales.

Insiders' Outlook

By RED KANN

Hollywood, May 12.

THE willingness of this industry to kiss the mat and to remain quiescent thereafter while those who so elect ride roughshod crystallizes with a dubious brilliance in an incident which took place here a few weeks ago and, since then, by preference locally engendered moved into the convenient division of matters forgotten. . . .

▼

The history:

In a letter dated April 1, Dr. Georg Gyssling, German consul accredited to Los Angeles, used the United States mails for this purpose:

> "With reference to the picture, 'The Road Back,' in which you are said to play a part, I have been instructed by my government to issue to you a warning in accordance with Article 15 of the German decree of June 28, 1932, regulating the exhibition of foreign motion picture films.
>
> "Copy and translation of this article are enclosed herewith. You will note that the allocation of permits may be refused for films with which persons are connected, who have already participated in the production of pictures detrimental to German prestige in tendency or effect in spite of the warning issued by the competent German authorities."

▼

Addressed to members of the cast, certainly, and to the production and studio staff probably, the bite and the patent intimidation in the regulations make themselves readily apparent in the text, which was enclosed with the letter. It read:

> "The allocation of permits may be refused for films, the producers of which, in spite of warnings issued by the competent German authorities, continue to distribute on the world market films, the tendency or effect of which is detrimental to German prestige.
>
> "The same applies to pictures, with which persons are connected who have already participated in the production of pictures detrimental to German prestige in tendency or effect."
>
> Aus dem Reichs-und Staats-Anzeiger Nr 151 cem 30, Juni, 1932

▼

Universal budgeted "The Road Back," a vitriolic and incisive indictment of the aftermath of war by Erich Maria Remarque, author of "All Quiet on the Western Front" at $850,000. The picture is being whipped into final release form at a cost of over $1,000,000 and that makes a considerable investment in a property designed for release in a world where the so-called civilized powers talk of their refining cultures while they head toward bankruptcies on a toboggan labeled rearmament. The studio, therefore, assumes the attitude the less said about the incident, the more comfortable the assurances for an uninterrupted marketing of its film. . . .

▼

Let's probe that a bit. The presumptuous Gyssling correspondence makes it rather clear that "The Road Back" has little chance in Germany, recognizing at once that no yardstick can adequately measure the psychopathic vagaries of the Nazi mentality. Germany, as a dictator nation, the other day cemented its political skulduggery with Italy, which, at last and if you like, permits describing Naziism as Fascism and Fascism as terrorism masquerading in the glories of the Supreme State. Hitler is fearful of Russia which explains his drift toward Italy to his south and toward the Japanese militarists in the Far East. . . .

▼

Mussolini is badgering England and finds it convenient, if not conclusive, to lean on whatever comfort comes to him from Germany on his north and Nippon in the Pacific in an easy swing toward British investments in China, the Malays and Australia. This three-way diplomatic routine already has recognized the propaganda value in films. As one goes, so apt to go are the other two. These are newspaper facts and no secret. Universal has them to face. But recognizing the company's stake, it is likewise essential to take cognizance of what the "Road Back" incident exactly means. There is importance in it. . . .

▼

This industry has been interfered with, hamstrung and bothered by meddlers springing from all directions. It has always assumed an apologist attitude, forever more pleading its investment is too great to put up a fight for what ought to be an occasional inviolate right. Now comes a minor German official, either acting for his government or acting on his own, to dictate what a private American business concern can or cannot do in the conduct of its own enterprise. Just where is this to end if a crackpot and irrational government, riding the seat of power through ruthlessness and oppression, is to be permitted to waive international and diplomatic courtesy by its unwarranted interference in

(*Continued on page* 8)

◂ Purely Personal ▸

SOL KRUGMAN, assistant to SOL EDWARDS and JAMES WINN, eastern and western sales manager for Grand National, left for the coast yesterday with the eastern contingent convention-bound.

•

OSCAR HOMOLKA, Viennese and Austrian actor, was yesterday tendered a cocktail party at the Waldorf by Paramount. He will leave for the coast today to start work in "Ebb Tide," which is to be made in color.

•

GEORGE J. SCHAEFER plans to leave for the coast by train today to attend the United Artists' executive meeting in Hollywood Monday.

•

DESMOND HALL, formerly associated with Cecil B. DeMille, is now connected with Jacques Chambrun, Inc., literary agents.

•

AUSTIN KEOUGH and Y. FRANK FREEMAN returned yesterday from Dallas.

•

BINNIE BARNES sails May 26 on the *Queen Mary*. She will return in August.

Chicago to Welcome "U" Selling Forces

CHICAGO, May 12.—Universal's local organization, headed by E. T. Gomersall, western district manager, and Henry Herbel, branch manager, prepared today to welcome the home office and eastern branch delegations on their arrival here Thursday morning en route to Los Angeles for the company's annual sales convention.

The delegation will be here throughout the day, maintaining headquarters in the Stevens Hotel. Groups from the Albany, Buffalo, Cleveland, Detroit, Indianapolis, Milwaukee and Minneapolis exchanges will converge here during the day. Special entertainment and reception programs have been arranged by the Chicago office for the conventionites. The delegation will leave here Thursday night in five special cars attached to the California Limited on the Santa Fe. Additional groups will be picked up en route.

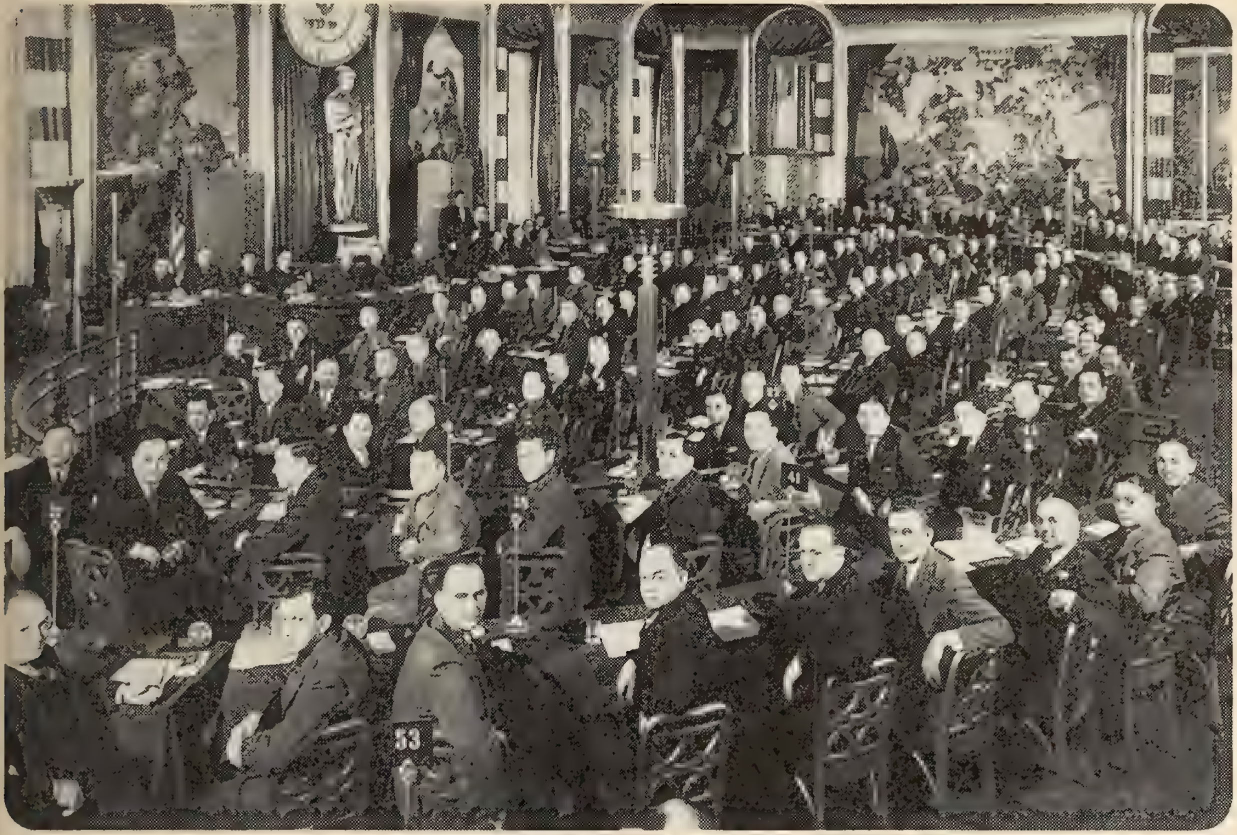
Grand National Men Leave for the Coast

Grand National's home office and eastern exchange delegations left here last night for the company's first annual sales convention which will open at the Ambassador, Los Angeles, on Sunday.

Albany and Buffalo representatives will be picked up en route to Chicago and other delegates from midwestern exchanges will join the group there during the day. The group will leave Chicago in two special cars attached to the Nothwestern's Los Angeles Limited, picking up additional delegations at Omaha and Salt Lake City.

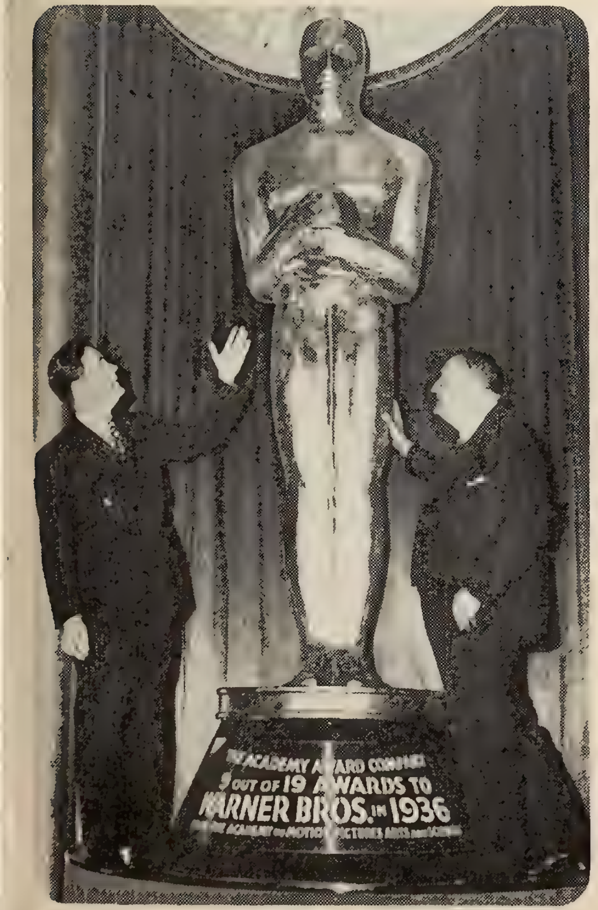
Grand National's southern delegations will converge in New Orleans in order to start west from there tonight. En route, they will be joined by the Dallas group and will arrive in Los Angeles early Sunday.

HIGHLIGHTS OF WARNER SALES MEET

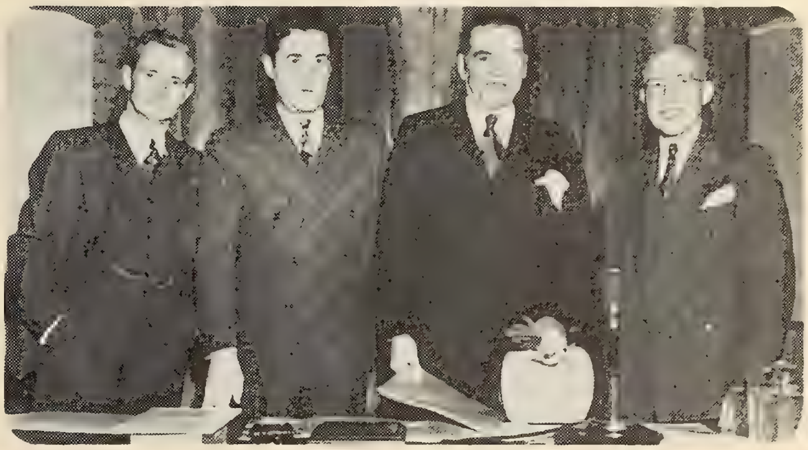


MEN OF WARNER BROS. GATHER at Hotel Waldorf-Astoria, N. Y. from all corners of the continent for 4-day conference on most important sales program since their company brought sound to the screen.

"WE'VE GOT THE GOODS!" So says production head Jack L. Warner to Grad Sears, and proves his point to convention delegates by detailing astounding array of best-sellers, sell-out plays, and new star acquisitions on studio's 1937-38 production schedule.



OSCAR OF THE WALDORF MEETS 'OSCAR' OF THE WARNERS with Sales Chief Gradwell L. Sears in charge of formalities. Giant trophy symbolizes studio's winning of half of all the Academy Awards offered this year.



AMONG IMPORTANT VITAPHONE ADDITIONS outlined by Short-Sales Manager Norman H. Moray *(right)* included unique 'Headline Hunter' series with Floyd Gibbons *(at Sears' left)* and signing of famed announcer Clem McCarthy *(left)* for sport section of 'Pictorial Revues.'

PLENTY OF CAUSE FOR CELEBRATION was provided conventioneers when figures were cited showing how national ad budget was upped to provide unprecedented promotional backing for new-season output. Beefsteak dinner marked close of 1st session, with Edw. G. ('Kid Galahad') Robinson leading the festivities.

Vitaphone to Release Total Of 134 Shorts

(*Continued from page* 1)

Warner, vice-president in charge of production, on the coast.

Eight different series are scheduled. The Vitaphone plant here will produce 24 of the scheduled 30 two-reel musical "Broadway Brevities," with the remaining six to be made on the coast; 18 one-reel "Melody Master" band numbers; 12 Vitaphone Varieties; 12 Vitaphone Pictorial Revues, and 13 "Floyd Gibbons Headline Hunters." E. M. Newman will produce a series of 13 "Color Adventures."

On the coast Schlesinger will produce 20 one-reel "Merrie Melody" cartoons in three-color Technicolor, and 13 one-reel "Looney Tune" cartoons in black and white. The six "Broadway Brevities" made on the coast also will be in Technicolor.

The six coast two-reelers in color will feature: Sybil Jason in "The Littlest Diplomat"; Walter Cassel in "Romance Road," John Litel in "The Man Without a Country," an All-Girl revue with Rosalind Marquis and the "Gold Digger" girls; "Remember the Alamo," with an all-star cast, and "Belle of New Orleans."

Brooklyn Production Set

The Brooklyn studio will produce six Broadway Headliners, featuring The Yacht Club Boys, Hal LeRoy, Dave Apollon, The Preisser Sisters, Georgie Price and Eddie Leonard, six all star presentation revues featuring such players as Donald Novis, Dorothy Dare, Bob Hope, Aarons and Broderick, Countess Albani, June Allyson, Billy and Beverly Bemis, Irene Bordoni, Walter Cassel, Bernice Claire, Joan Abbott, Irene Beasley, Fifi D'Orsay, Evan Evans, Josephine Huston, Lucille Manners, Selma Marlowe, Duke McHale, Tommy Rafferty, Gloria Rich, Georgie Tapps, Dale Winthrop, Rufe Davis and others.

Also included will be six comedies, several of which will star Ken Murray and Oswald; and the remainder to continue the "Joe Palooka" and "Joe and Asbestos" comedies.

Plan Comedy-Music Combine

Six more two-reel subjects will be produced in this series. They will be a combination of comedy and music, and are being planned as a new type of short subject, and will be known as the "Vitaphone Gaieties."

The "Floyd Gibbons Headline Hunters" will be a new series. The "Melody Master" numbers will include the bands of Phil Spitalny, Leon Navara, Mal Hallett, Carl Hoff, Henry King, Enric Madriguera, Carl Deacon Moore, Tommy Dorsey, Clyde McCoy, Milt Britton, Clyde Lucas, Russ Morgan and Rubinoff.

The Far East will be the locale of most of Newman's new "Color Tour Adventures" series, with Milton Cross, David Ross and others handling the dialogue. The Vitaphone Varieties will include Edgar Bergen, ventriloquist, Jesse and Mrs. Crawford, Clem McCarthy and others.

The "Merrie Melody" cartoons will be increased to 20. Each of the Pictorial Revues will include four sequences, with special appeal to women.

Whispers from Warners

Eddie Morrell of Pittsburgh is on his first visit to New York. Somebody asked him yesterday whether he had been in the subway yet.

"I've been in the upstairs one," he explained, "but haven't made the downstairs one yet."

◆

Leo Blank, Chicago district manager, will sail on the *Kungsholm* in three weeks for a month's vacation in Sweden. Leo, by the way, walked off with five sales prizes the other day.

◆

James Coston says Warners will build two more theatres in Chicago shortly. He isn't ready to announce plans but will before he leaves for home tomorrow.

◆

Joseph Bernhard will hold a special meeting of Warner theatre zone managers today at his office. All the men yesterday attended the sales convention.

◆

Mort Blumenstock will sail today on the *Beten* for a vacation to Havana, Jamaica and the Panama Canal zone.

◆

Jacob Wilk, who made the first talk yesterday afternoon, had his speech written on the back of an envelope.

◆

Carl Leserman, assistant to Grad Sears, is quiet as a church mouse around convention quarters.

◆

Moe Silver, who came in with his wife, plans to return to Albany on Saturday.

◆

All of the boys who hadn't seen the play were invited to attend "Brother Rat" last night.

◆

Ed Selzer may return to the coast next week with Jack L. Warner.

◆

Jack Warner's talk was in script form with an orange cover. It must have been good by the applause heard by the press boys through the heavily bolted doors. And incidentally, no one was permitted to enter or leave during the speech. That included W. G. Van Schmus, who said he had planned to remain for only a short time and then came out with the other film buyers after the Warner production head had finished.

◆

W. Elmer Callaway, Los Angeles branch head, who had to tear himself away from the arms of his two-week bride, to attend the convention, has sworn that he will buy no more second hand cars.

◆

John Pavone, New Haven branch manager, came in with a dozen Dobbs' Hats for his friends. Johnnie can get them for you wholesale. Johnnie, incidentally, is familiar with every Italian cuisine east of the Mississippi.

◆

M. Whipple of the Willacoochee, Ga., office is paying his first visit to the big city. It's an even bet that he returns with a stiff neck from looking up at the skyscrapers.

◆

George Weinberg, who was a grand host to the delegates at the regional meet in Chicago last year, walking around the Waldorf with his hat in his hand.

◆

Hal Walsh, St. Louis pilot, arrived with extra lifts on his shoes so that he won't have to look up to his district manager, Leo Blank.

◆

Bob Allen, Chicago salesman, who is a former All-American guard at Ohio State, is now tackling exhibitors.

◆

Charlie Muehlman, San Francisco branch manager, got in early this morning on the *Virginia.*

◆

Joe Vergesslich wants to be remembered to local exhibitors and picks this medium to do it.

Warners Will Have 37 "A" Films—Sears

Warners will have 37 "A" pictures of the 60 announced for next season, Gradwell L. Sears, general sales manager, yesterday told Motion Picture Daily after Jack L. Warner, vice-president in charge of production, finished detailing plans for 46 of the new schedule.

The sales policy will be divulged this afternoon, Sears said. There will be at least three color features, he stated. He mentioned "Robin Hood," "Gold Is Where You Find It" and "Valley of the Giants." The fourth may be "Desert Song," provided Warners can get the right cast for the production.

Name Eight Future Stars

Delegates to the Warner sales meeting at the Waldorf yesterday were informed that eight young players on the Warner roster will be groomed for starring roles during the 1937-'38 season. They are Gloria Dickson, Doris Weston, Beverly Roberts, Jane Bryan, Jane Wyman, Kenney Baker, Wayne Morris and John Litel.

Warner 6-Month Net May Hit $3,900,000

Net profit for Warners and its subsidiaries in the domestic and foreign market is expected to total about $3,900,000 for the first six months of the current fiscal year. The second quarter, which ended Feb. 27, is expected to show a profit of more than $1,750,000.

For the same six months last year, the net was slightly less than $2,000,000. Auditors of the company are now completing a checkup and a state-

Because of the absence of Harry M. Warner, now on the coast, it is unlikely that a directors' meeting will be held next week. In the event a session is called only routine matters will be discussed. Warner is expected back from the coast shortly.

Rogers Collection Gains

Kansas City, May 12.—The Will Rogers Memorial Fund collection in the more than 100 Fox Midwest theatres last week produced 20 per cent more revenue than the similar collection a year ago.

Circuit Cooperation Is Asked by Warner

(*Continued from page* 1)

our going forward with bigger and finer pictures," he said.

"You must encourage producers to spend the great sums of money," Warner added, pointing out that the amount of money to be budgeted on six pictures he outlined was equal to the total many companies spent for an entire program several years ago.

"Give the producers a fair shake and don't try to see how you can bargain to buy the product. I am speaking on behalf of the entire industry. Every producer wants to make quality pictures, but you must encourage them.

"This is definitely the day of quality pictures and the public will pay to see good pictures only," he concluded.

Among the theatre executives not associated with Warners who attended were Spyros Skouras, William T. Powers, J. J. Sullivan, Irving Barry, Milton Hossfeld, Edward Zabel and Aubrey Schenck of National Theatres; Y. Frank Freeman, Paramount theatre head; W. G. Van Schmus, managing director of the Music Hall; Ed Fay of Providence, John Nolan of Comerford Theatres, John J. O'Connor of RKO.

Warner Executives Present

Included in the list of Warner Theatre executives present were Joseph Bernhard, Harry Goldberg, James A. Coston, Hary Kalmine, Ted Schlanger, Moe Silver, John J. Payette, Donald Jacocks, Herbert Copelan, Nat Wolf, I. J. Hoffman, Lou Kaufman and others.

Many home office executives from every department were in the convention to hear Warner speak.

The afternoon session was opened by Jacob Wilk, eastern story head, who was followed by Albert Warner, Bernhard, Robert W. Perkins, Harold S. Bareford, Sam Schneider and various theatre zone heads.

S. Charles Einfeld will open this morning's program and will be followed by Ed Selzer, studio publicity head, Herbert Crooker, Harry Goldberg and Joe Bloom.

The afternoon session will be taken up by Gradwell L. Sears, who will make known details in connection with the sales policy that is to prevail during 1937-38.

A banquet will be held in the evening and officially conclude the sales sessions.

Warner Business in Chicago Off—Coston

Business in Warners' theatres in the Chicago zone fell off 25 per cent during March and April, as compared to the same months last year, because of duals and the loss of Bank Night, according to James A. Coston, Warner Theatres Chicago zone manager, who arrived yesterday at the convention at the Waldorf.

Despite the general use of duals, Warners is retaining singles at the Beverly, Jeffrey, Hamilton, Grove and Highland, Coston said.

He also declared that Harold Mirisch, who resigned recently as Warner Theatres manager in Milwaukee, will not be replaced. His duties will be taken by Alex Halperin, who will do the buying for Chicago and Milwaukee; Ed Valendorf, who will handle Milwaukee booking, and Frank Williams, booking in Chicago.

Allied Convention Program Completed

Allied States Ass'n has completed a tentative program for the annual convention which will be held at the Hotel Pfister in Milwaukee, May 26-28. As yet the schedule of speakers and their subjects has not been determined definitely. The meeting will be opened with an address of welcome by Mayor Daniel W. Hoan of Milwaukee on Wednesday, May 26, followed by an opening address by Nathan Yamins, president.

The tentative program follows:

Wednesday, May 26

Morning

Registration of delegates, convention headquarters, seventh floor, Hotel Pfister.
Reception.
Grand opening of exhibits, seventh floor.

Afternoon

Opening session—2:00 P. M.—Assembly room (Fern Room), seventh floor.
Address of welcome, Mayor Daniel W. Hoan, Milwaukee.
Response, Edward F. Maertz, local convention chairman, Milwaukee.
Outline of convention activities, P. J. Wood, general convention chairman, Columbus.
Opening address, Nathan Yamins, president, Fall River, Mass.
Appointment of committees and designation of committee meeting places.
Announcements on topical subjects.
Announcements and adjournment for the day.
Reception and cocktails for delegates' wives, at Hotel Schroeder, courtesy Milwaukee Variety Club.

Evening

"A Night in Monte Carlo," carnival, casino and dance, Fern Room.

Thursday, May 27

Morning

Inspection of exhibits, convention floor, in the equipment and accessory booths of RCA Manufacturing Co., International Seat, Alexander Film, Electrical Research, Monogram Pictures, National Screen Service, American Seating, National Carbon, General Register, Ideal Seating, International Projector, Acousticon Theatrephone, Wenzel Company, Theatre Trailer, National Theatre Supply, Charles Trampe Film Service, Burch Manufacturing and National Chair Co.
Reception.
Golfing, yachting, touring, shopping.
Sightseeing tour for women delegates.
Luncheon for women delegates.
12:30 Convention luncheon, Fern Room.

Afternoon

Second business session, 2:30 P. M.
Announcements.
Introduction of noted visitors.
Addresses on topical subjects.
Other business.

Evening

8:00 P. M., banquet. Entertainment through the courtesy of Milwaukee theatres and night clubs; short addresses; introductions of visiting notables, including Philip F. LaFollette, Governor of Wisconsin, and Daniel W. Hoan, mayor of Milwaukee. During banquet, a "radio salue" and greeting by one of Hollywood's stars. Dancing.

Friday, May 28

Morning

10:00 A. M., closing session, Fern Room.
Business discussions opened by President Yamins.
Reports of committees.
Introduction of visiting guests.
Unfinished business.
Adjournment at noon.

Osa Johnson to 20th-Fox

Hollywood, May 12.—Twentieth Century-Fox has signed Osa Johnson, widow of the late Martin Johnson. Mrs. Johnson will leave for Africa in November to film a story titled "Stanley and Livingstone," dealing with the rescue in Africa of the famous explorer. The party will include Otto Brower, director; 10 cameramen, five technicians and the cast.

Key City Takes Show Only Slight Change in 3 Weeks

Comparative grosses for the latest available periods:

	Week Ending April 30-May 1		*Week Ending April 23-24*	
	No. Theatres	***Gross***	***No. Theatres***	***Gross***
Boston	8	$110,600	8	$124,100
Buffalo	5	44,900	6	56,800
Chicago	8	117,600	8	130,600
Cincinnati	7	45,850	7	44,000
Cleveland	5	61,700	5	60,700
Denver	6	41,500	6	37,150
Detroit	6	78,600	7	79,800
Houston	4	23,800	4	32,100
Indianapolis	4	27,100	5	29,800
Kansas City	6	52,200	5	38,100
Lincoln	5	10,700	5	10,850
Los Angeles	9	94,291	9	101,529
Louisville	6	24,500	7	27,200
Milwaukee	7	43,000	5	28,300
Minneapolis	5	24,300	5	34,000
Montreal	5	40,500	5	44,500
New Haven	4	23,400	4	22,90
New York	10	299,900	10	273,75
Oklahoma City	3	10,800	3	10,500
Omaha	3	21,600	3	25,700
Philadelphia	10	91,400	10	99,300
Pittsburgh	5	44,950	5	66,500
Portland	6	40,500	6	37,000
Providence	5	42,900	5	37,100
San Francisco	9	97,300	9	79,900
St. Louis	5	68,750	5	60,750
St. Paul	4	18,000	4	11,300
Seattle	8	44,500	7	34,450
Washington	7	69,700	8	79,700
	175	$1,714,841	176	$1,718,379

Key city grosses from September to the week ending May 1:

	No. Theatres	***Gross***
Sept. 4- 5	163	$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2- 3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6- 7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4- 5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1- 2	178	2,037,040
Jan. 8- 9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5- 6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5- 6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2- 3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841

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Bill Corum Is Shot

Bill Corum, sport columnist and commentator in Van Beuren short subjects, was shot and wounded yesterday as he was walking in the street. He was taken to St. Luke's Hospital. Police are investigating the accident. The bullet entered his thigh.

Sheffield Transferred

Portland, Ore., May 12.—Harold Sheffield, connected with Sheffield-Republic in Butte, Mont., has been transferred to the company's office here. Cecil Farnes, former Republic manager here, has been named manager of Monogram's local office.

Order Examination In Brandt's Action

N. Y. Supreme Court Justice Phillip J. McCook yesterday ordered that an executive of Loew's, Inc., submit to an examination before trial in the suit brought by the Brandt Circuit and other independent exhibitors for a permanent injunction against the new split week policy of the Loew circuit. The examination is set for May 24.

Files Amended Complaint

F. Fay Kaplan yesterday filed an amended complaint in Federal Court in her suit against the 20th Century-Fox. Miss Kaplan is the assignee of the cover design of the *Theatre Magazine* dated August, 1929, which she claims was infringed in a scenic effect in "George White Scandals of 1935."

Denies Shubert Writ

Federal Judge Robert T. Patterson yesterday denied a temporary injunction to Richard W. Fitch against Jacob and Lee Shubert, Shubert Theatres Corp. and the Select Theatres Corp. to restrain them from further alleged infringement of "Barbara Frietchie, the Frederick Girl" in the Shubert play, "My Maryland."

Cullman Pays Tax

Howard S. Cullman, trustee of the Roxy, yesterday was allowed by Federal Judge Francis G. Caffey to pay the N. Y. State Tax Commission $1,187 as the last half of the franchise tax bill due for the year ending Oct. 31, 1937.

Allows Paramount Claims

Federal Judge Alfred C. Coxe yesterday allowed the claims of Elmer H. Bright & Co. and Frank Fox against Paramount for a total of $6,558.

George Tyson on Jubilee

Pittsburgh, May 12.—For the second successive year, George Tyson, managing director of the Harris-Alvin here, has been named director of exploitation for the annual Showmen's Jubilee in Atlantic City.

◀ Radio Personals ▶

ANDRE KOSTELANETZ will again appear in a Hollywood Bowl concert this summer, probably with Lily Pons . . . Bob Crosby's orchestra opens at the Ritz-Carlton Roof in Boston July 6. He will have either a CBS or NBC wire . . . Harry Horlick, just returned to New York from a cruise, is being considered for a commercial . . . Don Shaw, in charge of radio production at McCann-Erickson, is home, ailing . . .

Charles Smith of NBC artists service in Hollywood, is here on a business trip . . .

✠

John Tucker Battle has taken over the script of the "Follow the Moon" series which stars Elsie Hitz and Nick Dawson . . . Duke Ellington will make a special broadcast to Europe from the Cotton Club, May 21. CBS will broadcast to BBC in London . . . Bert Frohman and Carolyn Marsh will be Freddie Rich's guest stars on the latter's CBS program today . . . In the event that it has escaped attention, Rose Marie has dropped the "Baby" from her name . . . The Three Marshalls, NBC, have just started a week's engagement at Joe Zelli's here . . .

✠

The current renewal marks the seventh successive option take-up by the Lipton Tea Co. of Al and Lee Reiser and Ralph Kirberry . . . Fibber McGee and Molly, now in Hollywood broadcasting and making a picture, have been renewed for 52 weeks by their sponsor . . . Mason and Dixon, WMCA, will be heard from WIP over Inter-City for the next two weeks . . .

Philco Wins Injunction

Ruling that it is unnecessary to prove actual competition between two products bearing the same trademark, N. Y. Supreme Court Justice Bernard L. Shientag yesterday granted a temporary injunction prohibiting Morris Mindlin from using the name Philco in connection with his razor blade business. The Philadelphia Storage & Battery Co., manufacturers of Philco radios, sued for a permanent injunction.

Drop Suit Against WNEW

The actions of M. Witmark & Sons, Remick Music Corp., and T. B. Harms against the Biow Broadcasting Corp. for a total of $35,000 damages alleging infringement of their songs on the defendant's radio station, WNEW, was ordered discontinued upon consent in U. S. District Court yesterday by Judge John W. Clancy.

"Let's Visit" Back on WOR

"Let's Visit," WOR feature which has been absent from the airways for the past few weeks, will return to WOR and the full Mutual Network, May 17 at 8:30 P. M., E.D.S.T.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every
Sustaining and Commercial Need

Radio Does Itself Proud in Broadcasting of Coronation

Radio did itself proud in broadcasting the Coronation. Without benefit of a rehearsal (Great Britain rehearsed the Coronation many times in order to insure a flawless performance) the broadcasting industry brought to listeners throughout the world an accurate, vivid word portrait of the ceremonies, an account of the magnificent state processions which preceded and followed the crowning, and finally, the address of King George VI to the Empire.

Radio's coverage of the Coronation was unquestionably the most extensive hookup ever assembled for a single event. Several hundred stations in the United States and Canada carried the program, and those close to the industry estimate that the worldwide audience tuned in to the program totaled at least 300,000,000.

In addition to the English-speaking nations, 12 other nations were fed the program by the BBC, whose announcers spoke in 30 languages, interpreting the Coronation events in every known tongue except Italian. The broadcast was officially banned in Italy.

NBC opened its Red and Blue networks at 4:45 A. M., Mutual at 5 A. M.; CBS at 5:15, all E. D. S. T.

The three great chains were on the air from London without cessation for about seven hours thereafter, bringing the listeners every phase of the Coronation proceedings—Queen Mary leaving Marlborough House; the ringing of Big Ben; the departure of King George and Queen Mary from Buckingham Palace; the arrival of the King and Queen at Westminster Abbey; the Coronation service, the triumphal procession; the return of the King and Queen to the Palace; the "Homage to the Empire," consisting of talks by the prime ministers of the British possessions, and King George's message to his people.

Local stations which at some time or other during the day carried the coronation are WINS, WNYC, WNEW and WMCA.

Television as well as radio attended a Coronation for the first time. London now has commercial television receiving sets on the market, and the televised program was broadcast over a radius of 25 miles from Westminster Abbey. Only the procession, however, was televised.

Radio Engineers End New York Convention

The "beer mug" transmitter of NBC, designed recently for special short-wave field pickups, was drafted for service at the final session of the Institute of Radio Engineers' convention yesterday.

Delegates had been having difficulty in hearing speakers from the floor, whose remarks were picked up by microphones on the platform and relayed over a public address system. NBC was asked to send over a "beer mug" transmitter, and when installed, the speakers were heard perfectly.

The speakers yesterday included G. W. Kendrick of the University of Puerto Rico; A. M. Braeton, J. General, W. L. Carlson of RCA; L. M. Leeds, General Electric; J. W. Brumbaugh, RCA; W. D. Buckingham, Western Union, and others.

A demonstration of television apparatus by Dr. V. K. Zworykin, RCA, was a highlight of the afternoon's activities.

A banquet last night, attended by more than 1,000 delegates, closed the convention.

To Try "Night Club" Program

Something new in radio, the NBC "Night Club" program, will make its debut over the Blue network, May 20 at 11 P.M., E.D.S.T.

The program will emanate from Chicago, and will feature Morey Amsterdam as em cee. The studio will be cleared for dancing and 50 couples will display their ballroom ability during the musical numbers. The 100 "customers" will be the first 50 couples to write for broadcast tickets.

Mary Livingstone to Para.

Mary Livingstone, wife of Jack Benny, has been signed by Paramount for a featured role in "This Way, Please." Fibber McGee and Molly will also appear in this production.

Group to Travel to Final Pontiac Show

A large party from Pontiac Motors, NBC, and advertising officials will journey to Ithaca, N. Y., to see the final broadcast of Pontiac's "Varsity Show," tomorrow.

Included in the party will be H. J. Klinger, general manager; C. P. Simpson, general sales manager, and F. A. Berend, advertising manager, all of Pontiac Motors; Roy C. Witmer, vice-president of NBC; R. H. White, NBC's Detroit manager; W. A. P. John, president; Edward C. Rothman and R. C. Sackett, all of MacManus, John and Adams, Inc., advertising agency, and Clay Herbst, manager of the Detroit office, *American Weekly*.

The series will be resumed next season.

Change "Lorenzo Jones" Time

"Lorenzo Jones," script program sponsored by Sterling Products, will be heard Mondays through Fridays on the NBC-Red, beginning June 4. The series is now heard Mondays through Thursdays. Blackett-Sample-Hummert is the agency.

Jean Dickenson Re-Signed

Jean Dickenson, heard on the "American Album of Familiar Music," has had her option taken up, insuring an extended appearance on the series. Bayer Aspirin is the sponsor; Blackett - Sample - Hummert is the agency.

Opera Star in Series

Margaret Daum, Metropolitan Opera soprano, will begin a new series on CBS May 18, from 4:30 to 5 P. M., E. D. S. T.

Thomas New Ad Club Head

Lowell Thomas has been elected president of the Advertising Club of New York, succeeding H. B. Le Quatte.

Mexican Stations Stir Coast Worry

(Continued from page 1)

quency. XELO, Piedras Negras, 10,000-watter, may shift to the Tijuana district. The 50,000-watt XEPN transmitter, also from Piedras Negras, likewise is reported ready to move to the Tijuana valley.

Now operating are: XEMO, 860 kilocycles; XEBG, 820 kilocycles; XEOK, 760 kilocycles; XEC, 1,150 kilocycles, and XEAC, 980 kilocycles.

These transmitters, located within 20 miles of San Diego, will blanket local radio dials with X calls and offer serious competition to Los Angeles stations 125 miles north. Most seriously affected will be CBS. With its only Southern California outlet, KNX, poorly received at night on 1,050 kilocycles due to self-interference, a 150,000-watt local on 1,020 will not improve reception. Below the border stations, not bound by F.C.C. rules, are notorious for broad tuning and dial-covering.

XEPN, at present on 590 kilocycles, is only one channel removed from KFSD, San Diego, on 600. XEBG on 820 covers KOA on 830.

CBS Confirms Deals On Sport Contracts

Official confirmation of the report that CBS had secured the exclusive rights to broadcast eight of the country's outstanding athletic events—the four biggest tennis matches, three golf tournaments and the Kentucky Derby is now at hand from the network. Ted Husing will describe all the events.

The tennis setup gives CBS exclusive microphone rights for the Australian-United States Davis Cup tie at Forest Hills, May 29, 30, 31; the Wightman Cup matches at the same stadium, June 21, 22; and men's and women's doubles at Chestnut Hills, Mass., August 23-28, and the men's and women's singles title play at Forest Hills, Sept. 2-11.

The links program opens June 10, 11, 12 with the broadcast of the United States Open at Birmingham, Mich. The United States amateur, Aug. 23-28, will come from Portland, Ore., and the United States Women's in Memphis, Oct. 4-9.

The 34th running of the Kentucky Derby will come from Churchill Downs early in May.

C. L. Fitzgerald in New Post

Clifford L. Fitzgerald, for the past 10 years president of the Fitzgerald Advertising Agency in New Orleans, has resigned to become associated with Fletcher & Ellis here in an executive capacity. He will take up his new duties June 1.

Sponsor "Lend a Hand" Series

Madison Personal Loan Co. will sponsor "Lend a Hand" on WNEW beginning May 18. The contract, for 52 weeks, was placed through the Klinger Adv. Co.

LEO SAYS:
Smart advertisers want showmanship too — that is why they use WHN.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

FCC Grants 8 Licenses for New Stations

Washington, May 12.—Operating licenses were issued yesterday to a number of broadcasting stations by the F.C.C., as follows:

WGL, Fort Wayne, Ind., 1,370 kilocycles, 100 watts; WHDF, Calumet, Mich., 1,370 kilocycles, 100 watts night, 250 watts day; WKOK, Sunbury, Pa., 1,210 kilocycles, 100 watts; WATL, Atlanta, 1,370 kilocycles, 100 watts night, 250 watts day; KMED, Medford, Ore., 1,410 kilocycles, 250 watts; WJTN, Jamestown, N. Y., 1,210 kilocycles, 100 watts night, 250 watts day; WNBF, Binghamton, N. Y., 1,500 kilocycles, 100 watts night, 250 watts day; WILL, Urbana, Ill., 580 kilocycles, 1,000 watts, daytime only.

The commission also approved the applications of Stations KRMC, Jamestown, N. D., for change of frequency to 1,370 kilocycles, and KOOS, Marshfield, Ore., for increase of time to unlimited with 100 watts night, 250 watts day.

Hearings Ordered

At its weekly meeting, the broadcast division ordered hearings on applications for new stations, as follows:

Dr. William S. Jacobs Broadcasting Co., Houston, Tex., 1,220 kilocycles, 1,000 watts; Great Lakes Broadcasting Corp., Cleveland, 1,270 kilocycles, 1,000 watts night, 5,000 watts day; Galesburg Broadcasting Co., Galesburg, Ill., 1,500 kilocycles, 250 watts; daytime only; Jules J. Rubens, Aurora, Ill., 1,040 kilocycles, 250 watts, daytime only; Platt and Platt, Inc., Poughkeepsie, N. Y., 1,310 kilocycles, 100 watts night, 250 watts day; Honolulu Broadcasting Co., Ltd., Honolulu, T. H., 1,010 kilocycles, 250 watts; Radio Station WFNC, Fayetteville, N. C., 1,210 kilocycles, 250 watts, daytime only; Richard F. Lewis, Oakland, Cal., 1,160 kilocycles, 1,000 watts, daytime only; Harry Schwarz, Tulsa, Okla., 1,310 kilocycles, 250 watts, daytime only; Genesee Radio Corp., Flint, Mich., 1,200 kilocycles, 100 watts night, 250 watts day; Walker & Chapin, Oshkosh, Wis., 1,010 kilocycles, 250 watts.

Refusals Total 6

Hearings also were ordered on the applications of KFEL, Denver, for increase of power to 1,000 watts; WBNO, New Orleans, for change of frequency to 1,420 kilocycles and increase of day power to 250 watts; WSAZ, Huntington, W. Va., for increase of day power to 5,000 watts; WBNS, Columbus, for increase of power to 1,000 watts night, 5,000 watts day; WBRE, Wilkes-Barre, Pa., for increase of day power to 250 watts, and KGO, San Francisco, for increase of power to 50,000 watts.

It was announced that applications have been denied or dismissed for new stations at Amarillo, Tex., Le Mars, Ia., East Liverpool, O.; Oakland, Cal.; Salem, O., and Marion, O.

Goldwyn Signs Truex

Hollywood, May 12.— Ernest Truex, stage player, has been signed to a long term contract by Samuel Goldwyn.

Costumers' Union And Majors Sign

(Continued from page 1)

legedly issued to F.M.P.C. members by the I.A.T.S.E.. The federation seeks to prove I.A.T.S.E. coercion tactics.

Wanger, Republic Favor Shop

Hollywood, May 12. — Walter Wanger and Republic are in favor of a union shop and have begun negotiations accordingly, the F. M. P. C. office stated today. Independent studios are said to be next in line for union organization although actual picketing has not yet started.

The executive board of F. M. P. C. was in session until a late hour tonight.

Pickets Discontinue Operations in N. Y.

(Continued from page 1)

Los Angeles and New York. Reports from several eastern and midwestern cities, including Philadelphia, substantiated these reports.

Boston Raises Accepted

Boston, May 12.—A new wage scale granted by major distributors here has been accepted unanimously by the Exchange Workers' Union. A meeting last night was addressed by James Burke, business manager; Thad Barrows, president of Operators' Local 182, and John Gately, A. F. of L. representative.

Salary increases range from 10 to 40 per cent. A 44-hour week is established with two weeks' vacation with pay. Head shippers will get $38 per week; assistant shippers, $28; shippers, $23; head inspectresses, $23; inspectresses, $20; head poster clerks, $28; poster clerks, $23.

K. C. Unions Not Picketing

Kansas City, May 12.—Labor here has received no word relative to theatre picketing in sympathy with Hollywood unions now on strike. Albert Brilliant, C. I. O. organizer, was in Chicago Tuesday, and expected to have definite word on the matter when he returned today. A. F. of L. unions have had no word.

The I. A. T. S. E. is holding frequent meetings of the new exchange employes' group, and probably will present demands on wages and hours when conventions are over and managers are in town next month.

The new union is now accepting bookers into membership. Word from headquarters at first was that they were not to be taken in, but this has been changed.

Engineers Quit in Houston

Houston, May 12.—Stationary engineers have walked out of Loew's State and four Horwitz subsequent run houses but the theatres do not recognize the move as a strike. They say they are willing to negotiate but union leaders have refused to talk with the intermediaries named by the theatres. Cooling plants are affected but the theatres' employes are carrying on the work.

The strike has no connection with the Hollywood situation and is believed by some to be instituted to throw a scare into Interstate Theatres, Inc., which has not signed a contract with four downtown and five suburbans. Interstate's theatres are not yet affected.

Expect Opposition To Tax Bill in Pa.

Philadelphia, May 12.—Exhibitors here were heartened late today by a report that the amendment to include film houses in the chain store tax bill will run into a snag in the lower house at Harrisburg. The amendment passed the upper house this afternoon and was sent to the lower house for concurrence. Representative Herbert B. Cohen, York, Pa., Democratic (majority) floor leader, stated that Democrats in the lower chamber were opposed to all Senate changes in the bill including the new levy on theatres.

"Star" Is Holdover In Numerous Spots

"A Star Is Born" has been held over for a second week at the Liberty, Seattle; Capitol, Montreal; Paramount, Salt Lake City; Omaha, Omaha; United Artists, Chicago; Denver, Denver; State, Cleveland, and State, Atlanta.

A third week has been set for the picture at the Aldine, Philadelphia, and United Artists, San Francisco. The opening of the film Sunday at the Victory, Evansville, Ind., was double that of the largest take of any previous picture, United Artists stated yesterday.

House Drops Bank Night

Quitman, Ga., May 12.—The manager of the Ilex here has discontinued Bank Night, following vigorous recommendations concerning that and other games by the Brooks County Grand Jury.

Starts New Theatre Game

Dave Druxerman, advertising man, has formed Movie Critic Service Co. for the purpose of exploiting a game designed for theatre patrons.

Pennsylvania County Bans Games

Philadelphia, May 12.—Delaware County, adjoining Philadelphia, today barred Bank Night and Bingo Games. Theatre operators were warned that arrests would be made if the practice was continued.

Chicago Painters to Meet

Chicago, May 12.—The Painters' Union here will hold a meeting tomorrow night to decide what stand they shall take with regard to the Hollywood strike. Officials indicated a decision whether or not to picket local theatres would be reached at that time.

The union claims a membership of 21,000 and would picket practically all theatres in Chicago if it is decided to support the Hollywood strikers.

Organize in Chicago

Chicago, May 12.—Film inspection and shipping departments are being unionized here this week under the A. F. of L. banner. Exchanges are offering no opposition.

Madison Theatres Unionized

Madison, May 12.—Employes of all Madison theatres not previously affiliated with the A. F. of L., with the exception of the Majestic, have joined the I.A.T.S.E.

RCA Photophone Is Starting Meet Today

(Continued from page 1)

Loew's; E. C. Zrenner, chief engineer of the Interstate Circuit; Harry Brandt, president of the I.T.O.A. in New York; Frank Cahill, sound projection supervisor for Warners; Dan D. Halpin, vice-president of Dictograph Products Co., and Herbert Griffin, vice-president of International Projector Corp.

The group will inspect RCA's new plant here. Edwin M. Hartley, head of RCA Photophone, will welcome the men tomorrow morning and serve as convention chairman, with Edward Auger, sales executive, as vice-chairman. Technical discussions will occupy tomorrow's session, and a banquet will be held in the evening. Friday will be spent at the RCA plant for the most part, and Vance C. Woodcox, sales executive, and Dave J. Finn, Photophone advertising manager, will outline the company's advertising and sales promotion plans for the year.

Al Friedlander Dies From a Heart Attack

(Continued from page 1)

switched to Celebrated Film Players in the same city. In 1920 he joined Merit Film Exchanges as New Jersey manager. Seven years later he entered into partnership with Harry H. Thomas in the formation of First Division which last year was liquidated by Pathe and Grand National. Early this year, Pathe settled Friedlander's contract following which he organized Fortune Films. His first picture was "Robber Symphony."

Several years ago, Friedlander gained recognition for his campaign on "Goona Goona."

Reginald Ford Dies

Amsterdam, May 12.—Reginald Ford, prominent exhibitor in England and France, and president of the Cineac Circuit of news theatres in France, Belgium and Holland, died suddenly here today. He had instituted American exhibitions methods in England and France.

L. B. Back Party Guest

Baltimore, May 12.—Leon B. Back of Associated Theatres was given a bachelor dinner last night at the Lord Baltimore Hotel which was attended by about 60 of his friends and relatives. Mayor Howard W. Jackson dropped in for a few minutes and talked with Back's fiancee over a coast to coast wire and wished her happiness and then she talked with Back who said he would arrive by airplane Friday morning for the wedding. J. Louis Rome and William K. Saxton were toastmasters.

Ketti Gallian, Sandrich Feted

Mark Sandrich, director, and Ketti Gallian, featured player, of "Shall We Dance?," new Fred Astaire and Ginger Rogers co-starring musical, were guests of honor at a cocktail party attended by daily, fan and trade press representatives at the Music Hall yesterday. The two came east for the picture's opening at the Music Hall today. Sandrich will return to Hollywood May 19.

Music Hall, Center Loss $4,521,592

(Continued from page 1)

ending Aug. 31, 1933; gross of $3,910,746 and expenses and charges of $4,331,123 for the period from Sept. 1, 1933, to Aug. 31, 1934; gross of $3,932,911 and expenses and charges of $4,284,768 for the period from Sept. 1, 1934, to Aug. 31, 1935; gross of $3,918,295 and expenses and charges of $4,284,768 for the period from Sept. 1, 1935, to Aug. 31, 1936, and gross of $2,628,154, with expenses and charges of $2,907,346 for the period from Sept. 1, 1936, to April 30, 1937.

A breakdown of Music Hall expenses and charges for the final eight-month period, given by Russell Downing, treasurer, disclosed that the stage show and orchestra cost $450,000 more than the Music Hall's film rental. Cost of the stage show and orchestra during the period was given as $973,736; film rental, $526,054; advertising and publicity, $249,959; real estate taxes, $136,720, and depreciation and amortization, $192,248.

Center's Figures Listed

During the same five periods cited, the Center reported a gross of $551,571 and expenses and charges of $936,521 in the first period; gross of $449,604 and expenses and charges of $1,088,299 in the second; gross of $73,655 and expenses and charges of $780,474 in the third; gross of $447,454 and expenses and charges of $1,216,855 in the fourth, and gross of $106,538 with expenses of $464,488 in the final period ended April 30 last.

Atlas Corp., proponent of the reorganization plan for RKO, closed its case yesterday with the submission of a number of proposed amendments to the plan. The changes, if approved by the court, will eliminate the opposition of the RKO unsecured creditors' committee, leaving opposition to the plan solely to small class A and common stockholder groups represented by Charles Winkelman, George L. Schein and Charles A. Stover. Alger instructed the opposition to file written briefs by May 20 and be prepared to proceed at the next hearing on May 24.

Amendment Extends New Offer

The proposed amendments to the plan include an offer of one share of new six per cent cumulative convertible $100 par preferred stock and one share of new common for each $100 of unsecured claims instead of the previous offer of three-quarters of a share of preferred and one and one-half shares of common. The new preferred would be convertible into common at the rate of one share of preferred for four of common, instead of three and one-third shares, as proposed originally.

General creditors will be permitted to file claims for defaults which occur after confirmation of the plan if a default is won for which a claim could have been filed had the event occurred prior to confirmation. Provisions for the redemption of new debentures are amended to eliminate the payment of a premium by the new company. No new debentures or preferred stock not reasonably required for the confirmation of the plan may be issued except upon consent of 51 per cent of the preferred stockholders or upon failure of 40 per cent to object.

The RKO board of directors is permitted to enter into contracts with executives or employes of the new company for a five-year option to purchase the common stock of the company, but the price must be at least twice the market value of the present common, or at least equal to the market value of the new common if it is listed on the N. Y. Stock Exchange. Not more than 10 per cent of the authorized issue of common stock may be sold under this provision.

The amendments would alter the proposed capitalization of the new company to $13,000,000 of new preferred stock authorized, instead of $11,000,000, of which unsecured creditors will receive $8,000,000, in addition to 80,000 shares of new common, instead of $6,000,000 of preferred and 120,000 shares of common. There will be 2,123,148 shares of common outstanding, or 40,000 shares less than originally proposed.

Insiders' Outlook

(Continued from page 2)

matters which are none of its business? . . .

If the Hitler government, pursuing its irregular course, should determine to bar "The Road Back" when it is submitted to Berlin for a permit, it would then be functioning well within its privileges, like them or not. But the Gyssling correspondence will fool no one. It it patently designed to checkmate Universal at the source of production and, by very thinly disguised inference, impart the impression that offended German sensibilities might be expected to seek additional redress outside German borders through the force of Nazi persuasion on nations pendulously swinging in the Hitler orbit. This is the whole argument. . . .

▼

Two organizations moved themselves into action when the incident first developed. The Anti-Nazi League of Hollywood wired the State Department insisting upon Gyssling's recall. The Screen Actors' Guild, admitting nothing officially or otherwise, which does not matter since it is the fact, also filed protest with Secretary of State Hull. And there matters so far stand. Now, what of Washington? Soft-treading diplomatic sources, not in the State Department but in a position to be reasonably aware of its reactions, suggest—suggest, mind you—that such attempted interference as Gyssling's in purely internal matters constitutes a breach of diplomatic procedure and, in the past in several countries, has been considered sufficiently grave to warrant the suggestion that the offending foreign representative be recalled by his government. . . .

▼

But State Department officials and perhaps obviously enough refuse to comment on that phase of the incident. Indicative of the possibility that the situation may have growing and more serious implications is the determined silence with which officials there surround the subject. There are "indications" that department heads are somewhat irritated by both the occurrence and its consequent publicity, particularly following the recent protests of the Nazi government against statements by Mayor La Guardia of New York. We would say those "indications" are not quite sufficient. . . .

▼

Berlin is tossing out many American pictures on poorly disguised non-Aryan reasons, when any reasons at all are offered. Berlin theatres not so long ago featured newsreels of American labor union disturbances while German commentators pointed out the "serenity" of workers under the Nazi regime. The disbursement of "kontingents" under the German import laws, *The New York Times* reported recently, is being handled in a manner deliberately designed to further choke off American pictures within Germany. The Nazi government is interfering in the conduct of the American business in Austria by tripping up the back door through which the Austrian industry, dependent upon German playdates, gets into its essential market. . . .

▼

Yet here in this country, Germany, like all other foreign nations, sends in its product, hampered only by whatever the normal customs imposts may be. Here, the industry takes what it gets and embarks upon no more reprisals than a hush-hush policy falsely predicated on the childish attitude of leaving well enough alone may allow. Leaving well enough alone for how long, it is asked, and with what assurance the squeeze will not become tighter, the demands more demanding, the whole future the more imperiled?

Order Legion Approval

KELSO, WASH., May 12.—Films shown in this lumbering center must be approved by the Legion of Decency, it has been decided by the City Council. The decision followed a request for a censor board. An ordinance will be drawn making effective the council's decision.

Predicts a Quality Clause in England

(Continued from page 1)

with home office officials of Western Electric and Erpi.

Referring to Parliament's contemplated action on the quota laws, Bach said, "The sincerity of the British authorities relative to the maintenance and development of the industry cannot be doubted and it seems evident that any reenactment of quota legislation will contain a 'quality' provision aimed at the elimination of unsatisfactory financial conditions surrounding production."

Bach will visit in Canada and Hollywood before returning to London on June 5.

Kodak Boosts Dividend

With yesterday's voting of a quarterly dividend of $2, due July 2 to holders of record June 5, Eastman Kodak Co. has raised its annual dividend to an $8 basis. It formerly was $1.50.

Trans-Lux Earnings Gain

First quarter earnings of Trans-Lux Daylight Picture Screen Corp. show an increase over the corresponding period of a year ago, Percy Furber, chairman, declared yesterday. The firm name has been changed to Trans-Lux Corp.

Laemmle Deal Unsigned

Carl Laemmle, Jr., said yesterday that the proposed arrangement whereby he would produce for M-G-M has not been signed yet. In commenting on coast reports concerning his production plans for the new season, he said that his program was necessarily indefinite as a result.

Laemmle plans to leave for a week's vacation in Bermuda early next week, and to return to New York from there.

Leo Spitz Going West

HOLLYWOOD, May 12.—Leo Spitz, president of RKO, is expected here next week from New York.

Wall Street

Light Changes Spot Board

	High	Low	Close	Net Change
Columbia	34	34	34	.....
Consolidated	3½	3½	3½	— ⅛
Consolidated, pfd..	13¼	13¼	13¼	— ¼
Eastman	159½	157	158½	+1½
Eastman, pfd. ...	151	151	151	—1
K.-A.-O., pfd. ...	100	100	100	.....
Loew's, Inc.	77⅛	76½	76¾	+ ½
Loew's, pfd.	106	106	106	+ ½
Paramount	20¼	19¼	19⅝	— ¼
Paramount 1 pfd..	139	139	139	.....
Paramount 2 pfd..	18¼	17¾	17¾	— ¼
Pathe Film	7	6¾	6¾	.....
RKO	8¼	8	8	— ¼
20th Century-Fox.	37¼	36⅞	36⅞	+ ¼
20th Century, pfd.	45½	45½	45½	+ ½
Warner Bros. ...	12¾	12⅜	12⅜	— ¼

Little Curb Activity

	High	Low	Close	Net Change
Technicolor	22⅝	22	22	+ ¼
Trans-Lux	4¾	4½	4½	— ⅛
Universal Crp. ..	5¼	5¼	5¼	.....

Bonds Off Slightly

	High	Low	Close	Net Change
Loew's 3½s '46..	98¾	98¾	98¾	— ⅛
Paramount B'way 3s '55	70¾	70¾	70¾	— ¼
Paramount Pict. 6s '55	100⅜	100⅜	100⅜	.....

(Quotations at close of May 12)

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 113 NEW YORK, FRIDAY, MAY 14, 1937 TEN CENTS

Mutual Upset As NBC Signs Merrill Trip

Deal Includes Interview At Airport Today

Feelings at Mutual are running as high as Dick Merrill's plane in flight as a result of NBC's action in purchasing the rights to broadcast exclusively the messages issued by Dick Merrill and Jack Lambie in reporting their progress during their return flight to America from England. The deal also grants NBC an exclusive interview with the fliers when they land at Floyd Bennett Field, which is expected some time today.

Additional developments in radio on pages 26-27.

NBC is reported to have paid $2,500 to Ben Smith, backer of the Merrill trans-Atlantic flights, for the rights to the broadcasts.

Mutual's indignation is understandable in that the network had broadcast the progress of the eastward flight, keeping its lines open all night in order to do so, and fully expected

(*Continued on page 26*)

Rogers and Grainger Outline "U" Program

Hollywood, May 13.—Charles R. Rogers and James R. Grainger have completed the Universal convention program and today stated that J. Cheever Cowdin, James Normanly, Richard Miller and Val Paul, in addition to themselves, would head the delegation from the studio to greet 150 delegates arriving Sunday.

Sessions will open Monday with the outlining of new season product by R. H. Cochrane, Cowdin and Rogers, with continuation of product talks by Rogers in the afternoon. Product conferences will end Tuesday and artists, producers and executives will be introduced and will speak briefly. A barbecue is scheduled for the eve-

(*Continued on page 8*)

U. A. Group Leaves For Coast Meeting

First of the United Artists contingent to leave for the partners' meeting on the coast early next week departed yesterday. George J. Schaefer, vice-president and general manager of U. A.; Maurice Silverstone, head of United Artists, Ltd., London, and

(*Continued on page 7*)

Approval for Roxy Plan Is Recommended

Special Master in Favor Of 20th-Fox Agreement

Approval of the amended plan of reorganization for the Roxy was recommended with one minor change by Special Master Addison S. Pratt in his report filed in Federal Court yesterday. Special Master Pratt recommended payment in full for general creditors of the equity receiver of the Roxy instead of the 50 per cent proposed in the amended plan.

The report found the plan "fair and equitable." No provisions for the stockholders were made because no equity existed for them. However, 20th Century-Fox in a private agreement outside the plan has agreed to purchase Class A stock for $1.00 per share. Pratt stated "in reality the plan provides for the sale of assets to the new corporation."

The present value of the Roxy was

(*Continued on page 7*)

Warners Sales Policy Outlined; Meet Ends

Gradwell L. Sears, general sales manager, concluded the Warner four-day sales meeting at the Waldorf Astoria yesterday afternoon with an outline of the company's sales policy for the 1937-38 season. There will be 37 "A" pictures, Sears said, of the 60.

Immediately after the final session, Jack L. Warner, vice-president in charge of production, congratulated Sears on his talk and the way he conducted the meetings.

As the final event of the convention a dinner was held last night in the

(*Continued on page 7*)

Biggest Ad Budget, Einfeld Tells Meet

Without mentioning specific figures, S. Charles Einfeld, director of advertising, publicity and exploitation for Warners, yesterday told convention delegates at the Waldorf-Astoria that the company plans the largest advertising budget in its history next season.

Einfeld stated it is impossible to quote a figure because every picture will be given an individual campaign. After his talk, Einfeld introduced the various men in his department, including Ed Selzer, Sid Rechetnick, Gilbert Golden, Herbert Crooker and Joe Bloom, the latter of Blaine-Thompson.

Lubitsch May Act

Hollywood, May 13.—Ernst Lubitsch may play the role of Napoleon in Cecil B. DeMille's "The Buccaneer." He has reached a tentative agreement with DeMille to do this, if he finishes "Angel" in time.

Painters Not Aided In Picketing Drive

The Brotherhood of Painters, District Council 9, New York, said yesterday that to date it has been unable to enlist the aid of any organized labor group in the metropolitan area for the picketing or boycotting of theatres in sympathy with the F. M. P. C. studio strike. The union stated that it would continue its sympathetic demonstrations here alone, but that they would necessarily be restricted to Times Square houses.

"We haven't the men to picket the rest of the city's theatres," an official of the union said candidly.

The New York painters resumed their picketing of 11 Times Square houses between 7:30 and 9:30 P. M. last night for the first time since the 90-minute picketing on Tuesday night. Police limited the picketing to two

(*Continued on page 8*)

Will Reveal G. N.'s Product on Tuesday

Los Angeles, May 13.—The product announcement for 1937-'38 of Grand National will be made Tuesday on the third day of the company's annual sales convention at the Ambassador Hotel here, which will run from Sunday through Wednesday. A total of 70 sales, production and home office heads will be present.

The delegation will be met on Sunday by Edward A. Alperson, president, and studio men. The day will be devoted to sightseeing following an outline of the convention schedule by Edward J. Peskay, vice-president in charge of distribution. In the evening "The Girl Said No" and "Sing, Cowboy, Sing" will be screened at the studio theatre.

Business sessions will start on Monday, with two to be held on Monday

(*Continued on page 25*)

Carl Levi Dies Here After Short Illness

Carl Levi, Loew district manager in the metropolitan territory, died yesterday at Mt. Sinai after a two-week illness with intestinal trouble. He was 57 and is survived by his widow, Rachael H.; a daughter, Mrs. Jennie Goodman; two sisters, Mrs. Amelia Blumenfield and Mrs. Henri Voehl,

(*Continued on page 7*)

Producers Are To Join Talks On Broadcasts

Hope to Work Out Plan For Talent on Air

Eight major companies will send representatives to the M. P. T. O. A. radio committee's meeting which is scheduled for next Tuesday at the Astor, Walter Vincent, committee chairman, said yesterday. The company representatives will comprise a producer-distributor committee for future meetings with the exhibitor committee and representatives of radio broadcasters.

Vincent said that Tuesday's meeting would endeavor to develop a mutually agreeable industry plan to submit to radio officials at a later meeting. The basic aim of the M. P. T. O. A. committee is the establishment of responsible supervision over the scripts used by stars, programs based on new pictures and the hours during which Hollywood programs are broadcast. Any plan adopted by the committee is expected to included provisions for such supervision.

"I believe that the heads of the production and distribution companies are of the same mind as we are on the matter of proper control of radio programs which use their stars or material from their pictures," Vincent said.

Samuel Pinanski of Boston, Lewen Pizor of Philadelphia and Arthur Lockwood of Middletown, Conn., are the other members of the M. P. T. O. A. radio committee.

Wisconsin's House Passes Allied Bill

Madison, May 13.—The lower house of the Wisconsin legislature passed the Allied States-sponsored theatre divorce law here today. The measure is on the senate calendar and may be reached on Friday or within several days thereafter.

The divorce measure passed after it

(*Continued on page 25*)

Anti-Ascap Measure Passed in Nebraska

Lincoln, May 13.—The Nebraska Unicameral Legislature today passed and sent to the Governor a bill which would prohibit Ascap from operating within the state. The measure would automatically classify Ascap—without naming it specifically—as an unlawful combination in restraint of trade.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 14, 1937 No. 113

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Hays in Tribute to American Red Cross

WASHINGTON, May 13.—Will H. Hays, president of the M.P.P.D.A., paid tribute to the American Red Cross today at that organization's luncheon at the Hotel Willard here. He paid further tribute to Admiral Cary T. Grayson, executive head of the Red Cross.

"There is an interesting aspect to what I believe is the worthwhile contribution by motion pictures to the Red Cross Service," Hays said. "It is only natural that our sympathy with victims of misfortune should be in direct ratio to the distance we are from them." The work of the newsreel men under pressure in capturing "the need, the work and the results," in inspiring contributions was praised by Hays.

The Red Cross was described by Hays as "a symbol of man's humanity to man."

Plan Television Study

HOLLYWOOD, May 13.—The Academy Research Council scientific committee has completed a report on a survey of television developments in England, which will be issued shortly, according to Carl Dreher, committee chairman.

Insiders' Outlook

By RED KANN

Hollywood, May 13.

TALES from the Hollywood Hills:

Of this world's many lost causes, consider that poised by The Noblemen's Club with its high-sounding roster, to wit: Baron Giorgio Suriani di Castelnuovo, president; Marquis Bruno Pepe dei Volpicelli, vice-president; Count Joseph Monneret de Villard, treasurer, and Baroness Catherine Henkle-Gebhardi, secretary. It has a beef, a complaint and a protest and about it this letter has gone forward to Will H. Hays, industry clearing house for protests, large, small and otherwise. . . .

▼

The Baron Giorgio Suriani, typewriter in hand:

> "The Noblemen's Club has, in special session, unanimously voted to protest the unfairness of the film industry whenever portraying members of the Nobility [caps, not ours]. Titled persons are always depicted in films as parasites, villains, gigolos and as seeking wealthy American wives. Thus, we find that the work undertaken by this organization to correct these false impressions of Nobility [caps, not ours] generally created by titled imposters would be retarded should we further tolerate this unfavorable propaganda created through the films medium.
>
> "Undoubtedly, the film industry has damaged us unintentionally, but by refraining from further picturization of Nobility [caps still the Baron's] in degrading and non-authentic roles, the industry would greatly facilitate our enormous tasks. However, should our request be ignored, we propose to boycott through our vast ramifications in America and Europe any film company which, in the future, will exhibit films where members of Nobility [there it is again] are portrayed in unfavorable roles.
>
> "Members of Nobility [—— —— ——] have suffered silently many false accusations while in America, but in despair have now arisen to end this intolerable situation which undoubtedly has brought about the vast army of titled imposters who have been involved in many unethical activities.
>
> "The Noblemen's Club has, in less than a year, by drastic measures already made great progress toward its objectives and it is hoped, my dear Mr. Hays, that you and your organization will be in sympathy with our cause and that you will present our grievances with your recommendation to the film industry whose high esteem you enjoy."

▼ ▼

Walter Winchell made himself known at the determining meeting of the Screen Actors' Guild at the Hollywood American Legion Stadium, didn't barge in and did his leaning on a doorman for the dope. "There you are. There's a scoop for you," was the doorman's closing out remark. Yet, while Winchell was on the outside, the meeting was free and clear for every newspaper man who set out to cover it on the inside. Which makes this one Hollywood yarn which won't be reported in that well known Broadway column. . . .

▼ ▼

Mike Simmons is one of the expatriated New Yorkers who maintains his walking quota. In Beverly Hills and in less august parts, this is considered outlandish, if not peculiar and suspicious. There was a time before the residential flatfoot knew Simmons and, not knowing, stopped him. Quick identification followed, then:

"So you're one of those movie writers? Say, Norman Krasna lives down the street. Confidentially, has he got anything?" . . .

▼ ▼

Imagine Joan Crawford or Franchot Tone or Bob Montgomery alighting from an English-drive Rolls to join the Federated Motion Picture Crafts picket line. Then knocking off around lunch time for a snack at the Victor Hugo. Would that have rounded out the Hollywood scene! . . .

▼ ▼

The major studio which some time ago inaugurated office door designations with typewritten, rather than painted, names continues the practice. The current strike difficulties with studio painters may persuade other lots to follow suit. Besides, it is a more gracious manner of handling the mortality rate. . . .

▼ ▼

R. H. Burnside, at a recent luncheon of The Masquers:

"You know, things do happen in New York as well as in Hollywood."

Recognition, finally . . .

▼ ▼

Mae West bicycles in her apartment; it's the athletic type bike. However and nevertheless, the attention of Jack Levin and Joe Stein and the entire Copyright Protection Bureau in New York, please. . . .

Committees of Ampa Are Named by Rolan

Ralph Rolan, new president of the Ampa, yesterday appointed the various committees of the organization at the first meeting of the new regime, held at Sardi's, which is the new luncheon headquarters. An inscribed wrist watch was presented by Rolan to Gordon White, former president, in recognition of his efforts on behalf of the organization.

White offered an amendment to the motion to accept the financial report as read by Herbert Berg, treasurer, asking that the Ampa's auditing committee go over the financial report. The motion was approved as amended.

The committees are as follows:

Entertainment and Program—Rutgers Neilson, chairman; Leon Bamberger, Hortense Schorr, Eli Sugarman, Ruth Weisberg, Tess Michaels, Tom Waller, Arthur Jeffrey, Mort Blumenstock, Irwin Zeltner. Service Bureau—Ray Gallagher, chairman; Barret McCormick, Charles Alicoate. Publicity—Kenneth O'Brien, chairman; Francis Weil, Joseph Schorr, Mel Hyman, Jack Harrower, James Cunningham.

Membership—Ed Finney, chairman; Paul Lazarus, James Cunningham, Ralph Lund. Advisory Council—Howard Dietz, S. Charles Einfeld, Charles E. McCarthy, Rodney Bush, Paul Gulick, Ed Finney, Barret McCormick, Monroe Greenthal, William Ferguson, Robert Gillham, Al Selig, Marvin Kirsch, James Cunningham. A. J. Powers was named national counsellor of the U. S. Chamber of Commerce.

Steedle's Death to Delay Fox Hearings

ATLANTIC CITY, May 13.—The death last night of Federal Referee Robert E. Steedle means a temporary halt in the William Fox bankruptcy litigation.

Steedle had been working under the supervision of U.S. District Judge John Boyd Avis of Camden, who appointed him to preside at hearings in the case. His death leaves Judge Avis in charge. The understanding here is that, under customary procedure, a successor will be appointed jointly by the four Federal judges of the New Jersey District.

In the meantime counsel for Fox, his wife and All-Continent Corp., and for the various creditors are expected to go on with their work of preparing arguments and evidence.

M-G-M to Make Study Of Accessory Rental

M-G-M will make a thorough study of rentals for advertising accessories before making a decision to adopt the plan, William F. Rodgers, general sales manager, stated yesterday upon his arrival from the coast. This will take months, Rodgers added.

Urge Quota on Shorts

LONDON, May 13.—The British Film Institute has sent a resolution endorsing a separate British quota on shorts, as recommended by the Moyne committee, to the Board of Trade and the Board of Education. The group expressed the opinion that the production of British documentary and educational films would be stimulated by the establishment of a separate quota.

THIS IS MY AFFAIR

THE PICTURE THE WORLD WILL BE TALKING ABOUT!

And the talk has already started! The industry's insiders are already saying that 20th Century-Fox . . . concededly today's most successful maker of great pictures . . . has delivered another, a truly momentous production. But read on, and get excited yourself! . . .

IMPORTANT DRAMA THAT AROUSES THE

FULL POWER OF ITS GREAT PERSONALITIES!

Again 20th demonstrates its show shrewdness by putting Robert Taylor in a strong virile, he-man role of a young naval officer brave enough to defy disgrace... and by giving Barbara Stanwyck a part that offers full scope to her emotional fire. These real-life sweethearts respond with their most brilliant performances...in this drama of the turn of the century...with all the turbulence, color, glitter and violence of those unruly days ...and of a love proud and courageous!

ROBERT BARBARA
TAYLOR · STANWYCK

in

THIS IS MY AFFAIR

with

VICTOR McLAGLEN

BRIAN DONLEVY • SIDNEY BLACKMER
JOHN CARRADINE • ALAN DINEHART
DOUGLAS FOWLEY • ROBERT McWADE
FRANK CONROY • SIG RUMANN

Directed by **WILLIAM A. SEITER**

Associate Producer Kenneth Macgowan. Original screen play by Allen Rivkin and Lamar Trotti. Songs of mood and emotion by Gordon & Revel. Dances staged by Jack Haskell

20th CENTURY FOX

DARRYL F. ZANUCK
in Charge of Production

TRADE-MARKED BY 20TH FOR HOLDOVERS!

True to its boxoffice tradition, 20th gives you an attraction not only brilliant with conspicuous name values, but also rich in *unusual* dramatic and romantic themes. The kind of picture that captures instant attention and compels vital word-of-mouth comment. They will talk about the *new* Robert Taylor, the *new* Barbara Stanwyck . . . *Truly the picture the world will be talking about!*

ROBERT TAYLOR · BARBARA STANWYCK

in

THIS IS MY AFFAIR

with

VICTOR McLAGLEN

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Printed in U. S. A.

◂ Purely Personal ▸

A. A. SCHUBART, exchange operations head for RKO, did not accompany Ned E. Depinet and Barret McCormick on their return from the coast.

●

George J. Schaefer will accompany Maurice Silverstone to the coast the end of the week for the U. A. stockholders' meeting next week.

●

William B. Levy, English representative for Walt Disney, is due on the *Champlain* June 2. Kay Kamen will be with him.

●

George Browne, head of the I.A. T.S.E., left Kansas City by plane yesterday for the coast. Rube Goldberg was on the same airship.

●

Frank Tuttle will leave for the coast shortly. He has been conferring with William Fitelson, his attorney.

●

Katharine Hepburn is due on the coast tomorrow. She is scheduled to start work soon at the RKO studios on "Stage Door."

●

T. Newman Lawler of O'Brien, Driscoll & Raftery, film attorneys, is in the market for names for a new daughter, his first, born last week.

●

Helen Vinson planed for the coast yesterday, where she will start work in "Walter Wanger's Vogues of 1938."

●

Julius Bernheim, former Universal producer, and Aldo Ermini of the Technicolor studios sail today on the *Ile de France.*

●

Reginald Reubenson is in town seeking product for distribution abroad. He is at the Edison.

●

Eleanor Roth, U. A. receptionist, will leave Sunday by plane for a two-week coast vacation.

●

Ed Kuykendall has returned to his home at Columbus, Miss., from Washington.

●

David Selznick plans to remain in New York until the middle of next week.

●

Tito Guizar arrived from Boston yesterday.

●

Joe Seidelman, foreign head for Columbia, is still in the Far East.

●

Nate Spingold has returned from Hollywood.

●

Sam Eckman plans to sail from England on the *Normandie,* May 26.

●

Betty Furness, M-G-M player, arrives today from the coast.

To Show Foreign Films

The Radio Theatre in the Bronx, formerly showing revivals, will show foreign films exclusively, starting today. Moe Goldman, who operates the Roosevelt in Manhattan and the People's in Brooklyn, owns the Radio.

Whispers from Warners

Homer Hisey, former Grand National manager in New Orleans and now a salesman at the Warner Buffalo exchange, recalls the day he left the south with the temperature at 78 and arrived in Buffalo in a blizzard. Covering Rochester, he made his home there.

+

Byron Adams, branch manager at Memphis, and William Ben Adams, salesman at Kansas City, are brothers. Byron is better known as "Casanova of the Corn Fields" and William Ben as the "Dust Bowl Kid." And do they like it!

+

Leo Blank's award in the Sears drive was in the form of a $1,500 check and a three-week ocean voyage. He will sail shortly on the *Kungsholm* for Sweden instead of taking a cruise.

+

Grad Sears was missing at the general luncheon gathering yesterday. The story goes that he was rehearsing his speech on the sales policy which he delivered in the afternoon.

+

Walter Brandt, Cleveland salesman, was among the missing. His wife passed away Monday night, to the sorrow of many co-workers.

+

"Blackie" Blackman, Oklahoma City salesman, is an expert piano player, but he hasn't had the opportunity to show his wares at the convention.

+

James Hill, St. Louis salesman, flew home Wednesday night when he learned of the death of his mother.

+

When some of the boys learned that Rud Lohrenz, Minneapolis manager, walked off with three weeks' additional salary and $1,350 in cash awards, they tried to get him into a game last night. But Lohrenz had already mailed the checks to his bank and the session was called off.

+

Jack Warner, who has a suite at the Ritz Towers, commuted to the Waldorf for the sessions. He says his voice is throaty after that speech Wednesday morning.

+

"Brother Rat" was a favorite expression tossed around the convention quarters yesterday after the boys had seen the show Wednesday night at the Biltmore.

+

Harry Kalmine, Pittsburgh theatre zone head, says that Bank Night has been dropped in 60 per cent of his houses. He will leave today for home.

+

Hall Walsh reminisced in the lobby during the lunch recess yesterday on the St. Louis trial. He plans to leave for St. Louis today or tomorrow.

+

Harry M. Warner is due to return from the coast Monday after visiting his daughter, Mrs. Mervyn LeRoy.

+

Bryan Foy, who is making some special shots in the East for Warners, was a visitor at the convention hall yesterday afternoon.

+

Norman Ayer, Albany manager, discussing theatre expansion moves by the Schine circuit and Mike Kallet.

+

Sam Sax, Vitaphone production head, carried his arm in a sling yesterday as the result of a sprain.

Warners to Build 2 Theatres in Chicago

One of the two theatres Warners will build in Chicago will be located at 111th and Western, James A. Coston, zone manager, stated yesterday. It will seat 1,250. The other site has not yet been selected, he said.

Work has been resumed on the Rhodes, which was halted last winter due to cold weather. It is expected that this house will be ready for opening in September.

Coston will leave for Chicago after attending the Warner sales meetings at the Waldorf and a zone managers' meeting yesterday at the home office.

Individual Meetings Today

Individual meetings among district and branch managers and salesmen from each territory will be held today at Warners' home office, following the conclusion yesterday of the four-day convention at the Waldorf-Astoria. Special emphasis will be placed on the 37 "A" pictures to be released next season.

Plans English Circuit

London, May 13.—Lou Morris has revealed plans for a new circuit, to be known as British Empire Cinemas, with the individual houses named after the various British possessions.

Warner Sales Policy Outlined; Meet Ends

(*Continued from page* 1)

Grand Ballroom of the Waldorf. All those who had attended the convention were present. The affair continued until an early hour this morning.

Warner plans to leave for the coast next Thursday. Hal B. Wallis, assistant studio executive; Henry Blanke, associate producer; and Jack Saper, film cutter, will arrive from Hollywood next Tuesday and will sail the following day on the *Normandie* for a six-week vacation. They will visit Switzerland, England, France, Austria and Holland. They will also meet Max Reinhardt at his castle at Salzburg.

Bryan Foy will leave tomorrow by boat for the coast.

Warner Zone Heads Meet

Warner theatre zone heads met yesterday afternoon with Joseph Bernhard at the home office to discuss product and policies for the new season. Attending were John J. Payette, Washington; James A. Coston, Chicago; Ted Schlanger, Philadelphia; Harry Goldberg, assistant to Bernhard; Harry Kalmine, Pittsburgh; Herbert Copelan, Atlantic City; Donald Jacocks, New Jersey; I. J. Hoffman, New Haven; Nat Wolf, Cleveland and Moe A. Silver, Albany.

Approval for Roxy Plan Is Recommended

(*Continued from page* 1)

found to be $7,211,329 less depreciation on the building and equipment. The following breakdown of the valuation was given:

Land and leasehold	$2,413,750
Building, less depreciation	4,172,994
Equipment	528,916
Cash on hand	67,576
Accounts receivable	28,091
Liabilities	7,481,592
First mortgage bonds with interest	4,852,588
Second mortgage gold notes	2,121,175
General creditors of the equity receiver	38,026
Administration expenses of the receiver	16,030
U. S. Internal Revenue	7,969
N. Y. State Tax Commission	2,595
Claims filed with the trustee including personal injury claims which are expected to be substantially reduced	227,799
Receiver certificates	125,000
Trustee accounts payable	90,408

The recommendation for 100 per cent payment for general creditors of the equity receiver did not include the $16,454 claim of 20th Century-Fox which has agreed to accept 50 per cent.

The report pointed out that no evidence of the value of the name Roxy was presented but that the special master considered it of some value. Pratt recommended payment in cash of $5.95 for each $1,000 first mortgage bond and $23.79 for each $1,000 second mortgage gold note in addition to the provision made in the plan.

The report will go to Federal Court Judge Francis G. Caffey for a final hearing which is expected to be held on May 21.

Carl Levi Dies Here After Short Illness

(*Continued from page* 1)

and two brothers, Jacob and Salli, the latter manager of Loew's 46th St., Brooklyn.

Levi was operated on a week ago and failed to rally. He was with Loew's for 32 years, starting as a doorman and working his way up to the post he held at the time of his death. Definite arrangements for the funeral Monday are being completed.

Await Mrs. Friedlander

Funeral arrangements for the late Al Friedlander awaited the arrived of his widow yesterday from the coast by plane.

U. A. Group Leaves For Coast Meeting

(*Continued from page* 1)

James Mulvey, vice-president of Samuel Goldwyn, Inc., left yesterday by train.

Tomorrow Alexander Korda, head of London Films, and Basil Bleck, legal adviser for London Films, will leave on an early plane. On a later plane will be Douglas Fairbanks.

"Old Soak" on Dual Frisco's Lead, $7,200

San Francisco, May 13. — In a week marked by general slackening of business "Good Old Soak," on a dual with "Doctor's Diary," garnered $7,200, over par by $1,200, at the St. Francis for the best comparative showing in town.

"Call It a Day" and "Midnight Taxi" pulled $14,400 at the Warfield. This was $1,400 up. The only other attractions to get into the profit column were "Wake Up and Live" and "Song of the City," in a second week at the Fox, and "Hit Parade" and "That I May Live" at the Paramount.

Total first run business was $83,400. Average is $88,500.

Estimated takings:

Week Ending May 4:

"TUNDRA" (Atlantic)
"FOLLOW YOUR HEART" (Republic)
EMBASSY — (1,400), 15c-25c-35c-40c, 7 days. **Gross:** $3,400. (Average, $4,000)

"LOST HORIZON" (Col.)
GEARY — (1,400), 55c-83c-$1.10-$1.65, 7 days, 9th week. **Gross:** $8,200. (Average, $10,000)

"WOMAN I LOVE" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. **Gross:** $12,000. (Average, $16,000)

Week Ending May 5:

"WAKE UP AND LIVE" (20th-Fox)
"SONG OF THE CITY" (M-G-M)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $16,800. (Average, $16,000)

"LET'S GET MARRIED" (Col.)
"NIGHT KEY" (Univ.)
ORPHEUM — (2,440), 15c-35c-40c-55c, 7 days. **Gross:** $7,200. (Average, $9,500)

"HIT PARADE" (Republic)
"THAT I MAY LIVE" (20th-Fox)
PARAMOUNT — (2,740), 15c-35c-40c-55c-75c, 7 days. **Gross:** $13,400. Average, $13,000)

"GOOD OLD SOAK" (M-G-M)
"DOCTOR'S DIARY" (Para.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 7 days. **Gross:** $7,200. (Average, $6,000)

"CALL IT A DAY" (W. B.)
"MIDNIGHT TAXI" (20th-Fox)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. **Gross:** $14,400. (Average, $13,000)

Week Ending May 7:

"LUCREZIA BORGIA" (Foreign)
CLAY—(400), 15-35c, 7 days. **Gross:** $800. (Average, $1,000)

"Wake Up" on Dual $11,500 at Omaha

Omaha, May 13.—"Wake Up and Live," with "Song of the City," set the pace here last week, grossing $11,500, or $4,300 better than average, at the Orpheum. This is one of the best straight picture bill grosses this theatre has ever had.

"Lost Horizon," playing the Brandeis as a two-a-day roadshow, went to $6,500, or $2,500 over normal.

Backed by a big publicity splash in the local press, "Call it a Day" and "Way Out West" rang the Omaha's bell for $8,100, or $5,500 over average.

Total first run business was: $26,100. Average is $16,700.

Estimated takings:

Week Ending May 5:

"LOST HORIZON" (Col.)
BRANDEIS—(1,200), 55c-83c-$1.10-$1.65, 7 days. **Gross:** $6,500. (Average,, $4,000)

Week Ending May 6:

"WAKE UP AND LIVE" (20th-Fox)
"SONG OF THE CITY" (M-G-M)
ORPHEUM — (3,000), 25c-40c, 7 days. **Gross:** $11,500. (Average, $7,200)

Week Ending May 7:

"CALL IT A DAY" (W. B.)
"WAY OUT WEST" (M-G-M)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $8,100. (Average, $5,500)

A Censor Slip

New Orleans, May 13.—The secret of why the Louisiana film censors have been inactive since their appointment is out. The late Senator Long rushed the censorship bill through the Louisiana legislature at a special session, and in order to make sure that nothing would happen to it had the late Gov. O. K. Allen affix his signature at 1 P. M. For some reason the Governor forgot to sign the commissions.

"Wake Up" Is Twin Cities' Best Grosser

Minneapolis, May 13.—"Wake Up And Live" took first place in the moneymaking class in a dull week with a gross of $12,000 at the Minnesota where par is $10,000. It was held over at the Century.

"Call It a Day," at the Century, was the only other picture in the two towns to top average. It brought in $500 more than an average $3,500. After weeks of dismal weather, the sun broke through and a rainless week made grosses tumble to the lowest figures in months.

Total first run business in Minneapolis was $24,600. Average is $27,000. Total first run business in St. Paul was $10,200. Average is $14,500.

Estimated takings:

Minneapolis:

Week Ending May 6:

"WAKE UP AND LIVE" (20th-Fox)
MINNESOTA — (4,000), 25c-55c, 7 days. **Gross:** $12,000. (Average, $10,000)

"HISTORY IS MADE AT NIGHT" (U. A.)
ORPHEUM — (2,900), 25c-40c, 7 days. **Gross:** $4,000. (Average, $6,000)

"CALL IT A DAY" (W. B.)
CENTURY—(1,600), 25c-40c, 7 days. **Gross:** $4,000. (Average, $3,500)

Week Ending May 5:

"CRACK UP" (20th-Fox)
"NOBODY'S BABY" (M-G-M)
STATE—(2,400), 25c-40c, 7 days. **Gross:** $3,500. (Average, $5,500)

"NINE DAYS A QUEEN" (G. B.)
WORLD—(400), 25c-35c, 10 days. **Gross:** $1,100. (Average, $2,000)

St. Paul:

Week Ending May 6:

"PRIVATE PROPERTY" (M-G-M)
"THE KING AND THE CHORUS GIRL" (W. B.)
PARAMOUNT—(2,300), 25c-40c, 8 days. **Gross:** $4,000. (Average, $5,500)

"THE WOMAN I LOVE" (W.B.)
ORPHEUM — (2,000), 25c-40c, 7 days. **Gross:** $2,800. (Average, $4,000)

Week Ending May 7:

"PARK AVENUE LOGGER" (RKO)
"THEY WANTED TO MARRY" (RKO)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $1,500. (Average, $1,500)

"THAT MAN'S HERE AGAIN" (W. B.)
"WHEN LOVE IS YOUNG" (Univ.)
"MAYTIME" (M-G-M)
RIVIERA—(1,000), 25c-40c, 7 days, 4 days, 2nd week. **Gross:** $1,900. (Average, $3,500)

May Open "21" on Coast

Hollywood, May 13.—Jack and Charlie are reported to have finally determined to open a coast adjunct of "21," their New York establishment, on Sunset Boulevard.

Bing Crosby, it is understood, will finance and build the restaurant.

Painters Not Aided In Picketing Drive

(*Continued from page 1*)

men to a theatre. There was no apparent effect at the box-office. At union headquarters it was stated that if it is decided to continue the picketing it will occur only during the peak evening attendance hours.

No Detroit Picketing

Detroit, May 13.—Although Homer Martin, president of the United Automobile Workers, C. I. O. affiliate, yesterday declared that picketing of 11 Detroit houses would begin at 10:30 A. M. today, in support of the coast strike, no pickets were at any of the houses scheduled. Martin was out of the city and his office refused comment on the failure of the pickets to appear.

Hits Guild Settlement

Seattle, May 13.—Hollywood film players were urged to "refrain from appearing on the job" or in any other way helping break the strike of other film workers, by the International Longshoremen's Pacific Coast convention now in session here.

The convention unanimously approved the sending of a message to Robert Montgomery, president of the Screen Actors' Guild, declaring that the guild action in refusing to strike was "another attempt of your employers to split the program of unified union action."

Seattle Union Elects

Seattle, May 13.—The first meeting of the newly-organized union of Film Row employes, including shippers, poster clerks and inspectresses, resulted in the election of the following officers: Phil Haberl, president; Dutch Trammel, vice-president; Edward Briggs, business manager; Ilda Ewing, secretary and treasurer; Mort Endert, sergeant-at-arms; George DeWaite and Maude Richards, trustees.

No Omaha Picketing

Omaha, May 13.—Mace Brown, secretary of the local I.A.T.S.E. union and president of the Omaha Central Labor Union, today said there is little likelihood that he will order picketing of theatres here as a result of the Hollywood strike.

Tri-States Changes Policy in Theatres

Grand Island, Neb., May 13.—Policies for Tri-States Theatre Corp. houses here have been revised with the opening of the 800-seat Grand, in which Tri-States has a partnership interest with Harry Schiller.

Prices for the Grand will be 35 cents evenings, 25 cents matinees. The Capitol, formerly priced at 25 and 35 cents the first three days and 25 cents straight the last four, goes to 15 cents for matinees and 25 cents evenings.

Majestic prices now are 15 cents straight. Formerly they were 15 cents matinees; 20 cents evenings. The Grand and Capitol will change thrice weekly, having single features the first three and last two days, and double features the middle two. The Capitol formerly changed twice weekly. The Majestic, which formerly changed twice and had double features, now will play three double bills weekly. All three houses have Bank Nights Friday and Saturday.

"Fifty Roads" Kansas City's Top, $14,500

Kansas Cijy, May 13. — "Fifty Roads to Town" gave the Fox Tower the biggest week in its history, $14,500, or $7,500 over the line.

"Wake Up and Live," in its second week at the Uptown, took $4,400, over average by $400.

Other first runs felt the weather and failed to make the grade. "Romeo and Juliet" was too rich fare for the hoi polloi and fell $2,800 under to $8,700 at the Midland.

Outside competition was light.

Total first run business was $40,100. Average is $37,500.

Estimated takings:

Week Ending May 6:

"THE WOMAN I LOVE" (RKO)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $7,300. (Average, $8,000)

"ROMEO & JULIET" (M-G-M)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $8,700. (Average, $11,500)

"INTERNES CAN'T TAKE MONEY" (Para.)
"MELODY FOR TWO" (W. B.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week for No. 1 picture. **Gross:** $5,200. (Average, $7,000)

"FIFTY ROADS TO TOWN" (20th Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Faith Bacon, Reynolds & White, Keaton & Armfield, Dare & Yates and Maxine Young. **Gross:** $14,500. (Average, $7,000)

"WAKE UP AND LIVE" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 7 days, 2nd week. **Gross:** $4,400. (Average, $4,000)

Rogers and Grainger Outline "U" Program

(*Continued from page 1*)

ning at the Uplifters Ranch, Santa Monica, as guests of Hope Hampton.

Grainger will outline the sales policy for 1937-'38 on Wednesday morning and sales executives will address the delegates. This will be the final session for the sales force. A visit to the Universal studios is scheduled for Wednesday afternoon, with a dinner-dance at the Trocadero in the evening.

Grainger will hold a special meeting with home office sales executives and district and branch managers Thursday morning. Delegates will depart Thursday night.

Chicago Greets Delegates

Chicago, May 13.—Universal's eastern delegation to the sales convention opening Monday at the Hotel Ambassador in Los Angeles, arrived here this afternoon for a stopover. R. H. and P. D. Cochrane, company executives, went immediately to the bedside of Witt K. Cochrane, a brother, who is ill.

Universal's local sales staff was on hand to greet the delegates, with a banner and all the trimmings, including Universal Newsreel cameramen. The group, numbering 88, resumed their trip to the coast tonight.

Loew Dates "Star Born"

Playing dates on the Loew Metropolitan circuit for "A Star Is Born" will be greater in number than for any United Artists release in recent years, it was stated yesterday. The picture has just finished a three-week run at the Music Hall. It will open May 20 at Loew's Metropolitan and the circuit's houses in Newark and Jersey City.

YOU get 'em when you need 'em from PARAMOUNT

There's no spring and summer product slump with the Paramount company. Look at the bunch of big box-office winners coming in May, June, and July...

Paramount Pictures

"MAKE WAY FOR TOMORROW"

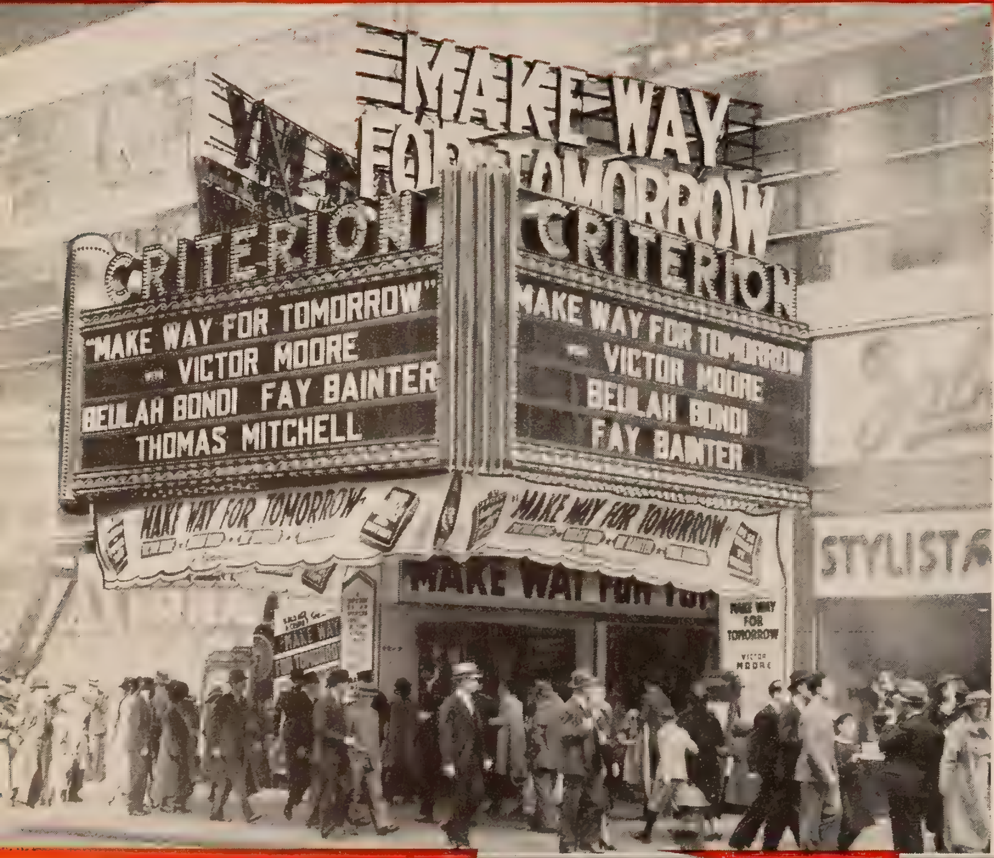
with **Victor Moore**

Beulah Bondi, Fay Bainter

Thomas Mitchell

A Leo McCarey Production
Directed by Leo McCarey

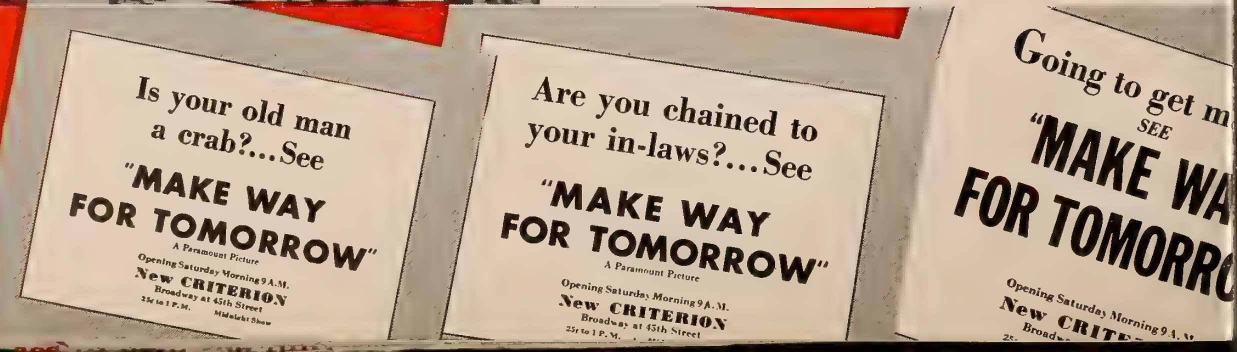
A Paramount Picture



HERE'S WHAT THE PRESS SAYS ABOUT "MAKE WAY FOR TOMORROW"

"Previewed to be acclaimed as one of the finest motion pictures to emerge from Hollywood in many seasons!"
—*New York Times*

ew York Campaign
New CRITERION
Theatre
Premiere Run



Is your old man a crab?...See

"MAKE WAY FOR TOMORROW"

A Paramount Picture

Opening Saturday Morning 9 A.M.
New CRITERION
Broadway at 45th Street
25¢ to 1 P.M.　Midnight Show

Are you chained to your in-laws?...See

"MAKE WAY FOR TOMORROW"

A Paramount Picture

Opening Saturday Morning 9 A.M.
New CRITERION
Broadway at 45th Street
25¢ to 1 P.M.

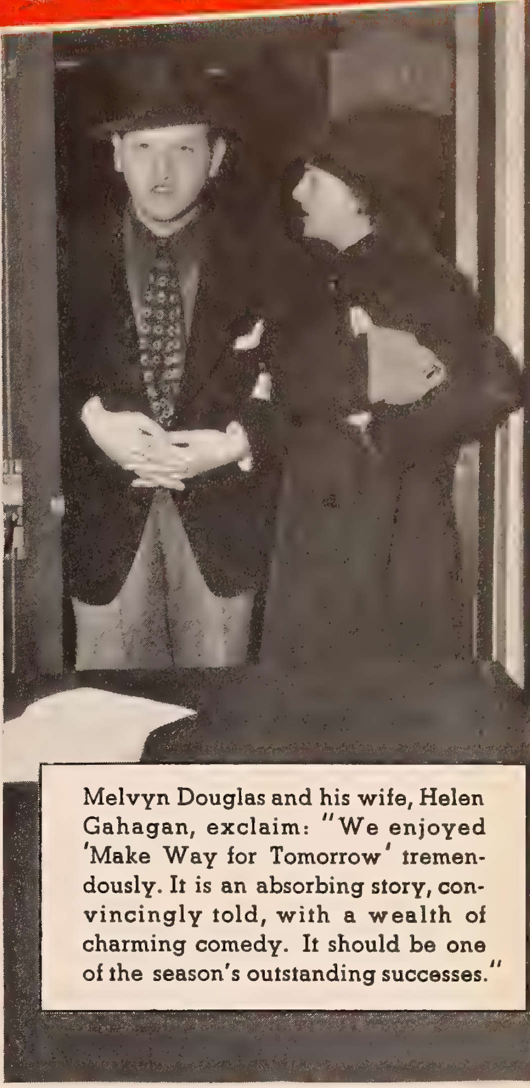
Going to get m
SEE
"MAKE WA
FOR TOMORR

Opening Saturday Morning 9 A.M.
New CRITE
Broadw

HOLLYWOOD AUDIENCE HANDS OUT LAURELS!

Myrna Loy, attending preview, says: "'Make Way for Tomorrow' is a joyous, touching and at times tragic chapter from the end of life's book. Beautifully acted and directed."

Adolphe Menjou and Mrs. Menjou (Verree Teasdale), after Hollywood showing say: "We think 'Make Way for Tomorrow' one of the most honest, sincere pictures we have ever seen. Congratulations Victor Moore! Congratulations Beulah Bondi!"



Melvyn Douglas and his wife, Helen Gahagan, exclaim: "We enjoyed 'Make Way for Tomorrow' tremendously. It is an absorbing story, convincingly told, with a wealth of charming comedy. It should be one of the season's outstanding successes."

"Another 'Over the Hill' . . . 'Stella Dallas'."
—*Los Angeles Times.*

"Exquisite comedy...will keep audiences happily balanced between smiles and tears."
—*Hollywood Reporter.*

"90 minutes of the most soul-stirring drama the screen has seen in a long while!" —*Daily Variety.*

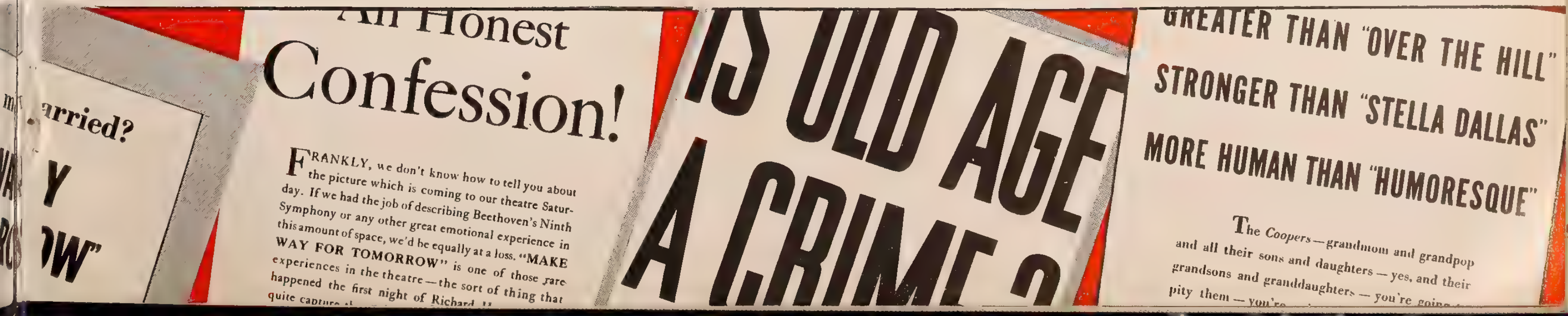
"Heart-tugging drama . . . so human that it hurts." —*Los Angeles Daily News.*

PREVIEW AUDIENCES CHEER THIS GREAT DRAMA . . .

"I wish every man, woman, and child could see it!"
Julia P. Miner, Chairman,
Motion Picture Division of School and Libraries.

"Tugs at the heart strings... challenges interest."
Sarah K. Herbert, Chairman,
Division of Motion Pictures,
New York State Fed. of Women's Clubs

"Hope everyone in America will see it at least once!"
Mrs. J. F. Looram,
International Federation of Catholic Alumni



arried?
Y
OW"
IS OLD AGE
A CRIME?

An Honest Confession!

FRANKLY, we don't know how to tell you about the picture which is coming to our theatre Saturday. If we had the job of describing Beethoven's Ninth Symphony or any other great emotional experience in this amount of space, we'd be equally at a loss. "MAKE WAY FOR TOMORROW" is one of those rare experiences in the theatre—the sort of thing that happened the first night of Richard

GREATER THAN "OVER THE HILL"
STRONGER THAN "STELLA DALLAS"
MORE HUMAN THAN "HUMORESQUE"

The *Coopers*—grandmom and grandpop and all their sons and daughters—yes, and their grandsons and granddaughters—you're going pity them—

"TURN OFF THE MOON"

Stars, Stars Stars!

CHARLIE RUGGLES

•

ELEANORE WHITNEY

•

JOHNNY DOWNS

•

KENNY BAKER

•

PHIL HARRIS and His Orchestra

•

BEN BLUE

•

MARJORIE GATESON

•

ROMO VINCENT

Directed by Lewis Seiler

TIME MAGAZINE PRAISES:

"'Turn Off the Moon,' first effort of cinema's only woman producer, Mrs. Fanchon Simon, was not planned in the grand manner. By all the gauges Hollywood uses to measure a picture's importance, such as cast names, expensive sets, and the fame of writers and directors, it should have remained merely a modest little musical for double bills. By a rare cinematic accident, it successfully refutes its sales bracket. Its gags and tunes are good, its patter fast. Above all it has the unprefigured value which is generated in a musical when most of the participants are young enough to enjoy their opportunities with relish, and the proceedings are not grave enough to numb them with anxiety concerning the results."

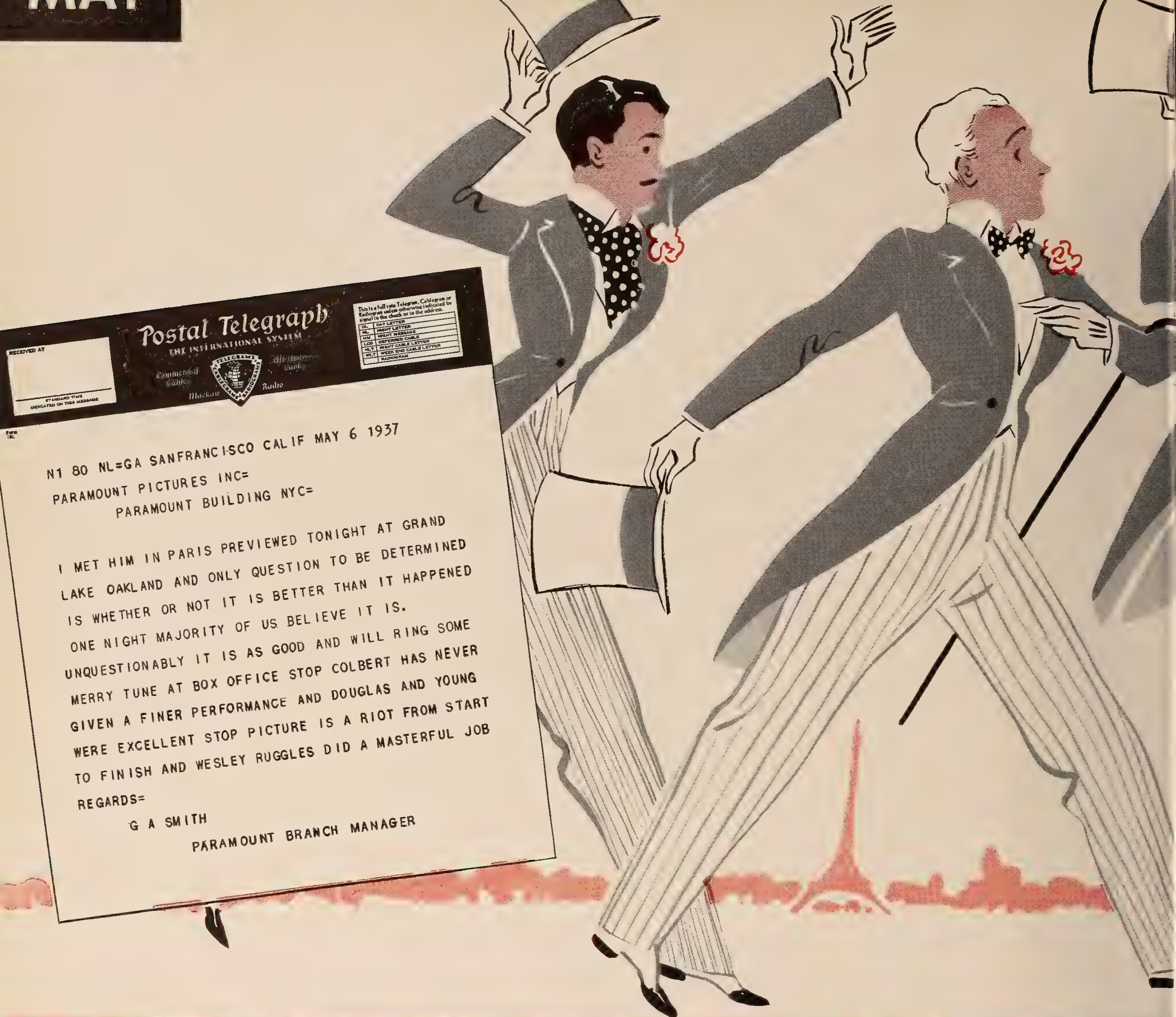
DAILY VARIETY RAVES:

"With an excellent farce comedy basis in the story idea, a cast which is on its toes every moment, capital direction and smart exploitation of its production resources, 'Turn Off the Moon' has been fashioned into top-notch entertainment of widespread appeal."

Paramount crashes through with a big all-star swing show that's going to bang right into the money class. Watch the audience re-action to the trailor and you'll see that "Turn Off the Moon" has what it takes.

FILM DAILY APPLAUDS:

"Enjoyable musical show with a grand group of entertainers. Should do well at box-office."



Postal Telegraph
THE INTERNATIONAL SYSTEM
Commercial Cables · All America Cables · Mackay Radio
TELEGRAMS · CABLEGRAMS · RADIOGRAMS

RECEIVED AT
STANDARD TIME INDICATED ON THIS MESSAGE

This is a full rate Telegram, Cablegram or Radiogram unless otherwise indicated by signal in the check or in the address.

DL	DAY LETTER
NL	NIGHT LETTER
NM	NIGHT MESSAGE
LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER
	RADIOGRAM

N1 80 NL=GA SANFRANCISCO CALIF MAY 6 1937
PARAMOUNT PICTURES INC=
PARAMOUNT BUILDING NYC=

I MET HIM IN PARIS PREVIEWED TONIGHT AT GRAND
LAKE OAKLAND AND ONLY QUESTION TO BE DETERMINED
IS WHETHER OR NOT IT IS BETTER THAN IT HAPPENED
ONE NIGHT MAJORITY OF US BELIEVE IT IS.
UNQUESTIONABLY IT IS AS GOOD AND WILL RING SOME
MERRY TUNE AT BOX OFFICE STOP COLBERT HAS NEVER
GIVEN A FINER PERFORMANCE AND DOUGLAS AND YOUNG
WERE EXCELLENT STOP PICTURE IS A RIOT FROM START
TO FINISH AND WESLEY RUGGLES DID A MASTERFUL JOB
REGARDS=
G A SMITH
PARAMOUNT BRANCH MANAGER

Claudette Colbert

in

"I MET HIM IN PARIS"

with

Melvyn Douglas · Robert Young

A Paramount Picture · Produced and Directed by Wesley Ruggles

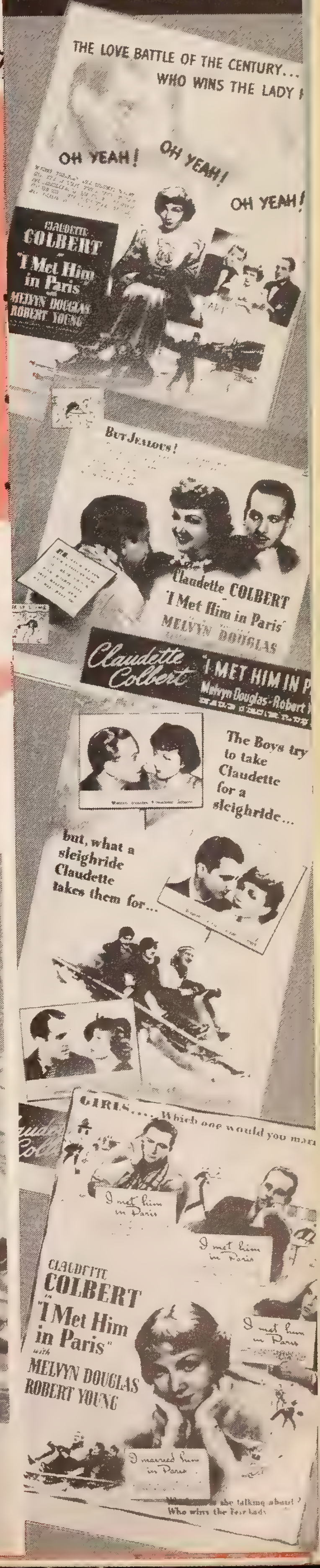
WAIT'LL YOU BOYS GET THIS ONE . . .

All the glamour . . . the excitement of Paris night life . . . a swell love triangle . . .

The best winter sports scenes ever used in a big picture note the big bobsled smashup

GET IN ON THIS

"Co-operative Campaign!"


THE LOVE BATTLE OF THE CENTURY... WHO WINS THE LADY

OH YEAH! OH YEAH! OH YEAH!

CLAUDETTE COLBERT "I Met Him in Paris" MELVYN DOUGLAS ROBERT YOUNG

BUT JEALOUS!

Claudette COLBERT "I Met Him in Paris" MELVYN DOUGLAS

Claudette Colbert "I MET HIM IN P

Melvyn Douglas-Robert

The Boys try to take Claudette for a sleighride...

but, what a sleighride Claudette takes them for...

GIRLS.... Which one would you mar

I met him in Paris

I met him in Paris

I met him in Paris

CLAUDETTE COLBERT in "I Met Him in Paris" with MELVYN DOUGLAS ROBERT YOUNG

I married him in Paris

she talking about? Who wins the fair lady

UNE

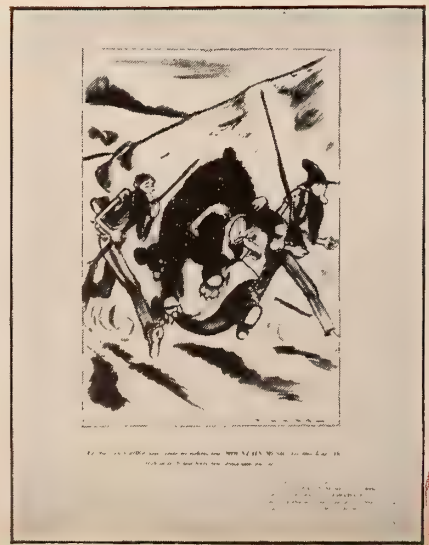
Bob Burns says its the hottest picture of the month . . .

CAN'T YOU HEAR THAT IT'S THE SNAPPIEST OLE SWING THRU THE LAND

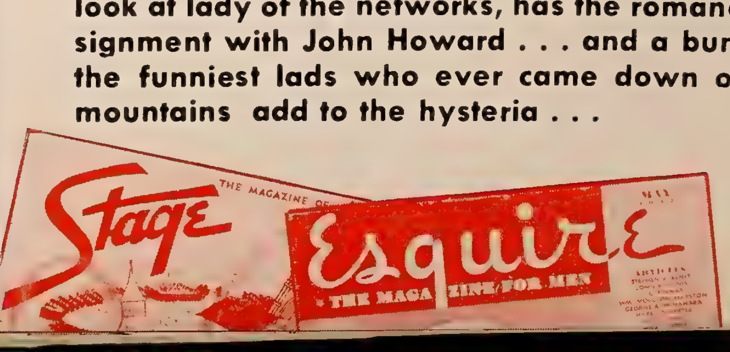
Rufe Davis and His White Mule try a little hill-billy swing . . .

EVERY DAY IN EVERY WAY MARTHA GETS CRAZIER

Mountain Music, Swing Style...



Here they are, folks, Martha Raye, the lass with the over-sized mouth and Bob (Bazooka) Burns, the gentleman from Van Buren, Arkansas, topping their laugh triumph in "Waikiki Wedding" with a laugh a minute hill-billy drayma, that'll have you in stitches . . . Terry Walker, lovely to look at lady of the networks, has the romance assignment with John Howard . . . and a bunch of the funniest lads who ever came down off the mountains add to the hysteria . . .



John Howard and Terry Walker sing a few love notes . . .

Some hair raising songs from a Real Hill-Billy Band . . .

Adolph Zukor presents

"MOUNTAIN MUSIC"

A Paramount Picture with

BOB BURNS • MARTHA RAYE

JOHN HOWARD • TERRY WALKER

Directed by Robert Florey

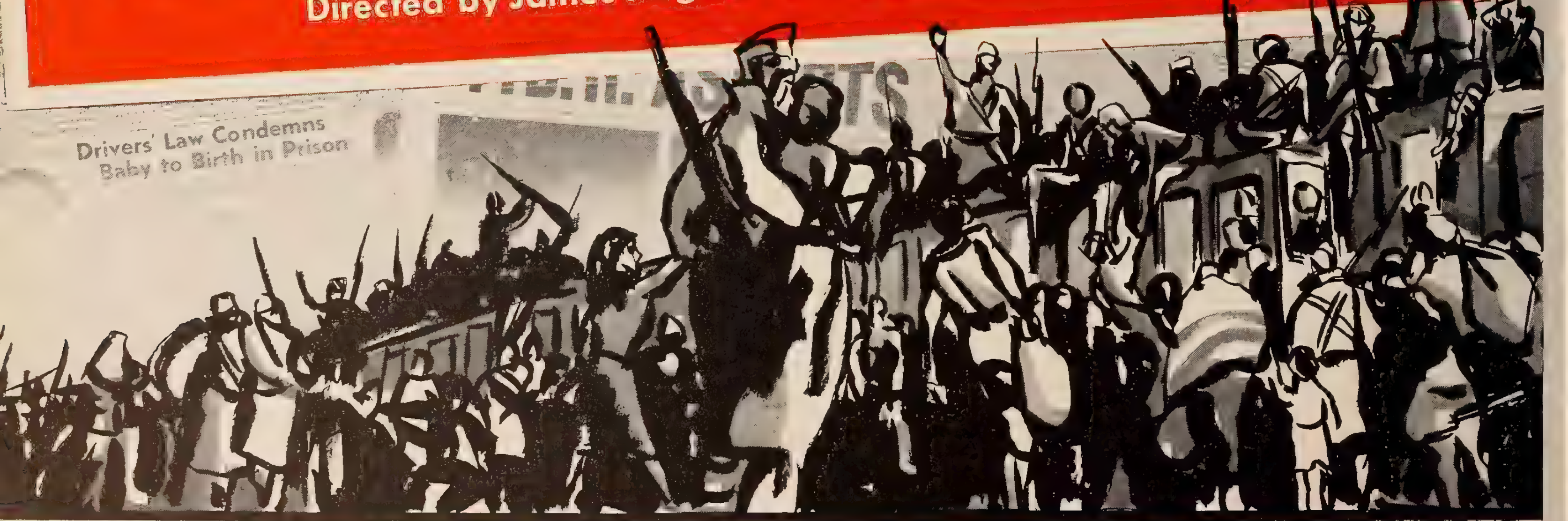
The First Picture of the Spanish Civil War!

"THE LAST TRAIN FROM MADRID"

with

DOROTHY LAMOUR • LEW AYRES
GILBERT ROLAND • KAREN MORLEY
LIONEL ATWILL • HELEN MACK
ROBERT CUMMINGS • ANTHONY QUINN

Directed by James Hogan • A Paramount Picture


Drivers' Law Condemns Baby to Birth in Prison

ren Morley. She thinks it's fun until...

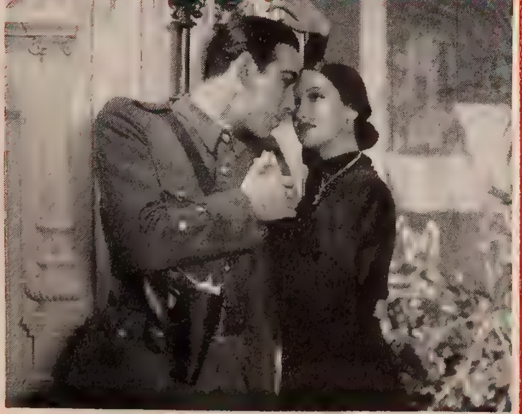
Gilbert Roland and Dorothy Lamour pledge eternal love...

Lionel Atwill says the train shall not depart...

• The "Shanghai Express" of the Spanish Revolution. . . . A thrill-a-minute fast-paced sock adventure story that'll knock the spots off any heat wave and pack 'em in during those lazy June days. One of the big pictures of the year, released right when you need it most. A cast that rates as all-star.

5 CENT
REPOR
MADRID
C ATION
es the Skies
Liquid fire was dropped yesterday on Rebels in besieged city of Oviedo (A), by two government planes, according
Bay of Biscay
FRANCE
SAN SEBASTIAN
MADRID
ZARAGOZA
REBEL PLANES RAIN BOMBS ON MADRID; 80 DIE

Anthony Quinn promises the train shall leave ... but ...



These men have another answer ...

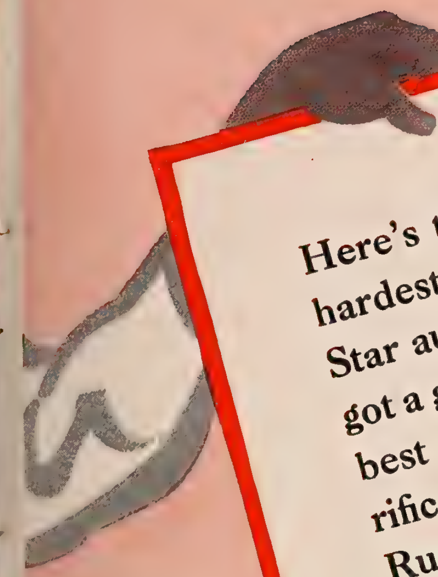
Helen Mack and Robert Cummings attempt escape at all costs.

FRED MacMURRAY
FRANCES FARMER
CHARLIE RUGGLES

in **"EXCLUSIVE"** with

LLOYD NOLAN FAY HOLDEN • RALPH MORGAN

A Paramount Picture • Directed by Alexander Hall



Here's the ace newspaper picture of them all . . . the fastest, the hardest hitting, the truest to life. Jack Moffitt of the Kansas City Star authored the piece and it has everything . . . as anybody who's got a glimpse of the rushes will tell you. Fred MacMurray has the best role of his career. And Frances Farmer adds another terrific performance to her great job in "Come and Get It." Charlie Ruggles turns in the greatest performance of his screen life in a role that combines laughs with the right kind of serious knock-at-your-heart acting . . . Lloyd Nolan heads a big-time supporting cast. "Exclusive" will drag 'em in no matter what competition the weather man hands you . . .

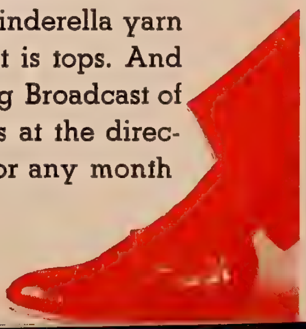
JULY

JEAN ARTHUR

"Easy

Luis Alberni, Porter Hall,
Hobart Cavanaugh, Cecil Cunningham
Franklyn Pangborn

Here's the show that's going to rate as the ace comedy of the entire year. A terrific laugh show with a gag-a-minute pace. Jean Arthur, tops her triumph as Calamity Jane in "The Plainsman." And you can bet your bottom dollar on one thing: this picture is going to put Ray Milland in the very front rank of male stars. Already receiving the second largest fan mail of any star on the Paramount lot, Ray rates and how with the gals who make up your audiences. Edward Arnold, has an even better role than his big part in "Come and Get It." The story... is a shop girl Cinderella yarn that has everthing. The supporting cast is tops. And Mitchell Leisen, who gave you "The Big Broadcast of 1937" and "Swing High, Swing Low," is at the director's helm to make this a smash show for any month



EDWARD ARNOLD

with **RAY MILLAND** *in*

LIVING"

A Paramount Picture
Mitchell Leisen directs.

AND NOW that

you've taken a look-see
at the last big
Paramount drive
for this season...
Get ready for the biggest
smash announcement
of a new product in the
history of pictures...
Released at the Paramount
Sales Convention in
LOS ANGELES...JUNE 10th

Wisconsin's House Passes Allied Bill

(*Continued from page* 1)

was amended to make its effective date two years following enactment. Originally, and in the form in which it was enacted in North Dakota, the effective date is one year after enactment. The house vote on the measure was about 10 to one.

Four circuits with theatre properties in the state would be affected by the measure if enacted: They are National Theatres (Fox Midwest), Paramount, Warners and RKO.

Labor Control Bill Up in Pennsylvania

HARRISBURG, Pa., May 13.—Under the terms of a proposed "Little Wagner Act" now pending before the legislature here, theatre employers would be required to enter into collective bargaining with their employes.

The *Philadelphia Exhibitor* today re- the Federal Wagner Act, would set up a state Labor Relations Board which would hold hearings designed to establish fair wage scales, prescribe working hours and pass on working conditions in all lines of business, including theatres.

The Philadelphia exhibitor today reported that Senators Dent and Steifel have introduced in the Senate three bills, the first to prevent "blind booking," the second to eliminate compulsory block booking and the third to prohibit preferred playing time.

Plan Sunday Film Vote

ROME, Ga., May 13.—After hearing protests from local ministers, the Rome City Commission decided that a straw vote should be taken to determine public sentiment in regard to Sunday films, which have been operating here for the last two weeks under the provision that the profits go to charity.

Wall Street

Board Off; Paramount 13 Points

	High	Low	Close	Net Change
Columbia	33½	32	32	—2
Columbia, pfd.	40¼	40¼	40¼	—1⅛
Consolidated	3½	3⅜	3⅜	— ⅛
Consolidated, pfd.	13	12¾	12¾	— ½
Eastman	159	157¾	158	— ½
Eastman, pfd.	152	152	152	+1
Gen. T. Equip.	24⅜	23½	23½	—2½
Loew's, Inc.	75¾	74½	74½	—2¼
Paramount	19⅜	17⅝	17⅞	—1¾
Paramount 1 pfd.	138	126	126	—13
Paramount 2 pfd.	17½	16¼	16¼	—1½
Pathe Film	7	6⅝	6⅝	— ⅛
RKO	8	7¾	7¾	— ¼
20th Century-Fox.	36½	35½	35¾	—1⅛
20th Century, pfd.	45	44½	44½	—1
Universal, pfd.	72	72	72	—1
Warner Bros.	12¼	11⅛	11¼	—1⅛

Curb Off Fractionally

	High	Low	Close	Net Change
Grand National	2½	2¼	2¼	— ¼
Sonotone	1¾	1⅝	1⅝	+ ⅛
Technicolor	22	21½	21⅝	— ⅜
Trans-Lux	4¾	4⅜	4⅜	— ⅛
Universal Crp.	5	5	5	— ¼

Bonds Decline

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	.....
Loew's 6s '41 ex war	98⅛	98	98	— ¾
Paramount B'way 3s '55	70¾	70¾	70¾	.....
Paramount Pict. 6s '55	100¼	100⅛	100⅛	— ¼
Warner Bros. 6s '39 wd	95	95	95	— ¾

(Quotations at close of May 13)

Looking 'Em Over

"Guns in the Dark"

(*Republic*)

Johnny Mack Brown again delivers what the western clientele demands. The picture has its quota of gun fights, fisticuffs, hard riding and romance. The elements are effectively blended with a suitable story.

Brown is made to believe he has killed his pal in a Mexican cafe brawl. He vows never to pack a gun. Shortly after he buries his friend he meets Claire Rochelle and aids her in solving her troubles. This interest on his part leads him to uncover Ted Adams' skullduggery. The story from that point builds up to the kidnapping of Miss Rochelle by Adams. Brown is suspected. He clears himself after a spectacular fight with Adams and his cohorts. But Adams gets away and following a thrilling chase the film closes with the culprits in the hands of the law. Brown is vindicated of his pal's death and there follows the romantic fadeout.

Sam Newfield directed. The original story is by E. B. Mann. The support includes Syd Saylor, Dick Curtis, Steve Clark, Julian Madison and Roger Williams.

Production Code Seal No. 3,119. Running time, 56 minutes. "G."

"Captains Courageous," which opened at the Astor on Tuesday night, was reviewed by wire from Hollywood on March 25.

"They Gave Him a Gun," opening yesterday at the Capitol, was previewed by wire from Hollywood on May 5.

"Shall We Dance?" previewed by wire from Hollywood on April 28, *was yesterday's opener at the Radio City Music Hall.*

"Internes Can't Take Money" at the Paramount, "The Prince and the Pauper" at the Strand, "Cafe Metropole" at the Rivoli are holdovers.

Will Reveal G.N.'s Product on Tuesday

(*Continued from page* 1)

and Tuesday, and a final session set for Wednesday morning. Other Grand National pictures will be screened on Monday evening and Wednesday afternoon, while a banquet will be held on Tuesday evening on Stage 3 at the studio, with Conrad Nagel as master of ceremonies. At the final business session on Wednesday sales quotas for the various branches will be revealed.

Form Richards-Lightman

WILMINGTON, May 13.—Richards-Lightman Theatres Corp. has been formed at Dover. Capital is listed at $130,000 and 206 shares of no par value stock. Incorporators are L. H. Herman, B. R. Jones and J. P. Murray of this city.

It was assumed in New York that the Richards-Lightman Theatres Corp. is being formed to take over theatre properties in Mississippi and Arkansas in which E. V. Richards of New Orleans and M. A. Lightman of Memphis have joint interests. However, at Paramount, with which both Richards and Lightman are associated, no official information on the new company was available.

Holdovers for "Dance"

"Shall We Dance," the new Fred Astaire-Ginger Rogers musical, is getting extra playing time in 50 cities, RKO Radio reported yesterday. The picture opened at the Music Hall to brisk business yesterday.

Two G. B. Films Booked

RKO's metropolitan theatres have booked "You're in the Army Now" for the week of May 30. "Talk of the Devil" will open today at the Roxy. Both are G. B. films.

G. B. Experimenting On "Duosonic" Sound

Technicians at the G. B. laboratories in England have developed a new sound mechanism, known as "duosonic," which is now being installed in theatres in the United Kingdom, according to the company's local office. The device, it is said, enables the actor to "spray" sound to every part of the theatre, thereby eliminating blind spots.

Engineers are continuing experiments with color and sound with progress reported, according to G. B.

Postpone Fox Action

Trial of the $1,250,000 damage suit of the Lexington Ave. and 59th St. Corp. against William Fox was postponed yesterday by N. Y. Supreme Court Justice Louis A. Valente to Oct. 4 to allow the plaintiff to adjust its claim with Fox's receiver in bankruptcy.

The Fox Theatres Corp. and Milton C. Weisman, as receiver, who were also named as defendants, settled the claims against them on March 31 The action asks damages for alleged breach of an agreement to build a theatre on property owned by the plaintiff.

Orders Hoffman Examination

M. Henry Hoffman was ordered yesterday by N. Y. Supreme Court Justice Samuel I. Rosenman to submit to a further examination before trial in the $125,000 damage suit brought against him, Liberty Pictures and Consolidated Film Industries by Eleanor Gates, author. Miss Gates claims that Liberty's picture, "Once to Every Bachelor," carried a subtitle stating without authority that it was based upon her story, "The Search for Spring" and that advertising for the picture featured her name prominently.

Photophone's Gain Is Cited by Hartley

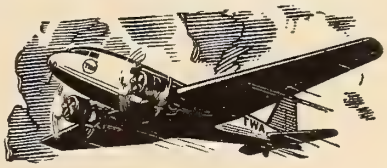
INDIANAPOLIS, May 13.—A 35 per cent increase in the number of high fidelity sound equipments installed in theatres during the first four months of this year, was reported today to the delegates at the opening session of the sales convention of RCA Photophone at the Lincoln Hotel here by Edwin M. Hartley, sales head.

Over 300 back orders are awaiting shipment, despite day and night operation at the company's new plant here. The movement for replacement of outmoded equipment was seen by Hartley as indicative of better business in theatres.

Photophone's foreign business also has shown substantial gains, Hartley said, particularly in England and South and Central America. He estimated that for the rest of the year the company's business will show a better gain than the 35 per cent recorded for the first four months. There is every indication, Hartley said, that the plant here will be caught up on back orders in the near future.

Herbert Griffin, vice-president of the International Projetctor Corp., in an address described the efforts of sound engineers to improve existing devices.

The convention will continue tomorrow at the manufacturing plant here and will be followed by a demonstration of new high fidelity recording with RCA's push-pull and ultraviolet light methods. Frank Cahill, sound supervisor of Warners, and Harry Brandt, president of the International Theatre Owners Ass'n, will speak at a banquet Friday night that concludes the sessions.



Ship It
GENERAL
AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL
AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

◀ Radio Personals ▶

FRED PFLUGFELDER and Prentis Winchell, of N. W. Ayer's radio department, to Boston on business. . . . Edward G. Robinson will make a special appearance on the Studebaker program next Monday. . . . Jesse Crawford and Mrs. Crawford have been signed for a guest appearance on Ben Bernie's program May 25, through a deal set by Herman Bernie. . . . William Lyon Phelps will return to the "Magazine of the Air" on CBS May 24, to discuss the Pulitzer Prize winners. . . . Helen Jepson will headline the guest cast on the RCA "Magic Key" May 23. . . .

+

Jessica Dragonette will offer "The Rogue Song" in two installments, May 19 and 26, on her "Beauty Box Theatre" period. . . . Sid Silvers has been engaged as the featured guest on the Jack Oakie program next Tuesday. . . . Gail Sondergaard, Academy Award winner in "Anthony Adverse," will be Radie Harris' guest on the WHN "Movie Club" today. . . . Ozzie Nelson's orchestra will play at the Preakness ball in Baltimore tomorrow. . . . Beatrice Howell has been set for the Fred Allen program through Central Artists' Bureau. . . . Irving Mills has negotiated a term contract with Republic pictures for Joan Brodel. . . . Sybil Jason and Jimmy Durante are scheduled as guest performers on the inaugural "Sunday Night Party" May 23. . . . Aileen Stanley sails on the *Ile de France* today for a series of BBC broadcasts. . . .

Hear Time Motion Today

A motion for examination before trial of Henry C. Luce and William S. Paley will be heard today by N. Y. Supreme Court Justice Philip J. McCook in the $100,000 damage suit brought by Dr. Harold M. Hayes against Time, Inc., Life, Inc., and CBS. Dr. Hayes, president of the Ass'n of Private Hospitals, claims a violation of the civil rights law because a representation of him was broadcast without permission in a March of Time air sketch on Feb. 4. The sketch dealt with fee splitting among physicians. Dr. Hays states that on Feb. 1 he emphatically refused permission. The defendants have filed a general denial.

"Smoke Dreams" Off Soon

"Smoke Dreams," sponsored by the Denby Cigar Co. and heard Sundays on the Mutual network, will fade from the air with the broadcast of May 23.

Ticket Demand Slow

Omaha, May 13.—KOIL of Omaha has its "Golden Hour," a commercial for a mortuary, and now WOW has a cemetery-sponsored program, first commercial of its kind here. The Forest Lawn Cemetery Ass'n is the sponsor.

The program originates in the cemetery's chapel. Visitors are invited to attend the broadcasts.

Lends Helping Hand

"It won't be news to you to have a radio editor applaud the new radio pages of *Motion Picture Daily*, but first let me say that, in this day when the presses are grinding out news and views of radioland too fast for a radio editor to get time to do the proper amount of listening and writing himself if he attempts to follow everything everyone else has written about radio, it is indeed a relief to be able to turn to your magazine with the assurance that it will offer a concise report of all the real radio news.

"Radio editors looking for a helping hand in following the current news of the trade can get it through your pages without wading through the usual irrelevant chit-chat and gossip with which too many radio publications are preoccupied." — *Dorothy Mattison*, radio editor, *Worcester* (Mass.) *Telegram and Gazette* and Sunday *Washington* (D. C.) *Star*.

Regina Crewe Heads New Picture Series

Regina Crewe of the *New York American* will be the first guest film critic on the new "Day Line Movie Pilot" program, which will have its inaugural on WEAF May 17. The series, sponsored by the Hudson River Day Line Co., will be heard three times weekly, Mondays, Wednesdays and Fridays at 7:30 P.M., E.D.S.T.

Rose Pelswick of the *New York Journal* will be the guest critic May 19. House Jamison will open the programs with resumes of the best pictures in the neighborhood houses.

Nat Brusiloff's orchestra will supply the musical numbers.

Pannill Is Awarded Honor from Belgium

Charles J. Pannill, president of the Radiomarine Corp., received the medal of Chevalier de l'Ordre de Leopold, awarded by the King of Belgium, in an informal ceremony in the RCA Bldg. yesterday. The decoration was presented by Henry Mali, Belgian consul.

The award was made in recognition of Pannill's activities in the promotion of radio communications at sea. A number of RCA directors and department heads were present at the ceremony.

NBC Artists' Head Starts Night Talks

First of a series of monthly night sessions for the NBC artists service was held yesterday, with Daniel Tuthill presiding. As a result of the meeting, the department immediately will begin a concentrated drive to obtain sponsors for Terry Franconi, Jean Sablon, Larry Burke, Carol Weyman, Patricia Ryan and the "Three Marshalls," all vocalists.

The night huddles are in addition to the regular Wednesday morning sales meetings.

Mackay Protests FCC Decision on Circuit

WASHINGTON, May 13. — The Mackay Radio and Telegraph Co. today protested the decision of the F.C.C. denying the company's application for a circuit for radio-telegraph communication between Mackay radio in the U. S. and Norway, by filing an appeal with the U.S. Circuit Court of Appeals for the District of Columbia.

Clarence H. Mackay, in discussing the ruling, said he could not understand how the F.C.C. could take such action, and stated he would fight the case through the highest court.

"The fundamental issue is whether there shall be monopoly or competition in public service radio-telegraph communication," Mackay declared.

New Station Sought By Capital Paper

WASHINGTON, May 13.—Receipt of an application from the *Evening News Press*, Port Angeles, Wash., for authority to construct a new broadcasting station, to operate on 1,250 kilocycles with 250 watts power, was announced today by the F. C. C.

The commission also has received applications from WLAP, Lexington, Ky., for authority to change frequency to 610 kilocycles and increase power to 500 watts night, 1,000 watts day, and KEX, Portland, Ore., for permission to change frequency to 1,160 kilocycles.

Acme Program Off July 4

The "Acme Sunshine Melodies," featuring Smilin' Ed McConnel, Palmer Clark's orchestra, Larry Larson and a choral group will go off the air July 4, but will return to the NBC-Red network Aug. 28 for an additional 52 weeks. The agency is Henri, Hurst & McDonald, Inc., Chicago.

Barnett Joins Ben Rocke

Joseph M. Barnett has joined forces with Ben Rocke as vice-president of Rocke Productions. Barnett will have charge of radio talent and production in the new setup.

Barnett has been affiliated with many advertising agencies, and for the past few years has maintained his own talent bureau.

General Foods Sets Talks

For the first time General Foods has begun to use spot radio announcements on a widespread scale. The campaign is for Certo, over 121 stations. Benton and Bowles is the agency.

Beck in Special Program

Thomas H. Beck, president of the Crowell Publishing Co., will discuss "The Working Dollar" during a special program over NBC-Red, May 17, at 6:43 P. M., E.D.S.T.

Brusiloff Quits WOR

Nat Brusiloff, musical director of WOR, has resigned from the station, effective in June. It is understood he will free lance commercially with his orchestra.

H. H. Plambeck to Marry

DES MOINES, May 13.—Herbert H. Plambeck, farm editor at WHO, will be married June 23 to Frances Marie.

Mutual Upset As NBC Signs Merrill Trip

(*Continued from page* 1)

to broadcast the accounting of the return hop.

A spokesman at Mutual who preferred to be kept nameless stated he considered NBC's action unsportsmanlike, in view of Mutual's action in covering the first half of the flight. He also spoke scathingly of Smith, who, he said, accepted NBC's offer without acquainting Mutual with news of it.

NBC, it is understood, had planned to insert messages from the plane in the Maxwell House "Showboat" program Thursday evening. This plan, of course, was changed by the postponement of the return trip. It is now planned to feature the flyers' messages in the Cities Service Concert tonight.

Meanwhile, Mutual has made arrangements with Eastern Airlines to broadcast bulletins from the plane as they are received at the Newark airport.

Merrill En Route Without Films

SOUTHPORT, ENGLAND, May 13.—The plans of Dick Merrill and Harold Lambie to fly Coronation newsreels to the United States received a setback today when a film company did not supply the prints. It was understood prior to their departure from the United States that they had an agreement with Hearst, but this proved not to be the case.

The pair took off today with stills. They are due in New York late Friday. They missed by only five minutes the necessary authorization for release of the actual films.

To Dramatize Flood Relief

CINCINNATI, May 11.—One of the features of the annual Red Cross convention at Washington this week will be a sketch, "When Disaster Comes," on the stage of Constitution Hall, at the close of the first session. Scenes of how the WLW newsroom operated during the January flood will be reenacted and dramatized by members of the WLW staff, which includes Peter Grant, chief announcer; Paul Sullivan, newscaster, and Bob Kennett, engineer, in charge of the mobile unit during the catastrophe.

Noxzema Gets "Hollywood News"

"Hollywood News" is the title of a new program starting today on WABC, New York, and WCAU, Philadelphia, under the sponsorship of the Noxzema Chemical Co. It will be broadcast Mondays and Fridays thereafter from 7:30 to 7:45 P. M., E. D. S. T. Ruthrauff & Ryan is the agency.

Television Clear

London, May 13.—Television pictures of the Coronation are reported to be clear, but not brilliant because of the dull weather yesterday.

All television dealers are loudly acclaiming a television triumph for the pictures.

BUT DID YOU KNOW THAT—

There are 95,500,000 *family-hours* of radio listening taking place *each day* in the United States.

Between January, 1936 and January, 1937, 1,631,000 *more* U. S. families joined the radio audience. (And over 1,500,000 new home radios have been bought by new and old listeners *since* the first day of 1937.)

Radios "on the road" will pass the 5,000,000 mark this summer; automobile radio sets have more than tripled their number since July, 1934.

People high UP the income scale have much the same listening habits as everybody else. See "RADIO IN 1937" for the exact data by incomes.*

---

*These facts are from "RADIO IN 1937", a new audience study, just issued by Columbia. It has already been called "required reading" for all executives who use or may use radio. The book carries complete credentials for (and checks on) the reliability of the figures above—as well as on all the other data in its 56 pages, which cover the radio homes in all U. S. communities of 2,500 population and over.

THE COLUMBIA BROADCASTING SYSTEM

TOPPING THEIR GRAND "LOVE IS NEWS" RECORDS WITH "CAFE METROPOLE"

LORETTA YOUNG · TYRONE POWER · ADOLPHE MENJOU
in
CAFE METROPOLE
with
GREGORY RATOFF
CHARLES WINNINGER
HELEN WESTLEY
Directed by Edward H. Griffith
Associate Producer Nunnally Johnson
Screen Play by Jacques Deval
Original story by Gregory Ratoff
Darryl F. Zanuck
In Charge of Production

Everywhere Tyrone and Loretta are being cheered as the new king and queen of romance..while "Cafe Metropole" scores boxoffice triumphs over "Love Is News" in Richmond (day-and-date), Springfield (Ill.), Buffalo, Detroit, Milwaukee! And it's just starting, folks!

And now look at these

WAKE UP AND LIVE

holdovers

4th WEEK in CHICAGO
3rd WEEK in NEW YORK
3rd WEEK in INDIANAPOLIS
3rd WEEK in SAN FRANCISCO
3rd WEEK in PHILADELPHIA
3rd WEEK in SEATTLE

—and more 2nd week holdovers than we have space to list!

20th CENTURY FOX
THE KEYSTONE
OF YOUR FUTURE

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 114 NEW YORK, SATURDAY, MAY 15, 1937 TEN CENTS

G. N's. Coast Session Gets Going Sunday

Lunch, Tour, Screening On Day's Schedule

Los Angeles, May 14.—With the field forces due Sunday, Edward J. Peskay, general sales manager, has completed the program for the four-day Grand National convention at the Ambassador here.

Following the arrival of the men Sunday, luncheon will be served in the Moderne Room. A tour of Hollywood, Beverly Hills and surrounding beaches will follow and in the evening there will be a screening of "The Girl Said No" and "Sing, Cowboy, Sing."

On Monday, Peskay will call the first business meeting to order at 9 A. M. in the Moderne Room of the hotel. Recess for lunch will be called at 12:30 P. M. and the men will reconvene an hour later until 6:30, when a formal dinner is scheduled. This will be followed by a preview of "Small Town Boy" at the Grand National studio theatre.

On Tuesday, the morning session will be called to order at 9 A. M. in the same room as before. In the afternoon Peskay will discuss the product lineup of 65 features for next season. At 8 P. M. production

(*Continued on page* 3)

"Prince and Pauper" At $38,000 1st Week

"The Prince and the Pauper" garnered $38,000 in the first week at the Strand. This is regarded as good business, considering the fair takes along Broadway.

The third week of "A Star Is Born" at the Music Hall wound up with $81,000. The Capitol tallied about $12,800 on "Call It A Day." For the third week of "Wake Up and Live," the Roxy took in $35,500.

NBC Centers Coast Heads at Hollywood

Los Angeles, May 14.—Hollywood will be the chief executive headquarters for NBC, it has been announced here by Don Gilman, vice-president in charge of west coast operations. The shift in bases will take place next week.

Gilman stated the network would not acquire a new NBC site here

(*Continued on page* 4)

More Radio—Page 4

Merrill Lands Minus Reels And Editors Breathe Again

When Henry T. (Dick) Merrill and Jack Lambie came down out of the fog at Floyd Bennett Field yesterday afternoon there were a lot of nervous newsreel editors and assistant editors around New York. They had an agreement among themselves that there were to be no newsreel films on the plane, BUT—

Competition is competition. Gentlemen's agreements are gentlemen's agreements, and all that. In spite of the high prices charged for every camera location along the Coronation procession route it was just possible a free lance cameraman had grabbed off enough footage to make things exciting, and also it was just possible that Merrill had some of this footage on board. Things like that have happened.

The only films Merrill had, it developed, were stills for I. N. S., and the reports last night indicated that Times Wide World and the A. P. were—to put it mildly—burned up.

Weeks before the Coronation reports were current that Movietonews had made a deal with Captain Mollison to fly film over. About that time Ben F. Smith burst into the situation with the statement that he had Merrill and Lambie under contract to fly a twin-motored Lockheed Vega plane with space enough for film. He named a figure generally understood to be $30,000.

All the editors conferred and agreed this was too much. They also agreed that it would be unwise to have the industry saddled with the responsibility for the loss of a pilot's life. The agreement was unanimous, but it was

(*Continued on page* 4)

All 20th-Fox Units To Attend Sessions

Every branch of the 20th Century-Fox organization will be represented at the annual sales meetings which get under way at the Ambassador, Los Angeles, starting May 30.

Sidney R. Kent, president; John D. Clark, general sales manager, and Charles E. McCarthy, publicity and advertising head, leave Monday for Hollywood to begin pre-convention talks with Joseph M. Schenck, chairman of the board; Darryl F. Zanuck, production head, and Harry Brand, studio publicity chief.

Arriving Tuesday from Europe will be Stanley S. Crick, Australian sales head; R. Sutton Dawes, British sales director; T. Isdahl, manager in Norway; A. Paucker, manager in Roumania, and Luigi Giordana, sales head in Egypt. In addition the foreign department will be represented at the sales sessions by Charles Munro, managing director of Hoyts, Australia; Gus Mohme, in charge of Mexico; W. W. Sullivan, Central American

(*Continued on page* 3)

"U" Delegates Due On Coast Tomorrow

Los Angeles, May 14.—More than 100 of the 158 delegates to Universal's annual sales convention will arrive here at nine o'clock Sunday morning on a special section of the California Limited, made up in Chicago.

The delegates will be met at the station by Charles R. Rogers, executive vice-president and production head; J. R. Grainger, general sales

(*Continued on page* 2)

Allied Sees Over 250 at Milwaukee

Washington, May 14.—More than 250 exhibitors from Wisconsin, Illinois, Minnesota, Indiana, Michigan, New Jersey and this state will attend the Allied convention at the Pfister Hotel in Milwaukee, May 26-28.

More than 100 from Wisconsin have pledged their support, it was stated at the Allied headquarters here. About 50 are expected from Illinois, 25 from Minnesota, 20 from Indiana, 20 from Michigan and 15 from New Jersey.

The following directors are scheduled to attend a board meeting on the first day of the convention: Abram F. Myers, chairman; Nathan Yamins, president; J. B. Fishman, Herman A. Blum, Lee W. Newbury, C. H. Olive, Fred J. Herrington, Aaron Saperstein, P. J. Wood, E. F. Maertz, Fred DeLodder, R. R. Blair, E. L. Peaslee, Frank Wetzstein, John Griffin, Harry A. Cole, Henry Lazarus and H. Waters. Each director will bring a limited number of consultants and observers.

Warner Men Starting For Home After Meet

Warner delegates began checking out of the Waldorf-Astoria last night following a series of individual meetings between branch and district managers and salesmen. A number of the men will leave today and tomorrow.

Theatre zone heads, after attending some of the sales sessions and a meeting on operations at Joseph Bernhard's office, left yesterday for their various territories.

FMPC Strike Seen Dying as Groups Return

Actors' Guild, Producers Also Near Peace

Hollywood, May 14.—The backbone of the strike instituted by the Federated M. P. Crafts bore all the earmarks of being completely broken today when it was learned that the machinists, who settled their differences with the producers late last night, had returned to their studio jobs in sizeable numbers today and that both draughtsmen and costumers likewise were understood to have resumed their old posts as well. Indications are that the culinary workers will be the next group to call quits. This would leave but a mere shell of the F. M. P. C. remaining.

Progress was reported today on the drafting of the Screen Actors' Guild contracts with the producers. Lawyers for both sides are tussling over the phraseology of the documents and there is no indication apparent at the moment of when the pacts will be completed. However, there seems to be little doubt here that the agreement reached last Sunday night between the producers and the Guild will be consummated by the present discussions.

Showers Interrupt Picketing Locally

Spring showers interrupted the picketing last night of Times Square houses by the Brotherhood of Painters, District 9, in sympathy with the F.M.P.C. strike in Hollywood. Queried during the day as to whether the picketing would be resumed, a painters' union official said, "It looks like the weather would interfere. We can't ask the boys to go out if it's raining tonight."

It was still raining during the 7:30 to 9:30 picketing hours which the "boys" observe. Picketing of the Times Square houses occurred on Tuesday and Thursday night for a total of less than three hours. Rain

(*Continued on page* 4)

Production Gains Despite Strikers

Hollywood, May 14.—Production gained here last week and indications pointed to a heavy schedule in the near future as the Actors' Guild strike threat was nullified by the producer agreement. The F.M.P.C. picketing

(*Continued on page* 3)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 15, 1937 No. 114

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Coast Plans Dinner For Weber & Fields

Hollywood, May 14.—Joe Weber and Lew Fields—the old-time comedy team of Weber & Fields—will be tendered a dinner at the Trocadero here on Monday evening. George Jessel will be toastmaster, Al Jolson the master of ceremonies and the guest entertainers will include Eddie Cantor, Jack Benny, George Burns, Amos 'n' Andy, Sophie Tucker, Ray Bolger, the Yacht Club Boys and Buck and Bubbles.

The executive committee in charge of arrangements comprises Louis B. Mayer, Joseph M. Schenck, Adolph Zukor, Sam H. Harris, Douglas Fairbanks, Max Gordon and Al Woods.

House Closed; Re-leased

New Orleans, May 14.—The Newman interests, operators of the Strand here, closed the house without prior notice last night on account of poor business after a run of six months.

Three hours after closing the house was leased by the Joy Houck circuit, the officials of which stated that reopening would take place today with a 10-cent admission for a double feature show of first run westerns. The reopening today aroused little enthusiasm.

Insiders' Outlook

By RED KANN

Hollywood, May 14.

THE bankers of the nation are in a panic over the national epidemic of stickups. The Government's law and order forces admit they are at their wits' end. The President steps in quietly and names his own emissary to track the gang to its lair.

It all happens in the allotted footage, but not before there are thrills and suspense and love interest to round out the proper and usual melodramatic formula.

"This Is My Affair" could be dismissed as briefly as this, yet it has much more. As modern as any member of the gangster cycle, the background and treatment given to that background supply considerable difference. . . .

▼

It is at the turn of the century; the President is William McKinley and the Vice-President is Theodore Roosevelt. The emissary, who ultimately discovers that the man behind the crime wave is a bank examiner of the United States, is a young naval officer played by Robert Taylor. The love interest is Barbara Stanwyck and two front men for the criminal de luxe are Victor McLaglen and Brian Donlevy. Here was a chance for a colorful and nostalgic incident and the story and screenplay by Allan Rivkin and Lamar Trotti went to it with a bang, with full play to a line of girls in Watson beef trust manner, huge schooners of beer and handle bar mustaches. . . .

▼

Very astute is the major suspense construction wherein Taylor, who is deliberately arrested as one of the safe crackers, eventually discovers from McLaglen who the higher up is and then finds his own life endangered because of the assassination of McKinley. There is a nick of time finish aided by Miss Stanwyck.

Taylor does a very good job as the hero and Miss Stanwyck is a satisfactory foil, although we wish Darryl F. Zanuck would take her for a walk and explain she is not necessarily embarking upon heavy dramatic acting when she persists in sending her voice into yells. . . .

▼

McLaglen is his rough and ready self and Donlevy is forceful and effective as the operating head of the gang. There is Frank Conroy quietly interesting as McKinley and Sidney Blackmer noisily persistent as Roosevelt. A swell cast takes this out of the ordinary gangster yarn classification. Directed by William A. Seiter, it is a rousing and commercial melodrama well poised for substantial box-office by 20th Century-Fox. . . .

Newsreels Increase Coronation Footage

By BRUCE ALLAN

London, May 14.—As a result of the protests in the press over the short length of the newsreel sequences on the Coronation here, Movietonews today promised a sequence running 45 minutes by the middle of next week.

Movietone also will show 1,000 feet in Technicolor tomorrow, and plans to release a color sequence on the ceremony in the United States which will run for about 30 minutes.

Paramount is rushing preparations for a long trade-showing of the reel tomorrow. Laboratories here are swamped by demands for prints. The enormous public interest in the reels is indicated by the fact that newsreel theatres showing the Coronation sequences were crowded until 5 A. M. today.

U. A. Meeting Monday

Hollywood, May 14.—The United Artists' stockholders' meeting, scheduled for Monday here, will concern only routine matters, Dr. A. H. Giannini, president, stated today.

Alexander Korda, Douglas Fairbanks and George J. Schaefer are expected to arrive from New York on Sunday.

"U" Delegates Due On Coast Tomorrow

(*Continued from page* 1)

manager, who will preside at the convention; J. Cheever Cowdin, chairman of the board; J. P. Normanly, general business manager; Robert W. Allison, comptroller, and a delegation of studio executives.

The southern sales contingent, including delegates from Atlanta, Dallas and New Orleans, will arrive early Saturday, while Canadian, Portland and Seattle delegates are due Saturday night.

The first session of the convention will open Monday morning at 9:30 at the Ambassador.

Complete RKO Meet Plan

Convention plans for RKO, which will be held at the Ambassador, Los Angeles, June 16-20, have been completed, A. A. Schubart, exchange operations head, stated yesterday upon his arrival from Hollywood. He stopped over at Memphis en route east.

Friedlander Rites Set

Funeral services for the late Al Friedlander will be held tomorrow at 7:30 P. M. at Flatbush Memorial Chapel, Brooklyn. Many of his friends and associates will attend.

Circuits Not to Aid Dunnigan Bill Fight

Major circuits have declined to join with legitimate theatre forces in opposing the signing by Governor Lehman of the Dunnigan bill, which was passed by the legislature and provides for the revocation of a theatre's license without a court trial on the submission of proof to the license commissioner that an indecent performance has been given. Any theatre having a stage show could be included under the provisions of the bill.

Legitimate theatre organizations have asked Governor Lehman for a public hearing on the bill before it is signed. They contend that it would set up a one man censorship of all stage productions in New York.

Sirovich Bill Seeks Repeal of Stage Tax

By BERTRAM F. LINZ

Washington, May 14.—Partial repeal of the admission tax was sought today by Representative Sirovich of New York in a bill introduced in Congress which would lift the tax so far as the legitimate stage is concerned.

The bill provided specifically that the repeal should not apply to films, radio, television, stock or vaudeville performances.

In introducing the measure, Representative Sirovich explained that "the legitimate theatre is being ruined on account of the tax on theatre tickets and it is hoped by this legislation to help the legitimate speaking stage."

File Divorce Bill in Illinois

Springfield, Ill., May 14.—A theatre "divorce" bill similar to those sponsored in other states by Allied States Ass'n was filed in the Illinois legislature here today by Rep. Schaeffer O'Neill of Alton. The measure was referred to the Committee on License and miscellany.

Producers-distributors having theatre interests in Illinois are Paramount, Warners, RKO and National (Fox).

Suggest Phila. Admission Tax

Philadelphia, May 14.—A measure which calls for a tax on each 25 cents of admission price to places of amusement is being considered by the City Council here. The measure, which was introduced by Dr. Arthur P. Keegan, councilman, would replace the state tax which will expire June 1. Keegan estimates that the new levy should yield $5,000,000 yearly.

If Keegan's proposal becomes law it will probably supercede the idea advanced two weeks ago for a city footage tax on film shown by local exhibitors.

Games Ban Extended

Philadelphia, May 14.—Ray Kaplan, chief of detectives of Delaware County today rescinded his order outlawing Bank Night and Bingo. Following conferences with exhibitors he suspended his order until Judge McDevitt hands down a decision on a case now pending here. He will be guided by the court's ruling.

Sunday Shows Defeated

Monticello, Fla., May 14.—The citizens of this county seat of Jefferson County, in a special referendum voted 173 against Sunday films and 165 for the proposal.

G. N's. Coast Session Gets Going Sunday

(*Continued from page* 1)

executives will tender the delegates a banquet on Stage No. 3 of the Grand National studio with the company's stars, producers and directors present. Conrad Nagel will be master of ceremonies.

On Wednesday morning there will be a recapitulation of the selling program and an announcement of sales quotas. This is to be followed by winners of the recent sales drive and the promotion of several leaders. An inspection of the Grand National studio is scheduled for the afternoon, to be followed by a screening at the studio theatre of takes from new pictures in work.

The first release on the 1937-38 program will be "The Shadow." It is the first of a series of stories to be based on the magazine and radio character.

Bernadene Hayes, who appeared with Wayne King and his band, will appear in "Sweetheart of the Navy" in support of Eric Linden and Cecilia Parker. This will be her second picture, the first having been "Great Guy."

Assets of Olympia Transferred June 4

Boston, May 14.—The five-year old receivership of Olympia Theatres will be wound up here on June 4, the date set by the court for the formal transfer of the company's assets to New England Theatres, headed by Martin Mullin and Samuel Pinanski.

New England's bid of $4,000,000 cash for the Olympia assets, consisting of 30 leaseholds and fee properties, was accepted by Olympia creditors and approved by the court several weeks ago.

Redmond Wins Action

Jack Redmond, golfer, yesterday was granted a permanent injunction and a six-cent verdict against Columbia by Justice Ferdinand Pecora in N. Y. Supreme Court after a two-day trial. Redmond claimed a violation of the civil rights law because a series of shots for which he posed for the Fox Movietone News was included in the short "Golfing Rhythm," produced by Columbia.

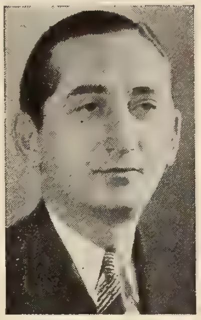
Court Permits Borrowing

The International Mutoscope Reel Co., now in reorganization, yesterday was permitted by Federal Judge Francis G. Caffey to borrow $7,000 from the Linde Factors Corp. for the purpose of paying a 10 per cent dividend due their creditors today. A chattel mortgage on machinery and fixtures is to be given to the factors as security.

Seek Reorganization

Kansas City, May 14.—Judge Albert L. Reeves has set June 5 as the date for a hearing on the petition of the Butler Estates Securities Co. to reorganize under Section 77 B on the Missouri Theatre and Missouri Hotel here.

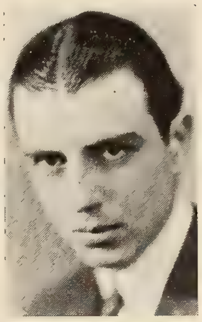
Grand National Leaders


E. L. ALPERSON
Grand National President

EDWARD PESKAY
General Sales Manager

SOL EDWARDS
Eastern Sales Manager

JAMES WINN
Western Sales Manager


EDWARD FINNEY
Head of Advertising and Publicity

Production Gains Despite Strikers

(*Continued from page* 1)

campaign failed to halt the start of eight new films during the week as six finished and went to the cutting rooms. A total of 39 features were in production which was up two over the preceding week. Sixteen features will go before cameras within the next two weeks, according to studio schedules, while a total of 71 are now being edited.

Short subject production was quiet in all majors, although four were in preparation and 13 cutting.

The new pictures starting during the week were "General Hospital" at M-G-M, "Meet the Boy Friend" and "Range of Defenders" at Republic, "Take the Heir" at RKO, "Lancer Spy" and "Thin Ice" at 20th Century-Fox," "Reported Missing" at Universal and "First Lady" at Warners. Paramount still led for heavy production with seven in work. Warners and M-G-M were second with six each.

Columbia had two features shooting, two preparing and seven editing. Samuel Goldwyn had three, zero and zero; M-G-M, six, one and three; Paramount, seven, four and 10; Republic, two, one and five; RKO, three, two and six; Roach, one, zero and two; Selznick International, one, zero and zero; 20th Century-Fox, four, four and eight; Universal, three, one and two; Walter Wanger, one, zero and zero; Warners, six, one and 28.

In the short subject division Columbia had two preparing and four cutting. M-G-M had one and three; RKO, one and four; Roach, zero and one; Warners, zero and one.

All 20th-Fox Units To Attend Sessions

(*Continued from page* 1)

district manager; Delbert Goodman, manager for the Far East.

Among the executives of the company's theatre subsidiaries will be Spyros, Charles and George Skouras, Matthew Fox, Alfred McNeil, Ted Kirkmeyer, Rick Ricketson, Elmer C. Rhoden, Frank L. Newman, Jack Jamrick, A. L. Rosenberg, Al Hanson, Larry Kent, Charles A. Buckley, George Topper, Thornton Sargent, Cullen Espy, Dick Dickson, George Browser, B. V. Sturdivant, Homer Gill, Louis Christ, Fred Stein, H. C. Speigel, Nick Turner, William Agren, and William C. Steege.

Promotion Talk Ends Photophone Meeting

Indianapolis, May 14.—The new season's sales promotion and advertising plans for RCA Photophone were outlined today at the final business session of the company's sales convention at the Hotel Lincoln here. The delegates also visited RCA Photophone's new plant here and heard technical discussions of the mechanical features of the RCA high fidelity sound head, conducted by Max Batsel and Carl Reifsteck of the engineering executive staff.

Dave J. Finn, advertising manager of the company, outlined the advertising program for the year, stressing the importance of trade papers.

The convention officially will close today, with individual conferences among district managers, sound supervisors and the home office executives occupying the final day.

◂ Purely Personal ▸

Nat Ross, who made two quota pictures for Columbia and one for M-G-M, has arrived from England and will leave for the coast Thursday for a four-week vacation before returning.

●

F. H. Gildemeyer, formerly with Erpi's Detroit field staff, is en route to Porto Rico to become branch manager there for Western Electric of Cuba.

●

D. A. Doran was scheduled to leave for the coast last night to attend pre-convention product meetings at the Columbia studios.

●

Joe Berne, partner and legal head of Mort Singer's theatres, will sail today for Italy on the *Conte de Savoia.*

●

Phil Dunas, midcentral division manager, and O. J. Ruby, Milwaukee branch manager, are in town visiting the Columbia home office.

●

Ned E. Depinet, Mark Sandrich and Merlin H. Aylesworth made up a luncheon trio yesterday.

●

N. H. Brower, Warner coast district manager, flew to Los Angeles last night.

●

George Hirliman arrived from Hollywood yesterday via American Airlines.

●

E. B. Hatrick is due back from Europe the end of June.

●

Harry C. Arthur is slated to return to St. Louis next week.

●

J. S. MacLeod returned from the coast yesterday by plane.

●

Mort Singer left for Chicago yesterday after a few days here.

●

Madeleine Carroll is due Monday on the Century.

Wall Street

Many Revive Lightly on Board

	High	Low	Close	Net Change
Columbia	32	31¾	32	.....
Consolidated	3⅜	3¼	3⅜	.....
Consolidated, pfd.	13	12½	12½	— ¼
Eastman	161	158½	161	+3
Gen. T. Equip.	24	22¾	24	+ ½
Loew's, Inc.	76½	74½	76½	+2
Paramount	19¼	18⅜	19⅛	+1¼
Paramount 2 pfd.	17½	16⅝	17½	+1¼
Pathe Film	6⅝	6½	6½	— ⅛
RKO	8⅛	7¾	8	+ ¼
20th Century-Fox.	36¼	35¾	35¾	.....
20th Century, pfd.	45	45	45	+ ½
Warner Bros.	12	11⅜	11⅝	+ ⅜

Technicolor Up a Point

	High	Low	Close	Net Change
Grand National	2¼	2¼	2¼	— ⅛
Sonotone	1¾	1½	1½	— ⅛
Technicolor	22½	21¾	22½	+1
Trans-Lux	4½	4⅜	4⅜	.....

Bonds Rise

	High	Low	Close	Net Change
Loew's 3½s '46	98½	98½	98½	+ ⅛
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	.....
Warner Bros. 6s '39 wd	95½	95	95½	+ ½

(Quotations at close of May 14)

◂ Radio Personals ▸

BILLY BURTON, of the Rockewell-O'Keefe office left for Pittsburgh last night, to be gone a week . . . Al Pierce and "gang" returned to New York from Chicago, where they entertained at a convention of Ford dealers . . . J. K. Mason, of NBC's sales promotion, at Erie, Pa., yesterday to deliver an address at an advertising association convention . . . Marian Anderson, colored diva, sails May 15 for South America on a two-month concert tour set by NBC concert bureau . . . Jane Pickens takes her exams today for another fellowship at the Julliard School . . .

✚

Ted Weems' orchestra replaces Horace Heidt's Brigadiers on their CBS broadcasts May 24 and May 31. . . . Tito Guizar left for Baltimore yesterday to head the stage bill at the Hippodrome there before departing for Hollywood, where he will appear in Paramount pictures. . . . Milton Douglas and his partner, Priscilla, will occupy the guest star spot on the "9 O'clock Revue" on WOR tomorrow. . . . Jimmy Melton will be Nellie Revell's guest on her interview program on NBC Tuesday. . . . Sonja Henie will be the guest star on the Chase and Sanborn series May 23. . . . May Robson has been added to the Lux cast for Monday's production, "Another Language," which will feature Bette Davis and John Beal. . . . It's a boy at the Dan Landts, of the Landt Trio.

NBC Centers Coast Heads at Hollywood

(*Continued from page* 1)

until the four-year lease on the present property had been disposed of. Negotiations for this is now under way.

Although plans are not yet drawn up, the new studios will be similar to film studios, with large stages. Meanwhile, NBC's big problem, Gilman said, is to find room for the heavy summer and fall schedule from Hollywood.

In announcing the shift to Hollywood, Gilman predicted that city would become the radio center of the nation in five, or possibly three years.

Meanwhile, NBC will continue to maintain offices in San Francisco, due to the two NBC stations there.

Drop Bamberger Suit

The action of Nathan S. Zuker against the Bamberger Broadcasting Service was marked discontinued but not settled by mutual consent in the U. S. District Court yesterday. Zuker in his complaint stated that he had disclosed to the broadcasting company a novel idea for a radio program for which he was to be paid. He alleged that the idea was subsequently incorporated in a program sponsored by the Emerson Drug Co., but that he was not paid. Zuker asked for $10,000 damages.

William Seymour to Wed

CINCINNATI, May 14. — William Seymour, news editor of WKRC, CBS affiliate, brother of Ann Seymour, will be married in Chicago next week to Patricia Garrity, dancer.

Merrill Lands Minus Reels And Editors Breathe Again

(*Continued from page* 1)

just a gentleman's agreement, as stated above.

They conferred again and decided to hire enough passenger accommodations on the *Hindenburg* to get the films back. After the Hindenburg disaster Smith came forward again. This time, it is said, the price was $35,000.

All the newsreel editors did a lot of telephoning and dickering and a group of them were down at Floyd Bennett field when Merrill took off last Sunday. They even had newsreel pictures of the *Hindenburg* crash with them to ship if Smith's price should come down. The price didn't come down and the films didn't go up. They were brought back to Manhattan.

After Merrill had landed in London Smith's price went up again, but Merrill was there waiting and the films were in the laboratories. Every editor in New York lost sleep worrying whether one of their number would prove not to be a gentleman. It was a chance for the scoop of the year.

Merrill saw the Coronation with Lambie. It was a nice jaunt—Sunday to Friday round trip to England. He was feted in England. He was also feted over here last night.

Estimates vary on what it cost Smith.

Frim Girls on WLW

Selected during the recent WLW talent-scouting jaunt here, the "Three Frim Sisters" start on WLW, May 17, for a three-month session. The girls, a vocal combination, have been heard on the "Hit Parade," "Shell Chateau," and other network programs.

Showers Interrupt Picketing Locally

(*Continued from page* 1)

also cut short Thursday night's picketing. The first drops sent the "boys" scurrying for the cover of theatre marquees and lobbies, but when police insisted on enforcing the "keep moving" order, the pickets soon disappeared.

Union officials said yesterday that the Brooklyn Painters Council would picket first run houses in that Borough on Saturday night.

No Picketing in Chicago

CHICAGO, May 14.—Although the local Painters' union today voted to comply with the request of the international union to picket and boycott theatres here in sympathy with the studio strike in Hollywood, A. W. Wallace, an official of the union, said that no picketing could be started for at least two days.

The painters will endeavor to enlist the aid of the electrical workers' and projectionists' unions here and until they have conferred with these groups, which will require from two days to two weeks, it was said, no picketing plans can be completed.

Push N. Y. Unionization

Organizing of theatre employes in the metropolitan area by the I. A. T. S. E. was reported yesterday to be in "a well advanced stage," one union estimate placing those already organized at approximately half of the total of eligible employes.

From present indications the organizing movement appears to be aimed at assistant managers, cashiers, doormen and janitors. Little emphasis is being placed on the organizing of ushers, it appears. From the union's viewpoint, frequent changes of employment among ushers acts as a handicap both to their organizing and to maintaining membership following organization.

Asks Union Suit Dismissal

Joseph Basson, president of Local 306, the projectionists' union, yesterday filed a motion in the N. Y. Supreme Court to dismiss the complaint of the Gotham Amusement Corp. and six other independent exhibitors against Local 306, the Allied M. P. Operators' Union and the I. T. O. A. because of failure to state a cause of action. It will be heard by Justice Isidore Wasservogel on Monday.

Harry Glover, president of Allied, filed a similar action. In their complaint, the plaintiffs ask for a judgment, declaring that the contract executed between Allied and the I. T. O. A. in August, 1933 be permitted to run to its date of termination in June, 1943. The complaint also asks that an agreement made between Local 306 and the I. T. O. A. in January of this year be held invalid because it was not ratified by the I. T. O. A. board of directors.

Houston Engineers Resume Work

HOUSTON, May 14.—The strike of stationary engineers at Loew's and Horwitz theatres was dissolved today when representatives of the theatres and the Labor Trades Council and Building Trades Council of the A. F. of L. agreed to negotiate May 31. R. J. O'Donnel, Interstate Theatres executive, will represent Loew's and Interstate.

A statement signed by labor council heads, A. L. Mugnier of the Stationary Engineers Local No. 707 and Charles Young, international representative of the International Union of Operating Engineers, declared that similar peaceful round table discussions and settlements will be the policy pursued in future for matters of like nature.

Portland Workers Are Signed

PORTLAND, May 14.—Shippers, inspectresses and accessories cleerks of all local exchanges are signed up 100 per cent. union organizers claimed today. An A. F. of L. charter is expected by the group prior to its next meeting.

Charter Washington Union

WASHINGTON, May 14.—The Film Exchange Employes' Union here, formed under the sponsorship of the local projectionists, yesterday received an I. A. T. S. E. charter as Local B 13. The officers are James W. Burns, president; George Sullivan, vice-president; Donald McCann, secretary; Buddy Turner, financial secretary; Jules Share, treasurer, and DeForest Ormes, business agent. The charter followed several previous attempts to organize without the aid of the I. A.

There has been no attempt thus far to picket any local houses in connection with the coast strike.

CBS Completes Plans For New Coast Plant

HOLLYWOOD, May 14.—Donald W. Thornburgh, CBS vice-president in charge of Pacific coast operations, today revealed completed plans of the new CBS studios and offices, which will be located in the Palace Hotel Bldg., San Francisco.

The plans were drawn by Bliss and Fairweather, with William Lescaze, who designed the new KNX building in Hollywood, as consultant adviser.

The project will include two stories. Five broadcasting studios, each with its own control room, and each including an observers' balcony, are planned.

The estimated cost of the plant will be approximately $350,000, Thornburgh revealed, affording CBS and KSFO one of the finest broadcasting centers in America.

Plans call for entirely new construction work for the entire project. The first floor will include the entire executive offices for CBS and station operations, a program planning department, and an announcers' lounge.

The second floor will contain the music library, traffic, publicity and news departments, a transcription library, engineering department and two clients' rooms.

All technical installation will be under the supervision of James Middlebrooks, CBS construction engineer, who is also directing the erection of the new KSFO transmitter now under construction.

Weed to Open at Detroit

Joe and Neal Weed, of Weed & Co., station representatives, left yesterday for Detroit to attend the opening of the company's new offices in that city. The new headquarters will make the third office for the firm, currently operating in New York and Chicago.

M. J. Thomas, now of the Chicago staff, will manage the Detroit office.

J. O. Van Keuren Leaves KSFD

SAN DIEGO, May 14.—J. O. Van Keuren today announced his resignation as commercial and assistant manager of KSFD, local NBC-Blue outlet. His resignation becomes effective May 15.

Seek to Unionize Bookers

KANSAS CITY, May 14.—The Film Exchange Employes' Union, affiliated with the I. A. T. S. E., according to union officials is proceeding now with efforts to organize exchange bookers and employes of poster firms outside regular film branches. Approximately 116 inspectresses, shippers and poster clerks are claimed as members.

Drive Collects $17,293

The film division of Catholic Charities, headed by Frank C. Walker of the Comerford Circuit, has received $17,293 toward the 1937 appeal, it was stated yesterday by John A. Coleman of Adler-Coleman & Co., chairman of the special gifts committee.

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and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
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Accurate
and
Impartial

VOL. 41. NO. 115 NEW YORK, MONDAY, MAY 17, 1937 TEN CENTS

"U" Expected To Keep List At About 42

Provision Will Be Made For Later Changes

Los Angeles, May 16.—Universal will announce approximately the same number of pictures for new season production as were listed last year, it was indicated here today with the arrival of the company's national sales force for its annual convention which opens at the Ambassador on Monday.

The schedule is expected to list 42 pictures, including six westerns, the same number announced for this season. Provision is expected to be made, however, for the addition to the list of special properties or outside productions which may be acquired during the year. Since the reorganization of the Universal studio under Charles R. Rogers the company on several occasions has considered increasing its schedule to a release a week. The flexibility of the new season's plans would make such an

(*Continued on page 3*)

Executives of U. A. Arrive in Hollywood

Hollywood, May 16.—With the arrival from New York today of George J. Schaefer, Maurice Silverstone and James Mulvey by train and Alexander Korda, Basil Bleck and Douglas Fairbanks by plane, the United Artists partners are scheduled to hold the first of a series of meetings tomorrow.

Mary Pickford, who had been touring Europe, returned here Tuesday. David O. Selznick and John Hay Whitney of Selznick International are still in the east with indications that the former may arrive late this week.

WOR Gets a Part of Merrill's Air Talk

Although NBC paid $2,500 for the exclusive interview rights with Dick Merrill and Jack Lambie, WOR succeeded in getting a lot of NBC's thunder in reporting the return flight.

Through the cooperation of Eastern Airline officials, WOR installed microphones in the airline at Newark Airport, picking up and broadcasting the messages while they were coming in from the plane. Merrill and Lambie,

(*Continued on page 24*)

More Radio—Pages 24-25

Peskay Will Announce 12 GN "A" Films

No Shorts in Lineup of 65 Pictures Planned

Los Angeles, May 16.—Edward Peskay, general sales manager of Grand National, is expected to announce 12 "A" pictures in the lineup of 65 planned next season. He will make known plans on these features on Tuesday afternoon. Included in this group will be the two James Cagney pictures, one of which will be "Dynamite," and "Gorgeous," starring Anna Sten. The company will have no short subjects.

Meeting the arriving salesmen and branch managers this morning were Edward L. Alperson, president; Peskay, James Winn, western and southern sales manager; Sol Edwards, eastern and Canadian sales manager; Sidney M. Biddell, story head; Philip Krasne, legal head here, and a number of producers and directors. About 70 men comprised the arriving party.

Following their arrival and registra-

(*Continued on page 3*)

Moses Quits Century Group After 5 Years

Charles Moses, for the past five years film buyer, supervisor of theatre operations and executive assistant to A. H. Schwartz of Century Circuit, resigned Saturday. Moses is well known in local exhibition circles, having been in various branches of the field during the past 25 years.

Operating the Palace, Port Richmond and the Victory, Tompkinsville, S. I., it is reported that Moses will expand with several sites under consideration for immediate building. This, however, could not be confirmed Saturday.

Flying Price

London, May 16.—When Dick Merrill left New York on that Coronation flight, the price he asked to bring back newsreel pictures was considered too high by the American newsreel editors. But when he made the first leg of the flight without batting an eye, the price ascended.

The inside story here is that Merrill wanted £2,000 each from the five reels, which would be a total of $50,000 U. S. So the reels agreed to disagree with Merrill—and the prints will arrive in New York on the *Normandie,* which left England Thursday and is due here Tuesday.

Final Strike Test Due This Morning

Hollywood, May 16.—Opening of the studios this Monday will demonstrate how much life, if any, is left in the strike of the Federated M. P. Crafts following week end conferences between producer representatives headed by Joseph M. Schenck, and Charles Lessing, leader of the striking groups.

It is believed that the refusal of the Federated M. P. Crafts on Friday to accept the producer proposal for peace, with arbitration scheduled to be undertaken within five days, merely amounted to a temporary delay in the conclusion of a settlement.

There was every indication of an early settlement following the return of a large number of machinists to their jobs, after the successful negotiation of terms, and the return also of draughtsmen and costumers. With the imminent return to work of culinary employes, there appears little left of the organization which instituted the strike under the banner of the Federated M. P. Crafts.

Color Pictures of Coronation Are Termed Brilliant Success

By BRUCE ALLAN

London, May 16.—The color reels of the Coronation produced by Movietonews and Pathe, the former in Technicolor and the latter in Dufaycolor, both are brilliantly successful.

The Movietonews reel includes preliminary color shots of the regalia of the peers, closeup details of the royal coach and the like.

The picturing of the activity in Westminster Abbey, in the black and white reels takes in the full ceremony and provides a wonderful record of the complete event. Both sound and photography are excellent considering the difficulties.

Score Charge Agreement to Be Fulfilled

M-G-M, Columbia and "U" Will Stick to Pact

Despite the suspension for an indefinite period of the M.P.T.O.A.'s trade practice program the major distributors who agreed to discontinue the levying of a separate score charge will fulfill that concession during the new selling season, it was revealed through a survey of distribution companies completed on Saturday.

National distributors who agreed to abolish the separate score charge are M-G-M,Columbia, United Artists and Universal. The other three companies which acknowledged the exhibitor trade practice program, Paramount, 20th Century-Fox and RKO Radio, declined to eliminate the separate score charge and, by all present indications, will not alter their sales policies for 1937-'38 in line with that decision.

Six of the seven major distributors who acknowledged the program conceded a 10 per cent cancellation and will carry out that provision in new season's sales policies.

The other major proposals compris-

(*Continued on page 25*)

Warner Cosmopolitan Setup Will Continue

Although no mention of Cosmopolitan or Marion Davies was made by Warners in the product announcement last week, it was stated Saturday that the arrangement between the Hearst organization and Warners will continue indefinitely.

"Ever Since Eve," which will be released in August, is the last Marion Davies picture on the current schedule. She will probably appear in two of the six planned by Cosmopolitan for 1937-38.

The reason for not listing Cosmo-

(*Continued on page 25*)

Ohio Passes Only 2 Of 21 Picture Bills

Columbus, May 16.—A legislative record of some sort was established during the recent session of the Ohio state legislature which saw the introduction of 21 different measures directly or indirectly affecting the industry. Of the 21 measures, 18 were defeated, two were passed and one was left tabled. The two which were passed were a civil rights measure prohibiting racial discrimination and a bill extending Ohio's three per cent admission tax to March, 1938.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 17, 1937 No. 115

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Cocalis to Build in Three Jersey Spots

Having acquired Matty Kutinsky's one-third interest in six Bronx and White Plains theatres, Sam D. Cocalis plans to build three theatres at New Jersey shore sites. Negotiations are practically set for the latter deals, it was stated Saturday.

Cocalis has had a one-third interest in the six houses and with the acquisition of Kutinsky's share now controls operation of the Allerton, Yorke, Pelham, Laconia, Wakefield and Burke. Plans for New Jersey sites include two in Asbury Park and one in Long Branch.

Open Monogram Offices

The Monogram exchanges here and in Philadelphia will be officially opened today. William Hurlbut will play host at the Detroit headquarters. Various exhibitors and executives will attend the receptions.

Lee Is Due on Coast

LOS ANGELES, May 16.—Arthur Lee, vice-president of G. B., is due here from Dallas by plane. He will remain here for a short time and return directly to New York.

Insiders' Outlook

By RED KANN

Hollywood, May 16.

MUCH of the table talk in Hollywood's eateries these warmish days goes to "Wake Up and Live" and "A Star Is Born" and to it this typewriter strikes its caps in full agreement. They rate praise words and, goodness and we know, they are getting them. One of these minutes, on the other hand, the scattered enthusiasms over a picture called "Make Way For Tomorrow" will join their currently loose threads and the film colony will begin to give Beulah Bondi and Victor Moore, as well as Leo McCarey's direction, the recognition all three so thoroughly rate. . . .

▼

It appears there were a couple of previews the night "Make Way For Tomorrow" was put on by Paramount. We elected the other, whatever it may have been, and it appears further we embarked upon a decision lacking sadly in judgment; the only defense we can muster is to remind this is frequently a habit with us. Eventually, when words dropped here and there began to gain in some volume, a later decision dictated that we should take a look. Here was Sidney Skolsky feeling identically about the matter and there was Chris Dunphy making way in the projection room an hour later. . . .

▼

"The Years Are So Long," a prize-winning novel by Josephine Lawrence, and a play by Helen and Nolan Leary, based on the book, are the foundation for this tender, wistful and heart-touching story of an ageing mother and father in the winter of their full lives with their children grown to adult age and past anything more than a superficial interest in their parents. No villains stalk this attraction, in any accepted sense, unless the villainy of the selfish offspring might be approached in such a light. No thrills in the usual manner have a place in the story, yet the full and rather magnificent closing sequence wherein Miss Bondi and Moore return to the scene of their honeymoon of fifty years ago and re-live their past in terms of a faster and more modern day is as thrilling emotionally as anything that Hollywood has turned its hand to in recent months. And perhaps beyond. . . .

▼

No young love plays out its accustomed plot, yet the staunch and sterling fidelity, born out of love and understanding of each of the principal characters for the other, is easily and in their manner as rapt and enthalling as any impassioned embraces in the Garbo-Taylor style. Because the theme could not properly tie in that which did not belong, the average in-the-trade reaction at once will conclude "Make Way For Tomorrow" will be a tough baby to sell. Probably and if precedent in a changing market stands by its colors, this is so. But, since it is true any theatre operator can sell a "Maytime" or a "Shall We Dance?" it likewise follows showmanship asserts itself in adequately marketing an attraction which calls for something beyond routine advertising and perfunctory handling. . . .

▼

This is one of a type of picture which, we suppose, will find itself off to a slow start. But we rather lean toward a good-sized conviction that it will chart a steadily upward line as its pronounced merit and its irresistible appeal become part of the word-of-mouth endorsements for which the film will head. Something must be said for Miss Bondi's understanding and beautifully keyed performance; for Moore's justification of the conviction that in his pathos, usually turned comic, always has been lurking a very definite capability for a moving and dramatic characterization; and, by no intentional or final dismissal, for McCarey's appreciative and sensitive direction. . . .

Carl Levi Funeral Today

Services for Carl Levi, late Loew district manager, will be held at 1 P. M. today at Riverside Memorial Chapel. Many associates and friends will attend. Interment will be at Mt. Hope Cemetery, Cypress Hills, L. I.

Rites for Friedlander

Funeral services were held last night for Al Friedlander at the Flatbush Memorial Chapel, Brooklyn. He is survived by his widow, Yvonne, and a sister, Gertrude Waterfall.

May File New Game Suit

OMAHA, May 16.—Disappointed at the delay of Affiliated Enterprises, Inc., of Denver in appealing the adverse decision in the Beatrice, Neb., Bank Night case, Attorney General Richard Hunter has revealed here that he hopes to file another test suit against some Omaha theatre. This city, which has 27 theatres holding a $1,000 weekly cooperative Bank Night draw, is the most vulnerable in the state for such a case since city officials have frowned upon Bank Night since its inception.

Kent Confers Today On Australian Deal

Sidney R. Kent, president of 20th Century-Fox, will confer today with Charles Munro, managing director of Hoyts, on a continuation of the Hoyts-Greater Union affiliation in Australia.

Munro is understood to have offered Stuart Doyle, head of Greater Union, a 20-year deal which now needs the ratification of Kent. Walter J Hutchinson, foreign head of 20th Century-Fox, has been in France and England the past few months and is due back on the *Normandie* tomorrow.

Kent is due to leave for Hollywood late today, Munro on May 25. Accompanying Hutchinson on the *Normandie* is Stanley S. Crick, head of the company's sales activities in Australia.

Disney to Open Own Office in the East

Walt Disney will open his own office in the east, in the RKO Bldg., shortly after the RKO convention in Los Angeles, Roy Disney said Saturday before leaving for Hollywood. Hal Sloane, who will be in charge, at present is making his headquarters with Kay Kamen.

All Disney releases through U.A. have been delivered, Disney said, and the first two for RKO are now in the hands of the latter company. They are "Pluto's Quin Puplets" with Pluto and Fifi, and "The Clock Cleaners," a Mickey Mouse subject. The first will be released Aug. 1.

Walt Disney will leave for an eastern vacation shortly after Roy arrives on the coast.

Legion Approves 10 Of 11 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved 10 of the 11 new films reviewed and classified. All 10 were cited as unobjectionable for general patronage, while one was called objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Criminals of the Air," "Hollywood Cowboy," "It Happened Out West," "Der Kaiser von Kalifornien" (German), "Killers of the Sea," "The King's People," "A Night of Mystery," "Pick a Star," "Ritt in die Freiheit" (German), "Talent Scout." Class B—Objectionable in Part—"They Gave Him a Gun."

Calls Special Meet Of Nebraska's MPTO

OMAHA, May 16.—Charles E. Williams, president of M.P.T.O. of Nebraska and Western Iowa, has called a meeting of all independent exhibitors at the Hotel Loyal here on May 25.

Williams' announcement said that all exhibitors "should consider methods of self-defense" against instructions being given by the various distributors to their selling forces at the annual sales meetings.

Other points coming up for discussion are designated playdates, percentage pictures, short subjects with their numerical requirements and score charge, five cent admissions and other competitive methods and the theatre divorcement bills.

"U" Expected To Keep List At About 42

(Continued from page 1)

increase possible if warranted by properties acquired during the year.

The 1937-38 schedule will be made known to the sales force on Tuesday by James R. Grainger, general sales manager, who will preside at the meeting.

The home office, eastern and northern delegations, headed by R. H. Cochrane, president, arrived here today, augmenting by more than 100 men those already on hand for the convention. Southern, north Pacific coast and Canadian delegations arrived yesterday. In addition, Grainger, J. Cheever Cowdin, chairman of Universal; Edward Bonns, short subject sales manager, and other Universal home office and studio officials were here earlier. Approximately 200 in all will attend the meeting.

Addresses by Most Executives

Among the convention speakers in addition to Grainger, Cochrane, Cowdin and Rogers will be P. D. Cochrane, director of advertising, publicity and exploitation; F. J. A. McCarthy, eastern sales manager; E. T. Gomersall, western sales manager; Gustave Schaefer, new export manager; Bonns, Charles E. Ford, editor of the newsreel; Joe Weil, exploitation manager, and other studio and sales department officials.

The main delegation arriving today was met at the station by Cowdin, Rogers, Grainger, J. P. Normanly, general business manager; Robert W. Allison, comptroller, and a large group of studio officials. The first convention session will open at 9:30 tomorrow morning, and the meeting will close Thursday evening.

Cuts "Road" for "U" Men

Hollywood, May 16. — Edmund Grainger is producing a four-reel edition of "The Road Back" to show to salesmen at the Universal convention.

The short is for the purpose of pointing up exploitation ideas on the picture for the sales force.

Rawles to Universal

Hollywood, May 16.—Wallace X. Rawles, former bureau manager of International News Service in Los Angeles, today joined Universal as assistant director of publicity under Marc Lachmann.

Selznick Signs Fairbanks

Hollywood, May 16. — Douglas Fairbanks, Jr., has been signed to a one-picture deal by David O. Selznick, the film to be made at a later date.

He has just completed "Prisoner of Zenda" for the company.

Randall Joins Monogram

Hollywood, May 16. — Addison Randall has been signed to a long term contract by Monogram and will appear as a singing cowboy in a series of 12 musical westerns. R. N. Bradbury will be associate producer.

Randall recently appeared in "Blazing Barriers" for the company.

Universal Convention Chieftains

R. H. COCHRANE
President of Universal

J. CHEEVER COWDIN
Chairman, Board of Directors

J. R. GRAINGER
General Sales Manager

CHARLES R. ROGERS
Vice-President of Production

F. J. H. McCARTHY
Eastern Sales Manager

E. T. GOMERSALL
Western Sales Manager

EDWARD BONNS
Short Subjects Sales Manager

P. D. COCHRANE
Head of Advertising and Publicity

Pescay to Announce 12 G. N. "A" Films

(Continued from page 1)

tion at the Ambassador Hotel, luncheon was served, with a subsequent tour of Beverly Hills, Hollywood and surrounding points of interest.

One of the big features of the convention, in addition to the product announcement, is the promotion of four branch managers to district posts and the naming of four new exchange heads to succeed the men giving up these titles. This is expected on Wednesday, the final day of the convention.

Among the features to be shown the sales force during the sessions are "Small Town Boy," "Sing, Cowboy, Sing" and "The Girl Said No."

Eleven Stars Listed

Los Angeles, May 16.—Grand National's talent lineup for next season will include 11 stars, 10 producers and eight directors now under contract. Negotiations are under way to bolster the current setup with several important announcements expected to be made by Edward L. Alperson, president, on Tuesday.

Stars under contract are James Cagney, Anna Sten, Stuart Erwin, Tex Ritter, Ken Maynard, Eric Linden, Cecilia Parker, Conrad Nagel, Eleanor Hunt, Rod La Rocque and Joyce Compton.

Producers include Richard A. Rowland, Victor Schertzinger, B. F. Zeidman, Zion Myers, Andrew L. Stone, Eugene Frenke, Edward Finney, Max Alexander, M. H. Hoffman and Bud Barsky.

Directors on the lot are John G. Blystone, Schertzinger, Duncan Mansfield, Glen Tryon, Lynn Shores, Eugene Frenke, Arthur Rosson and R. N. Bradbury.

Herman to Do G. N. Series

Hollywood, May 16.—Al Herman will produce a series of four action pictures for Grand National next season based on the Laurie York Erskine radio character, "Renfrew of the Mounted," under the terms of a contract just signed.

The company acquired the screen rights to the radio series some months ago.

Stagehands Accept Circuit Wage Rise

Local 4, Brooklyn unit of the Stagehands' Union, has accepted the circuit's offer of three increases of six per cent over a period of 18 months, it was learned yesterday. Local 1, the New York organization, has deferred the matter until September.

Under the plan, the first six per cent wage increase goes into effect immediately, the second on Sept. 1 and the last on Sept. 1, 1938. The New York unit recently rejected the plan and when it was sent back to the membership a second time, action was tabled until the fall.

B. & K. Promotes Lawler

Kansas City, May 16. — Ralph Lawler, former manager of the B. & K. Newman here, has been named manager of the Paramount and Princess, B. & K. houses at Toledo. Lawler succeeds Henry Stickelmaier, who has gone to Chicago as a circuit executive.

RKO to Take Three Houses in Yonkers

Having reached agreements with Sam D. Cocalis and Berman Sussman for the acquisition of the Park Hill, Broadway and Central in Yonkers, RKO has not yet signed the contracts but is expected to within the next 10 days.

Cocalis operates the first two houses while Sussman has the Central. Sussman built the house last year and has three other houses near Yonkers which are not involved in the RKO transaction.

Meanwhile, negotiations are continuing with Skouras for the pooling of upper Broadway theatres. The deal is expected to be completed before the new season gets under way.

Will Attend RKO Meet

Nate J. Blumberg, in charge of RKO theatre operations, and John J. O'Connor, film buyer, will represent the circuit at the RKO five-day convention at the Ambassador, Los Angeles, starting June 16. They will be among the home office and eastern sales contingent leaving here June 12.

Benchley Picks 4 Titles

Hollywood, May 16. — Robert Benchley has titled four of his new miniatures to go into production at MGM this month.

They are: "How to Figure Income Tax," "How to Wake Up," "How to Make An Impression" and "How to Take Care of Baby."

Roy Rowland has been assigned to direct the series by Jack Chertok.

Purely Personal

RALPH HANBURY, British sales head for RKO, will arrive on the *Champlain* on June 8. He will attend the annual sales convention on the coast. On the same boat will be William B. Levy and Kay Kamen, also convention bound.

•

Joseph Friedman, English head for Columbia, Mrs. Nat Ross, Truman Tally and Vyvyan Donner are due on the *Normandie* tomorrow. J. Robert Rubin of M-G-M is scheduled to return on the same boat.

•

Harry M. Goetz, who had planned to sail on the *Normandie* from England last week, has postponed his departure indefinitely.

•

Charles Skouras and Mike Rosenberg will head for the coast today after conferring here for several weeks with Spyros Skouras.

•

Jerry Novat, ad sales director for 20th Century-Fox, will leave for the coast in a few days to prepare for the display for the convention.

•

William J. Corcoran, formerly with Phillips and Nizer, has joined a new law firm, Levy, Galotta and Corcoran.

•

Sam Burger, traveling M-G-M foreign representative, will leave for the coast in a week or so on a honeymoon.

•

Ed Selzer will leave today or tomorrow for Philadelphia, Baltimore, Washington and Chicago.

•

Leo Spitz will leave for Hollywood the end of the week and will remain for the RKO convention.

•

E. C. Grainger is due back early this week from a tour of Feiber & Shea houses.

•

D. A. Doran left last night for Hollywood on the *Southerner* of the American Airlines.

•

Samuel J. Park, Broadway playwright, is on the coast negotiating for a writing contract.

•

Harry M. Warner gets back from the coast today.

•

Bill Robinson is en route from the coast.

•

Edward G. Robinson returns to the coast tomorrow.

Delay Wisconsin Bill

Madison, May 16.—The Wisconsin Senate will act on the Hall theatre divorce measure on May 27, it was learned here today. The Allied States-sponsored measure was passed by the House last week by a substantial majority.

Approve N. Y. Tax Measure

Albany, May 16.—The Buckley Bill extending emergency taxes for unemployment relief in New York City until July 1, 1938, has been approved by Governor Lehman.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Man in Blue"

(*Universal*)

Hollywood, May 16.—Crime melodrama, romance and character regeneration are the elements of this picture. All are intelligently blended. Situations are well developed to the tune of smart dialogue and exciting action. Hardly strong enough from the standpoint of name value to merit top billing, the production should have no difficulty in strengthening and balancing any usual program.

Remorseful for having killed a man during a holdup, Officer Edward Ellis, adopts his son. In his new environment, Billy Burrud, playing the role, makes good progress. A decade passes and the boy, showing no criminal tendencies, gets a job in a bank where Ellis is a watchman. Romance develops between Herbert Wilcox, who succeeds Burrud, and Nan Grey, contrasts the character drama. An innocent bit of forgetfulness forces the boy to resign his job. Under the influence of Richard Carle, a convict, he participates in a robbery, is caught and sentenced. Double-crossed by Ralph Morgan, another convict, to whom he entrusts a letter to Miss Grey, Wilcox is paroled either to track down Morgan or reveal the hiding place of the loot. Watched by Ellis as he discovers Morgan's whereabouts, Wilcox, with Miss Grey, arrives at the hiding place just as his foster father, Ellis, kills the crook and recovers the bonds. Exonerated, Wilcox resumes his romance with Miss Grey.

A quality of human interest that has been worked into the motivating drama and romance gives the film an engaging appeal. Suitable for family audiences, the show, which is consistently entertainment, also teaches a moral lesson that should impress audiences.

Production Code Seal No. 3,207. Running time, 60 minutes. "G."

Looking 'Em Over

"Talk of the Devil"

(*G. B.*)

A reasonable amount of action and suspense and two American players to offset, for this market, the occasionally unintelligible dialogue of this British & Domonions production serve to make it satisfactory, if not outstanding entertainment.

Ricardo Cortez and Sally Eilers are the two Americans, and both perform acceptably, at the same time providing salable names for exhibitors in this country. Basil Sydney, cast importantly in the support, offers a fine performance and his name should be known here.

Produced by Jack Raymond and directed by Carol Reed, the picture's story recounts the effort of Miss Eilers' guardian to capture a contract for his company to build an ocean liner, and the manner in which an ex-convict, whom he is forced to acknowledge as his brother, gets wind of the closing of the deal, causes the old man's resignation in disgrace.

Cortez, American who had known Miss Eilers in the United States, is unwittingly made the dupe through whom Sydney obtains word of the contract, and when the old man is found dead one night, and Miss Eilers is accused, Cortez seeks to right the situation. He confronts Sydney, almost loses his life, but finally succeeds in forcing Sydney into confession and suicide.

Running time, 76 minutes. "G."

(Additional Reviews on Page 23)

Blank May Drop Theatre

Omaha, May 16.—Report here has it that A. H. Blank has definitely decided to drop the 3,000-seat Paramount and therefore probably will not fight the foreclosure suit filed by the Omaha National bank. The suit alleges Blank is in default on $110,000 of a $200,000 bond issue.

Pat Paterson for Lead

Hollywood, May 16.—Pat Paterson has been signed for the feminine lead in Walter Wanger's forthcoming "52nd Street."

Mrs. Johnson Off in June

Hollywood, May 16. — The new date set for Osa Johnson to leave with a 20th Century-Fox unit for Africa to film "Stanley and Livingstone" is June 10. The studio had announced the company would leave in November.

Mrs. Johnson will arrive in Hollywood to start preparations on June 1.

Hope Hampton to Return

Hollywood, May 16.—Hope Hampton will return to the screen as a singing star in Universal's Technicolor production, "Riviera."

Variety Club

Cincinnati

Cincinnati, May 16.—Harry J. Wessel, chief barker, has appointed Elmer Shard as second assistant to succeed Manny Shure, who has gone to New York to become business manager of Easy Aces of NBC.

Tent No. 3 has donated $50 to the Will Rogers Memorial. A similar amount was given last year.

Hereafter graves of deceased barkers will be decorated with floral wreaths on Memorial Day instead of birthday anniversaries, as has been the previous custom. The memorial roster includes William Gerves, George Schott and George Leighton.

Leo E. Dwyer, operator of the Lake Theatre, Celina, O., and Warren Ray Shafer of the Strand, Irvine, Ky., have been elected to non-resident membership.

Kansas City

Kansas City, May 16.—The Variety Club continued its performance of a new sort of charity here by entertaining 40 elderly women from the Nettleton Home with a screening followed by ice cream and cake at the Club.

Participating as hostesses and hosts were Mrs. L. F. Durland, president of the Variety Club auxiliary; Mrs. Claude Morris, who played for the guests; Mrs. Jack Cameron, Mrs. Ernest Block, Mrs. Frank Bowen, Mrs. Frank Hensler, Mrs. Roscoe Thompson, Mrs. George Peterson, Mrs. Eleanore Walton, city censor; Mrs. June Metcalf, Frank Bowen, Earl Jamison, Finton Jones, George Hartmann, Arthur Cole and Nelson Burrus.

Dancing and Bingo have been introduced for Saturday night affairs.

Quits Fox Position

Denver, May 16.—Gerald Whitney has resigned as district manager of the northern district for Fox Intermountain because it necessitated traveling. Succeeding him is Ray Davis, city manager at Cheyenne, Wyo., for Fox. Whitney will manage two Fox theatres in Denver, the Hiawatha and Webber.

Wall Street

Small Gains on Board

	High	Low	Close	Net Change
Consolidated Film.	3⅜	3⅜	3⅜	.....
Consolidated, pfd.	12⅝	12½	12½	.....
Eastman Kodak..	164½	164	164	+3
Eastman, pfd.....	150	150	150	—2
General Theatre Equipment	23¾	23¾	23¾	— ¼
Loew's, Inc.......	77⅛	76	77⅛	+ ⅝
Paramount	20	18⅞	19⅞	+ ¾
Paramount 2 pfd..	18¼	17⅝	18¼	+ ¾
Pathe Film.......	6⅝	6½	6⅝	+ ⅛
RKO	8½	8	8¼	+ ¼
20th Century-Fox.	36⅜	36	36⅜	+ ⅝
Warner Bros......	12⅜	11¾	12¼	+ ⅝

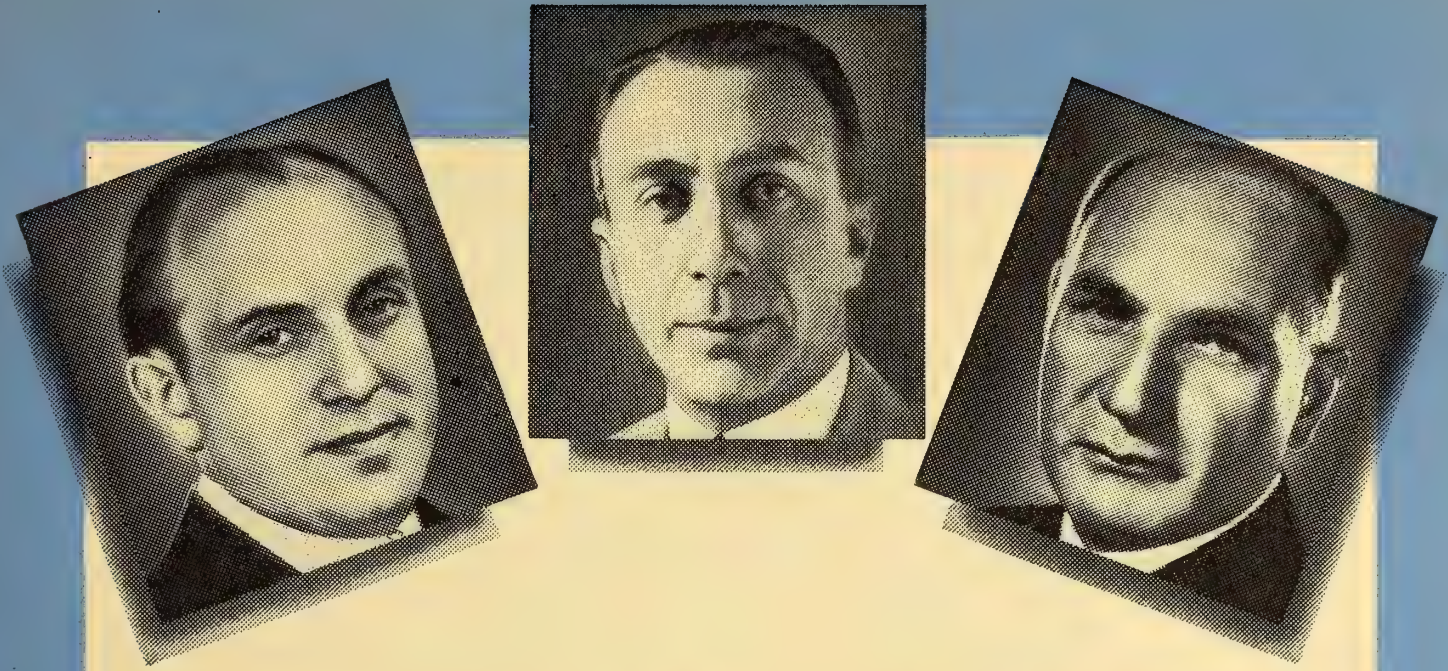
Curb Rises Lightly

	High	Low	Close	Net Change
Technicolor	23¼	23¼	23⅛	+ ⅝
Universal C.R.P..	5¼	5¼	5¼	+ ¼

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's 3½s '46...	98¼	98¼	98¼	— ⅛
Paramount Pictures 6s '55.....	100⅛	100⅛	100⅛	— ¼
Warner Bros. 6s '39 wd..........	95	95	95	.....

(Quotations at close of May 15.)



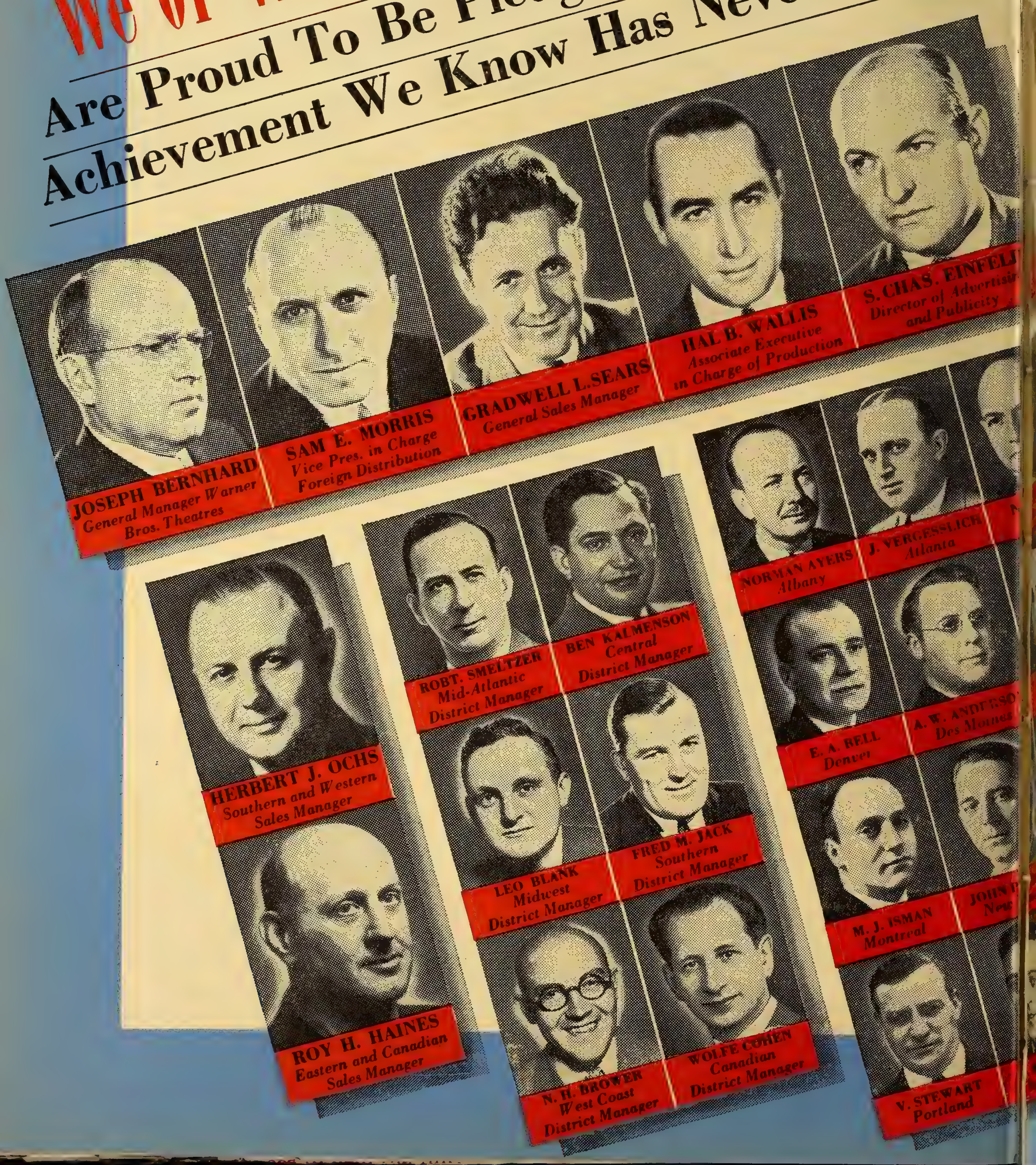
We of WARNER BROS.

will make as great a contribution to the advance of the industry in 1937-38 as we did when we first gave the screen its voice in 1927-28

H M Warner
J L Warner
Albert Warner

We of WARNER BROS.

Are Proud To Be Pledged To An Achievement We Know Has Never Been Ec



JOSEPH BERNHARD
General Manager Warner Bros. Theatres

SAM E. MORRIS
Vice Pres. in Charge Foreign Distribution

GRADWELL L. SEARS
General Sales Manager

HAL B. WALLIS
Associate Executive in Charge of Production

S. CHAS. EINFEL
Director of Advertisi and Publicity

HERBERT J. OCHS
Southern and Western Sales Manager

ROY H. HAINES
Eastern and Canadian Sales Manager

ROBT. SMELTZER
Mid-Atlantic District Manager

BEN KALMENSON
Central District Manager

LEO BLANK
Midwest District Manager

FRED M. JACK
Southern District Manager

N. H. BROWER
West Coast District Manager

WOLFE COHEN
Canadian District Manager

NORMAN AYERS
Albany

J. VERGESSLICH
Atlanta

E. A. BELL
Denver

A. W. ANDERSO
Des Moines

M. J. ISMAN
Montreal

JOHN
New

V. STEWART
Portland

Equalled

CARL LESERMAN
Assistant General Sales Manager

SAM SAX
Prod'n Mgr Eastern Vitaphone Studios

NORMAN H. MORAY
Sales Manager Vitaphone Shorts

FURST
Boston

R. S. SMITH
Buffalo

L. GELLER
Calgary

R. L. McCOY
Charlotte

T. R. GILLIAM
Chicago

A. SHMITKEN
Cincinnati

M. A. MOONEY
Cleveland

DOAK ROBERTS
Dallas

F. E. NORTH
Detroit

F. GREENBERG
Indianapolis

WM. WARNER
Kansas City

W. E. CALLAWAY
Los Angeles

L. CONNER
New Orleans

BYRON ADAMS
Memphis

R. T. SMITH
Milwaukee

RUD LOHRENZ
Minneapolis

ONE
aven

H. HUMMELL
New Jersey

CHARLES RICH
Metropolitan N.Y.

HARRY DECKER
New York

J. O. ROHDE
Oklahoma City

C. K. OLSON
Omaha

W. G. MANSELL
Philadelphia

HARRY SEED
Pittsburgh

McKENZIE
Saint John

WM. F. GORDON
Salt Lake City

C. MUEHLMAN
San Francisco

AL OXTOBY
Seattle

HALL WALSH
St. Louis

H. O. PAYNTER
Toronto

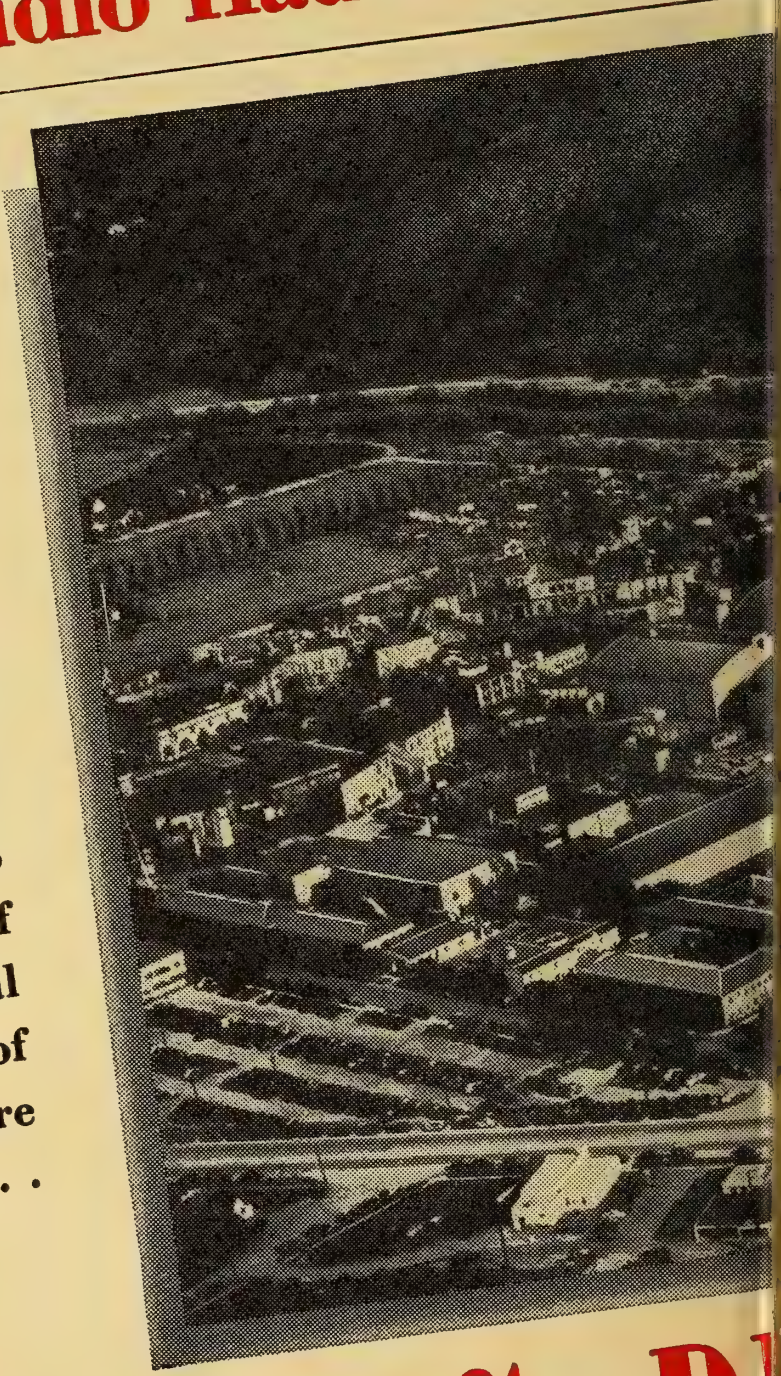
JOS. PLOTTEL
Vancouver

G. A. SIMMONS
Winnipeg

These Men Know It!
These Pages Show It!
YOU'VE NEVER SEEN ANYTHING LIKE IT!..

A PROGRAM SO VAST, PRODUCTIONS SCALED SO FAR BEYOND ALL PRECEDENT

World's Biggest Studio Had to Be En



Universally acknowledged largest, best equipped of all producing organizations, Warner Bros. Studio offers stirring indication of the unparalleled progress of the company. Yet even these gigantic resources had to be greatly augmented to cope with the breadth of Warner Bros.' sensational new-season plans—some of the highlights of which are on the pages following . . .

WARNER BROS. P

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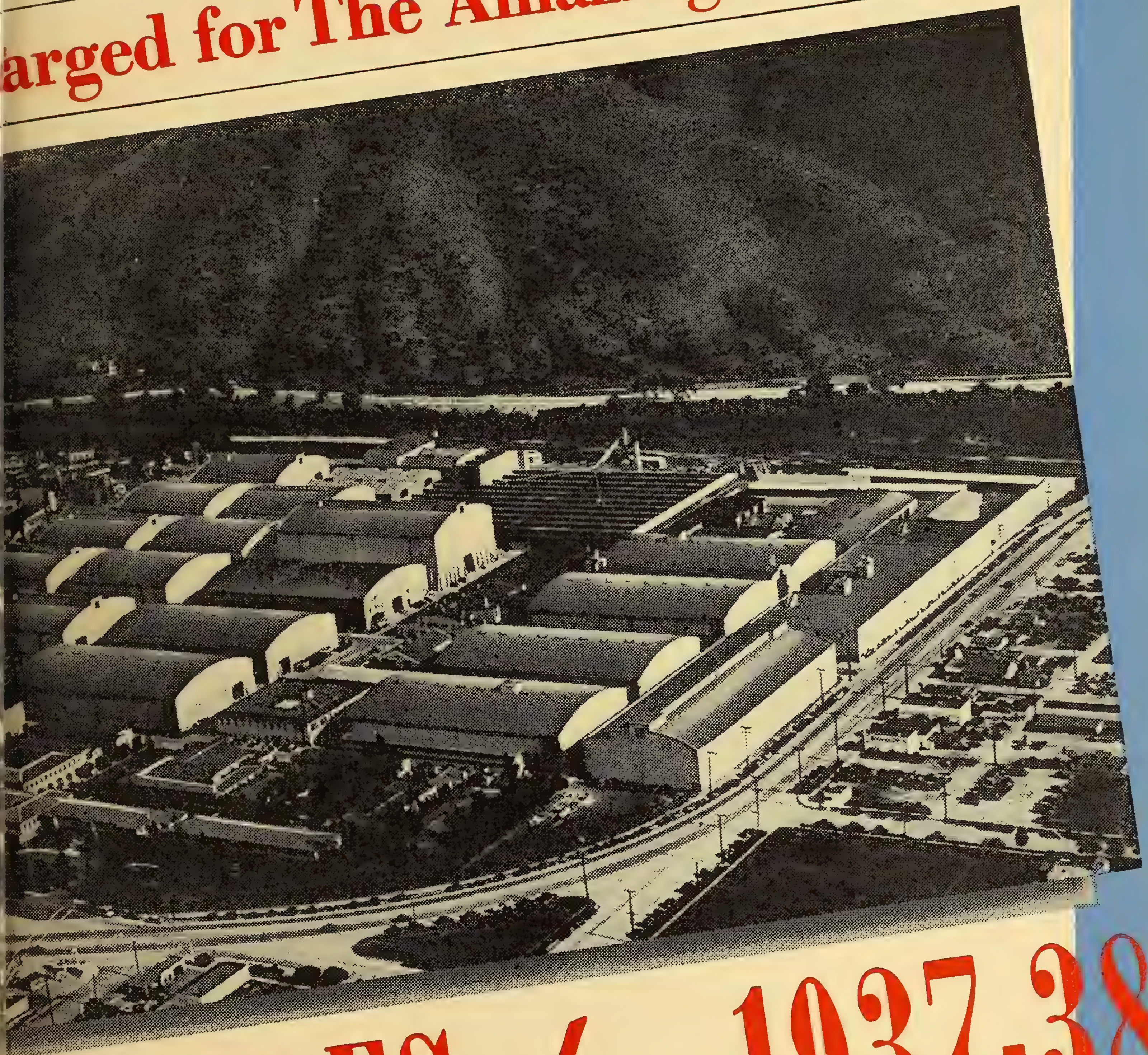
arged for The Amazing Scope of



CTURES *for* 1937-38

See the FACE-VALUE of the industry on the next page! . . .

...Only A Studio As Big As Ours Could House

ALL THESE CELEBRATED STARS UNDER ONE ROOF!

ERROL FLYNN

KAY FRANCIS

DICK POWELL

RUBY KEELER

OLIVIA DE HAVILLAND

EDWARD G. ROBINSON

JOAN BLONDELL

HUMPHREY BOGART

But this is only the half of it—keep counting!..

Plus EVERY ONE OF THESE SENSATIONAL ADDED NAMES!

CLAUDETTE COLBERT

HENRY FONDA
Courtesy Walter Wanger

GINGER ROGERS
Courtesy RKO-Radio

BRIAN AHERNE

CHARLES BOYER

ETHEL MERMAN

FRED WARING
and His Pennsylvanians

BENNY GOODMAN
and His Orchestra

JEAN ARTHUR

Courtesy Columbia Pictures

BASIL RATHBONE

MIRIAM HOPKINS

Courtesy Samuel Goldwyn

WARNER BAXTER

Courtesy 20th Cent.-Fox

...AND THESE FAMOUS SUPPORTING FAVORITES

Here's One Star Value that CAN'T *Be Photographed*

When you check this tremendously augmented star set-up be sure to include the big asset that guarantees *new* patronage for you—the Warner Bros.' record for developing *new names* to back up your old favorites!

Lee Dixon
Frank McHugh
Glenda Farrell
Beverly Roberts
Bonita Granville
Hugh O'Connell
Donald Crisp
Dick Purcell
Barton MacLane
Jane Wyman
Rosalind Marquis
John Litel
Doris Weston
Ann Sheridan
Henry O'Neill

Claude Rains
Margaret Lindsay
Hugh Herbert
Kenny Baker
Allen Jenkins
Wayne Morris
Patric Knowles
Marie Wilson
Carol Hughes
Gloria Dickson
Jane Bryan
Craig Reynolds
George E. Stone
Mary Maguire
June Travis

Stay with it brother, the fun's just commencing! . .

They're the Rage of the Stage

BROADWAY'S AMAZING SELL-OUT SU

And **WARNER BROS.** Have Them All!

Will Star CLAUDETTE COLBERT, CHARLES BOYER, BASIL RATHBONE!

TOVARICH

Sold out 4 weeks ahead since October!

BOY MEETS GIRL

Two years on Broadway and still selling out 3 weeks ahead!

YES, My Darling Daughter

On since February—sold out a month ahead right now!

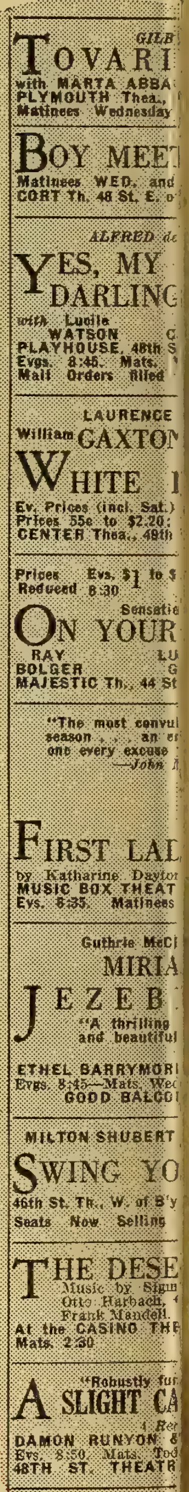
Will Star BETTE DAVIS AND SENSATIONAL MALE LEAD!

JEZEBEL

Best character play of the year—a natural for Davis!

THE DESERT SONG

Sigmund Romberg's 2-season operetta smash!



GILB

TOVARI

with MARTA ABBA
PLYMOUTH Thea.,
Matinees Wednesday

BOY MEET

Matinees WED. and
CORT Th. 48 St. E. o

ALFRED de

YES, MY DARLING

with Lucile WATSON C
PLAYHOUSE, 48th S
Evgs. 8:45. Mats.
Mail Orders filled

LAURENCE
William GAXTON

WHITE I

Ev. Prices (incl. Sat.)
Prices 55c to $2.20;
CENTER Thea., 49th

Prices Reduced Evs. $1 to $ 8:30

Sensatio

ON YOUR

RAY BOLGER LU G
MAJESTIC Th., 44 St

"The most convul
season . . . an e
one every excuse
—John

FIRST LAD

by Katharine Dayton
MUSIC BOX THEAT
Evs. 8:35. Matinees

Guthrie McCl

MIRIA

JEZEB

"A thrilling
and beautiful

ETHEL BARRYMORE
Evgs. 8:45—Mats. Wed
GOOD BALCO

MILTON SHUBERT

SWING YO

46th St. Th., W. of B'y
Seats Now Selling

THE DESE

Music by Sigm
Otto Harbach,
Frank Mandel.
At the CASINO THE
Mats. 2:30

"Robustly fu

A SLIGHT CA

Re

DAMON RUNYON &
Evs. 8:50. Mats. Tod
48TH ST. THEATR

UCCESSES

RT MILLER presents
CH
and JOHN HALLIDAY
V. 45th St. Evgs. 8:40
and Saturday at 2:40

'S GIRL
SAT., 2:45—50c to $2
B'y. Evs. 8:45, 50c to $3

LIAGRE, JR., presents
The comedy Hit
by MARK REED
DAUGHTER
Peggy Violet
NKLIN HEMING
, E. of B'y. BRy 9-2628
ED. and SAT., 2:45
0 Weeks in Advance

RIVERS, Inc., presents
Kitty CARLISLE
n ERIK CHARELL'S
IORSE INN
55c to $3.85. Wed. Mat.
Sat. Mat. 55c to $2.75
St. & 6th Av. Evgs. 8:30

Mats. Tom'w $1 to $2
& Wed., 2:30
al Musical Comedy Hit
TOES 9th MONTH
ELLA TAMARA
EAR GEVA
, W. of B'y. CH. 4-3141

ing comedy of the new
tertainment which gives
or cheering."
Mason Brown, Eve. Post.
iam B. Harris presents
JANE COWL
in a new comedy
Y
& Geo. S. Kaufman
E. 45 St., W. of B'way
Tom'w & Thurs., 2:35

ntic presents
M HOPKINS in
E L
play, full of excitement
y mounted and acted."
—William Lyon Phelps
Thea., 243 W. 47th St.
nesday & Saturday, 2:45
IY SEATS, $1-$2

presents the Laugh Hit
UR LADY!
Mats T'm'w&NY's $1-2
for New Year's Eve

RT SONG
and Romberg. Book by
Oscar Hammerstein 2nd.
ATRE, 39th & B'way.
Evgs. 8:40

ny." —Walter Winchell.
SE OF MURDER
lly Hilarious Comedy by
HOWARD LINDSAY
ay & Wed., 50c to $2
E. East of Broadway

Pick up your phone—
and prepare for a shock!

Ask your operator to call the New York house playing any of our current shows, and see how long you've got to wait for seats. You'll get an answer that proves in dollars-and-cents what these properties mean to you!

ON YOUR TOES

Will Star GINGER ROGERS AND SEVEN MORE!

Rodgers & Hart wrote it—New York held it for a year!

FIRST LADY

Will Star KAY FRANCIS, ANITA LOUISE, PRESTON FOSTER, WALTER CONNOLLY, LOUISE FAZENDA!

Last season's leading long-run comedy by George S. Kaufman!

WHITE HORSE INN

Filled huge Radio City Center Theatre for 6 months!

SWING YOUR LADY

Will Star PAT O'BRIEN, JOAN BLONDELL, HUMPHREY BOGART, THE WEAVER BROS. AND ELVIRA!

Bang-up laugh hit that had the Main Stem in stitches!

A Slight Case of MURDER

Will Star EDW. G. ROBINSON, PAT O'BRIEN, HUMPHREY BOGART, BILLY MAUCH!

By Damon Runyon and Howard Lindsay—sensational plot innovation!

There's a heap of swell READING ahead! . .

There's A Fortune in Fiction on

THE GIANT BOOK-SHELVES THAT 'ADVERSE' AND 'GREEN LIGHT' CA

And the Assured Audiences of This 'Who's Who' of Best-Selling Authors!

WHITE BANNERS

By LLOYD C. DOUGLAS

(He wrote 'Green Light' and 'Magnificent Obsession!')

The Story of SAN MICHELE

By AXEL MUNTHE

The Life of EMILE ZOLA

By GEZA HERCZEG

Will Star PAUL MUNI,
GALE SONDERGAARD,
JOSEPH SCHILDKRAUT

THE SISTERS

By MYRON BRINIG

Will Star KAY FRANCIS
and MIRIAM HOPKINS

A PRAYER FOR MY SONS

By HUGH WALPOLE

Will Star KAY FRANCIS, THE
MAUCH TWINS, Billy & Bobby

THE GAMBLERS

By FEDOR DOSTOIEVSKY

Will Star ERROL FLYNN, EDW.
G. ROBINSON, BETTE DAVIS,
BASIL RATHBONE

VALLEY OF THE GIANTS

By PETER B. KYNE

Will Star BETTE DAVIS,
GEORGE BRENT
(In Technicolor!)

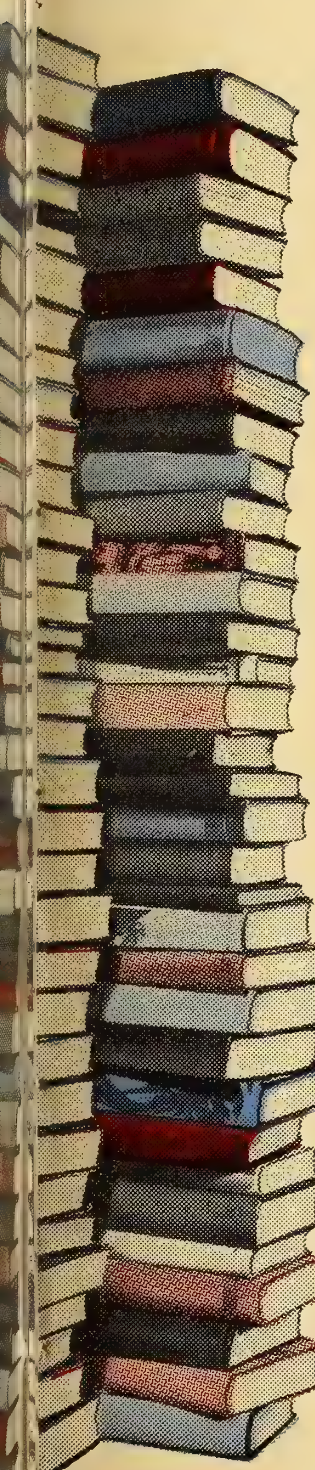
Adventures of ROBIN HOOD

Will Star ERROL FLYNN,
OLIVIA DE HAVILLAND

ME FROM

Exciting Bookers' Note About These Books!

For a fast idea of the cast ideas we're putting into this season's merchandise, study the important line-ups and interesting star combinations already set for the properties on this page!



AND IT ALL CAME TRUE

Will Star DICK POWELL, GLORIA DICKSON

By LOUIS BROMFIELD

ANGLE SHOOTER

Will Star PAT O'BRIEN, JOAN BLONDELL, MARGARET LINDSAY, GEORGE E. STONE

By ADELA ROGERS ST. JOHN

COMET OVER BROADWAY

Will Star KAY FRANCIS

By FAITH BALDWIN

GOLD is Where YOU FIND IT

Will Star GEORGE BRENT, OLIVIA DE HAVILLAND *(In Technicolor!)*

By CLEMENTS RIPLEY

YOU'RE ALL I WANT

Will Star KAY FRANCIS

By KATHERINE BRUSH

SISTER ACT

Will Star ERROL FLYNN, OLIVIA DE HAVILLAND, ANITA LOUISE, MARGARET LINDSAY

By FANNIE HURST

MR. DODD TAKES the AIR

Will Star KENNY BAKER, FRANK McHUGH, JANE WYMAN, ALICE BRADY *A Mervyn LeRoy Production*

By CLARENCE BUDINGTON KELLAND

(He wrote 'Mr. Deeds Goes To Town!')

This WOMAN is DANGEROUS

Will Star JEAN ARTHUR, GEORGE BRENT

By DONN BYRNE

The PERFECT SPECIMEN

Will Star ERROL FLYNN, MIRIAM HOPKINS, EDWARD EVERETT HORTON, DICK FORAN

By SAMUEL HOPKINS ADAMS

***PROPERTY** value takes another big rise on the next turn! . . .*

Warner Bros. Will Crowd Your Screen With

IMPORTANT NEW STORY IDEAS

(The 'G-Men'-'Marked Woman'-'42nd Street' K

VARSITY SHOW

Absolute monarch of all musicals with these tremendous laugh-and-song stars— DICK POWELL • FRED WARING and HIS PENNSYLVANIANS • ROSEMARY LANE • PRISCILLA LANE • LEE DIXON • TED HEALY • BUCK & BUBBLES ROY ATWELL • WALTER CATLETT • STERLING HOLLOWAY

PANAMA CANAL

Will head Warners' dramatic offerings with the most spectacular production and cast of the season and will star PAUL MUNI

IT'S LOVE I'M AFTER

Re-uniting the stars of 'Human Bondage'! LESLIE HOWARD • BETTE DAVIS OLIVIA de HAVILLAND • ERIC BLORE • PATRIC KNOWLES

CONFESSION

starring KAY FRANCIS • BASIL RATHBONE • IAN HUNTER LAURA HOPE CREWS • MARY MAGUIRE • JANE BRYAN

THE GREAT GARRICK

A giant Mervyn LeRoy production—to be directed by James Whale with BRIAN AHERNE OLIVIA de HAVILLAND • EDW. EVERETT HORTON And Others to be Announced

ind!)

RETURN ENGAGEMENT

'The King' comes back in a Rodgers and Hart musical! A Mervyn LeRoy Production starring FERNAND GRAVET • ETHEL MERMAN And Others Now Being Selected

GOLD DIGGERS IN LONDON

Biggest of the 'Gold Diggers' with the best 'Gold Diggers' cast of all!

CASINO

A musical idea as big as '42nd Street' with the same stars—WARNER BAXTER • RUBY KEELER • GEORGE BRENT • JOAN BLONDELL • PATRIC KNOWLES And Hundreds More!

SUBMARINE 262

The 'Ceiling Zero' of the seas by 'Zero's' author, starring
PAT O'BRIEN • HENRY FONDA • RUBY KEELER • WAYNE MORRIS

AND TWO BIG TECHNICOLOR DRAMAS

In the 'God's Country' Manner!

THE VALLEY OF THE GIANTS

by Peter B. Kyne, starring
BETTE DAVIS

GOLD IS WHERE YOU FIND IT

The Cosmopolitan serial and Best-Seller by Clements Ripley
starring GEORGE BRENT • OLIVIA de HAVILLAND

A fortune in pre-selling is backing them all! . . .

When They Come From WARNER B

NATIONALLY ADVERTISED!

National Billboard Campaigns!—National Magazine Campaigns!—National Newspaper Campaigns!—Every available medium of display coverage will surpass the memorable Warner campaigns of the past!

...THEY'RE MADE BY THE "

(Winner of more than half of a

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Harry Warren & Al Dubin
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Richard Whiting & Johnny Mercer
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Warren Duff
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Julius J. Epstein

Fritz Falkenstein
Thyra Samter Winslow
Carlton Sand
Lawrence Riley
George Bilson
John Pearson
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NATIONALLY PUBLICIZED!

Serializations! Roto Art! Special Features! Tie-Ups!—All arranged and timed to give you this year in still greater measure the most valuable publicity backing in the major newspapers and magazines!

ACADEMY AWARD" STAFF!

ll Academy trophies last year!)

TERS

Sam & Bella Spewak
Seton I. Miller
Wm. Wister Haines
Milton Krims
Frank Craven
Anthony Coldeway
Luci Ward
Sig Herzig
Jerry Wald
Pat C. Flick
Ulrich Steindorff
Geza Herczeg
Heinz Herald
Crane Wilbur

Tom Reed
Brewster Morse
Wm. Jacobs
Robert White
Maurice Leo
Jack Neville
Jerry Horwin
Robert Rossen
Jay Brennan
Aeneas MacKenzie
Earl Repp
Frank Daughtery
Casey Robinson
Joseph Schrank

HIT DIRECTORS

Mervyn LeRoy
Max Reinhardt
William Keighley
William Dieterle
Nick Grinde
William McGann
Stanley Logan
Bobby Connolly
Frank McDonald
Louis King
Joseph May
Noel Smith
Irving Rapper
Reggie Hammerstein

Archie L. Mayo
Lloyd Bacon
Michael Curtiz
Ray Enright
B. Reeves Eason
Litvak (Anton)
William Clemmens
Edmund Goulding
John Farrow
Busby Berkeley
Haven MacQuarrie
Harry Seymour
Gene Lewis
Jo Graham

ent in Charge of Production
te Executive in Charge

COSMOPOLITAN PRODUCTIONS

Don't wire for the Warner man, because .

PRINTED
IN
U.S.A.

Short Subjects

"March of Time No. 10"

(RKO)

Interesting and informative, if not as dramatically entertaining as many previous issues have been, this latest issue of the reel reviews the current internal struggle of President Eamon de Valera of the Irish Free State to unite his country, points to the complicated problem of the U. S. Postoffice to combat fraudulent contests, and reveals the sharp, organized opposition developed to proposed cuts in Federal relief expenditures.

De Valera, it is shown, has done much for the Irish Free State, giving it a new lease on economic life and a certain unity, but he has yet to bring about the consolidation of his Free State with Northern Ireland, which, remaining loyal to the British crown, exhibits fierce hatred for its brothers in the south.

The reel shows in interesting fashion the development of the current craze for newspaper puzzles, and the maker of the leading one, operated by a tobacco firm, indicates the enormous mail which results, and the efforts made to halt the flood of spurious contests which flood the mails.

The virtual labor organization of the Federal relief workers of the country, under the dynamic leadership of David Lasser, is ably pictured in the final sequence. His Workers' Alliance began sit-down strikes at news of impending retrenchment in relief work, and plans a march on Washington in the event that Congress drastically cuts relief appropriations.

Running time, 19 mins. "G."

"Walt Disney's Academy Awards Revue"

(United Artists)

Here is a real entertainment novelty, which should replace the second feature on a dual bill, or run as an adjunct to a single feature, more than satisfactorily. With a special musical score and commentator are shown, in succession, the five Disney Academy Award winners from 1932 to 1936.

Interesting from a technical point of view is the indication of unmistakable improvement in color quality and animation from the subject which won in 1932 to that which took the 1936 prize. But far more important than that is the sheer entertainment in seeing once again "Flowers and Trees," "Three Little Pigs," "The Tortoise and the Hare," "Three Orphan Kittens" and "The Country Cousins," successive winners in that order.

It should be very much worth the effort of the exhibitor in getting behind this compilation. There is no danger that the audience will tire of two many Silly Symphonies at once. They are all too good.

Running time, 44 mins. "G."

"Bosko and the Pirates"

(Harman-Ising-M-G-M)

Bosko is delivering a bag of cookies to his grandmother. On his way he falls asleep in a tub that is floating in a pond and dreams of pirates. What follows is a hilarious and swingy battle between Bosko and the pirates, who are after the cookies. They battle it out with hot music, dancing and infectious singing. After many famous colored players are caricatured in good natured burlesque the piece comes to an ingenious ending. Production Code Seal No. 3,194. Running time, 8 mins. "G."

"Stranger Than Fiction No. 38"

(Universal)

Here is another collection of interesting oddities. The items making up the reel include scenes of a pet lion taking its daily automobile ride, a Nevada "Comstock Lode," a penny that has not been removed from a desk for 15 years, a tame deer, and a Cuban native who breaks cocoanuts on his head. Production Code Seal No. 01,466. Running time, 9 mins. "G."

"Three Smart Boys"

(Roach-M-G-M)

Spanky, Alfalfa and Buckwheat of the Our Gang troupe, conspire to be absent from school for a week by acquiring symptoms of smallpox. They spot their faces with paint and use football bladders to swell their stomachs and experience discomfort at a doctor's office. But finally things work out to their satisfaction. It is entertaining and will be agreeably accepted by the younger audiences. Production Code Seal No. 3,127. Running time, 11 mins. "G."

Looking 'Em Over

"Killers of the Sea"

(Grand National)

The exploits of Capt. Wallace Caswell of Panama City, Fla., as he pursues dangerous fish in the Gulf of Mexico, are reasonably exciting if not taken seriously. This record of his daring utilizes many trick shots that unreel with a measure of novelty. The film should find a spot due to its departure from routine forms of entertainment.

The narrative gets under way with little delay. Caswell is seen soon in the Gulf, where, with little provocation, he dives overboard intent on the destruction of such finny creatures as pygmy whale, turtles, tiger-sharks, octopi and finally an encounter with a saw-fish. It seems he only destroys fish that are harmful to legitimate fishermen. The various battles with each species are realistically presented. The photography catches with fair veracity the struggles of the man and his adversaries. Caswell is injured in his last brush with the saw-fish and the film concludes showing him recovered from his hurts and on his mission once more.

Lowell Thomas is seen and heard as he narrates. Raymond Friedgen produced. Herman Schopp photographed.

Production Code Seal No. 2,865. Running time, 49 minutes. "G."

Overseas Previews

"Farewell Again"

(London Films-United Artists)

London, May 8.—There is an original idea in this Erich Pommer production, much good camera work, effective pictorial and human backgrounds, comedy character work of quality and speed of incident. Well directed by Tim Whelan, it is very British in atmosphere and detail but that may be outweighed by the fact that practically all the action is placed on a troopship at sea; the human appeal is international.

The central dramatic situation is that, nearing England in a troopship, after five years' fighting service in India, a Lancer regiment is advised by wireless that, instead of enjoying its long-expected spell at home, it is being immediately dispatched for further service in the East. Six hours' leave at Southampton is all that the soldiers will be granted.

This happening, taken from real life, has been made the basis of a series of individual human dramas, arising from the relations between the individuals on board and their other relations with people on shore. There is colonel who must leave his wife in England for treatment of a probably incurable disease, a captain who loves a ship nurse and has to face a shore fiancee, soldiers who have wives and faithful or faithless fiancees. All these dramas are deftly interwoven with the incident of the limited shore leave. Even more realistic are the humors of everyday life on board the troopship.

The acting is on a high level. Particularly good are Leslie Banks as the colonel, Flora Robson as his wife, Sebastian Shaw as the lovelorn captain, with Patricia Hilliard as the pretty nurse.

Where the accents and the Union Jack are not drawbacks this can be exploited very successfully as an unusual picture; it is full of showmanship opportunities.

Running time, 80 minutes. "G." Allan

RCA PHOTOPHONE
The Magic Voice of the Screen
WINS THREE ACADEMY AWARDS!

1 A Plaque to RCA Photophone for Rotary Stabilizer Soundhead—the great development that's included in all RCA Photophone sound reproducing equipments.

2 Honorable Mention to RCA Photophone for method of recording and printing sound records, utilizing ultra-violet light.

3 Honorable Mention to RCA Photophone for design and specifications for non-slip printer.

5 LEADING FILM COMPANIES NOW RECORDING WITH RCA PHOTOPHONE

Reproduce their superior sound in your theatre with RCA Photophone equipment—The Magic Voice of the Screen!

RCA Photophone offers you these 10 proofs of its superiority! And *only* Photophone offers them! Rotary Stabilizer . . . Cellular Speakers . . . Low Cost Maintenance, Liberal Service...Simple Operation... Push-pull Adaptability...High Fidelity Reproduction . . . Simple Installation...Accessibility . . . Sole Ownership. Let RCA Photophone prove its pulling power in *your* theatre!

• • •

RCA presents the "Magic Key" every Sunday 2 to 3 P. M., E.D.T. on NBC Blue Network.

RCA MAGIC VOICE of the SCREEN
Photophone
THE MAGIC VOICE OF THE SCREEN
RCA MANUFACTURING CO., INC.
CAMDEN, NEW JERSEY
A Service of the Radio Corporation of America

FCC Hearing List Is Fixed For This Week

By CLARENCE LINZ

WASHINGTON, May 16.—The F.C.C. yesterday made public its calendar of hearings for the current week, as follows:

May 17, before an examiner—Applications of WLB, Minneapolis, for change of frequency to 760 kilocycles and increase of power to 5,000 watts; WCAL, Northfield, Minn., for change of frequency to 760 kilocycles and increase of power to 5,000 watts, and WTCN, Minneapolis, Minn., for increase of time.

May 18, before an examiner—Applications of John D. Fields, Inc., Las Vegas, Nev., for new 1,370-kilocycle, 100-watt station, and KGKO, Wichita Falls, Tex., for increase of power to 1,000 watts night, 5,000 watts day.

Frequency Changes Asked

May 19, before an examiner—Applications of KWTN, Watertown, S. D., for change of frequency to 1,340-kilocycles and increase of power to 250 watts night, 500 watts day; KGDY, Huron, S. D., for change of frequency to 1,210 kilocycles and increase of time, and KROY, Sacramento, for change of frequency to 1,340 kilocycles and increase of time to 250 watts night, 1,000 watts day.

May 20, before an examiner—Application of KQV, Pittsburgh, for increase of power to 1,000 watts.

May 20, before the broadcast division—Applications of Bay County Publishers, Inc., Panama City, Fla., for 1,420-kilocycle, 100-watt station; Falls City Broadcasting Corp., Falls City, Neb., for 1,310-kilocycle, 100-watt station; Radio Enterprises, Lufkin, Tex., vs. Red Lands Broadcasting Ass'n, Lufkin, Tex., for 1,310-kilocycle, 100-watt daytime station.

May 21, before an examiner—Application of Amarillo Broadcasting Co., Amarillo, Tex., for 1,500-kilocycle, 100-watt station.

The F.C.C. has received applications for the construction of new stations from the Times Printing Co., Chattanooga, for a station to operate on 1,120 kilocycles with 500 watts power night and 1,000 watts day, and the Seaboard Broadcasting Corp., Savannah, for a station to operate on 1,310 kilocycles with 100 watts power night and 250 watts day.

The commission also has received an amended application from Gerald A. Travis, La Porte, Ind., for authority to construct a station to operate on 1,420 kilocycles with 250 watts, daytime only.

Plates Are Plates

From Frederick Bates, NBC's London representative, came a wire addressed to NBC officials Thursday evening last: "Merrill carrying two plates addressed to you."

Excitement ran high, of course, as NBC prexies envisioned rare Coronation photographs. When Merrill's plane landed an NBC troupe was there to claim the package. It was rushed back to Radio City and opened.

The plates were dinner plates—from the Coronation banquet.

FCC Grants Applications

WASHINGTON, May 16.—TheF.C.C. has granted the applications of KALB, Alexandria, La., for a change of frequency from 1,420 to 1,210 kylocycles, and WGBI, Scranton, for increase of day power from 500 to 1,000 watts. The applications of the Bayou Broadcasting Co., Houston, and Isadore Goldwasser, Anniston, Ala., for authority to construct new stations were denied.

Pick Cycle Guest Talent

"Ridin' High," NBC-Blue network program sponsored by the Cycle Trades of America Ass'n, will feature the following guest artists the next five weeks:

Morton Bowe and the "Norsemen," May 20; Jane Pickens, May 27; Jean Sablon, June 3; Jane Froman, June 10; Go-Go DeLys and Barry McKinley, June 17, and Countess Albani, June 24.

WHN to Dramatize Books

Dramatizations of the outstanding books of the day will be featured each week over WHN on a new series called "New York University Literary Forum," beginning May 20 from 8:30 to 9 P. M. "Flowering of New England," Pulitzer prize winner, will be the first novel to be aired.

C. E. Mees on Bank Program

Charles Edward Mees, vice-president of the Eastman Kodak Co., will be the guest speaker on the Ass'n of Banks program over CBS, May 21, from 10 to 10:30 P. M., E.D.S.T.

United of Ohio Will Join Mutual Network

The United Broadcasting Co. of Ohio will become a participating member of the Mutual network effective not later than Dec. 1.

The company owns and operates WJAY, Cleveland, 500 watts; WHK, Cleveland, 2,500 watts by day, 1,000 watts at night; and WHKC, Columbus, 500 watts.

WGAR, present Mutual affiliate in Cleveland, will continue to take Mutual programs until the United Broadcasting Co. stations join the network. WGAR thereafter will become a CBS station.

Effective with the new additions, Mutual participating stations will number 56.

WJAY will be a full-time Mutual member, while WHK and WHKC will accept only those programs which they can fit into their schedules. WHK is also an NBC affiliate.

WBT Study Analyzes Charlotte's Market

CHARLOTTE, May 16.—A survey of the primary area daytime audience of WBT here breaks down the market into buying sections, such as automotive, clothing, department store, drugs, food, home and household, and miscellaneous buyers. The survey also analyzes the primary area county by county in the two states of North and South Carolina, showing the buying population of various age and sex groups in each county. The potential daytime primary area listeners to WBT in North Carolina total 372,768 and in South Carolina 226,119, making a grand total of 598,887.

The survey was made for CBS by Buckley-Dement & Co., and gives the radio audience as of 1936.

KFWB to Inaugurate "Play of the Month"

HOLLYWOOD, May 16.—KFWB will inaugurate a new feature on Tuesday called the "Play of the Month."

An original story each month will be presented in four half-hour acts. Each month's yarn will be entirely different and will cover all types of entertainment. "Professional Listener," a story of romantic intrigue, will be the first.

"Pick and Pat" Renewed

"Pick and Pat," black-face comedians have been renewed for another cycle of programs by their sponsor, Dills Best and Model smoking tobacco. The program is heard Mondays from 8:30 to 9 P. M., E. D. S. T. on CBS. The renewal is effective May 31. Arthur Kudner, Inc., is the agency.

Golf Tourney on Friday

The second annual radio golf tournament will be held on Friday, May 21, with representatives of CBS, NBC, Mutual, and Inter-City-WMCA competing. The tournament will be held at the River Vale Country Club, Bergen County, N. J.

Takes Argentine Program

The Royal Floor Wax Co. of Buenos Aires, Argentina, has signed to sponsor NBC Thesaurus programs on LR-4, Radio Splendid, subscribers to NBC's transcribed service in that city.

Three-Hour Program From Coast Planned

Three hours of entertainment from California will be carried on the Mutual network tomorrow, beginning at 11 P.M., E.D.S.T.

From 11 P.M. to 12 midnight, the network will broadcast the U. S. Junior Chamber of Commerce banquet. The entertainment will be provided by Oliver Hardy, Slim Summerville, Charles Henderson, Marion Marsh, Grace Bradley, Frank Jenks, Gus Edwards, Cliff Edwards, Lyda Roberti, Evalyn Knapp and the "Sing Time" cast with Ed Lowry.

From 12 to 12:30, E.D.S.T., Earl Hines' orchestra will be heard in a special dance program, followed by a half-hour satire on Hollywood titled "Devil Grass in Paradise." The satire will emanate from the Don Lee Hollywood Theatre.

West coast dance bands will conclude the three-hour session, broadcasting from 1 to 2 A.M., E.D.S.T.

WOR Gets a Part of Merrill's Air Talk

(*Continued from page* 1)

incidentally, regulated their course by riding WOR's radio beam.

NBC, of course, alone carried the formal interview with the flyers when they arrived from England. The Red network carried the interview. Later Friday evening they were presented on the Blue in hotel room interview with John B. Kennedy. Again last night, on the Jergens-Woodbury "Rippling Rhythm" program, they were heard for the third and final time.

Crosley Asks Building Permit

CINCINNATI, May 16.—The Crosley Radio Corp., operating stations WLW and WSAI, will build a new office, studio and radio television broadcasting building on the site of the present WSAI transmitter, according to Lewis Crosley, vice-president, who has asked the City Planning Commission to approve two ordinances which would permit construction of the new building by amending existing zone ordinances.

A New Coca-Cola Program

ST. LOUIS, May 16.—"Refreshment Time with Singin' Sam," a new program sponsored by Coca-Cola, will be heard over KMOX daily Mondays through Fridays from 11:30 to 11:45 A. M. beginning May 25. The program will follow the familiar Singin' Sam pattern, with bits of homely philosophy interspersed between songs.

World to Have Coast Plant

HOLLYWOOD, May 16.—The World Broadcasting Co., radio transcription firm, will establish production facilities here.

P. L. Deutsch has left for New York following conclusion of a deal for property at Beverly Boulevard and La Cienega. Actual production is now set for October.

"Parade" Wins Pilot Award

"The Hit Parade," Mark Warnow conducting, has been named the winner of the latest Pilot Radio Award. Previous winners include Jack Benny, Kate Smith, Gladys Swarthout, and the Philharmonic.

New Shows On the Air

"Hollywood News"

"Hollywood News" which made its debut Friday evening on WABC, New York and WCAU, Philadelphia, features screen gossip, Del Casino's vocals and the orchestra of Ray Block. The program stands up well musically, but sags somewhat in its news.

A person identified only as "The Hollywood Observer" offered the usual sort of inconsequential film chatter, and did it in a manner not nearly as interesting as, for instance, Jimmy Fidler or George Fischer.

A highlight was the Hammond organ playing of Milton Hartz, who offered "Organ Grinder's Swing" and several other popular tunes. Del Casino and Ray Block were fine.

"Hollywood News" is sponsored on the two above mentioned CBS stations by the Noxzema Chemical Co. It is heard twice weekly, Monday and Friday, from 7:30 to 7:45 P.M., E.D.S.T.

BANNER

CBS Composer Paper To Be Heard May 23

The first product of the CBS Composers' Commission will be given May 23, in the "Everybody's Music" hour, 3 to 4 P. M., E.D.S.T. The essay is William Grant Still's "Lenox Avenue."

The Composers' Commission was formed by CBS to enable six American composers to explore the musical possibilities of the microphone.

WEAU in Eau Claire

EAU CLAIRE, WIS., May 16.—WEAU, operating each week day from 6 A. M. to sundown on a frequency of 1,050 kilocycles and 1,000 watts, is now on the air here. The station is operated by the Head of the Lakes Broadcasting Co. with John Stack, formerly with WEBC, Superior, Wis., heading the staff. Equipment installation for the new station was made by James Persons, chief engineer for Head of the Lakes.

Luncheon Tendered Goodman

CINCINNATI, May 16.—A farewell luncheon was given Timothy S. Goodman, resigned as general manager of WKRC, by members of the staff when he relinquished his duties yesterday. John McCormick is the new general manager.

Renew "Wife Saver" Show

Allan Prescott's "Wife Saver" program has been renewed for 52 weeks by the Manhattan Soap Co., effective immediately. The program is heard Tuesdays and Thursdays from 11:45 A. M. to noon, E.D.S.T. on the NBC-Red. The Peck Adv. agency handles the account.

Strong Made Agency Official

William M. Strong, who has been associated with Batten, Barton, Durstine and Osborn for the past 16 years, has been elected a vice-president of the agency. He was chosen a director last year.

◀ Radio Personals ▶

LAWRENCE C. GUMBINNER, head of the advertising agency of that name, sails for Europe this week to visit European accounts. . . . Guests in the Kraft "Music Hall" May 20 will be Lee Tracy, Connie Boswell, Lionel Stander and William Garfan. . . . Ina Ray Hutton's "Melodears" begin a stage stay at the Paramount Wednesday. . . . Fred MacMurray, not John Beal, will have the principal role opposite Bette Davis in tonight's Lux "Theatre of the Air." Beal will play a supporting role. . . .

✚

Kate Smith presents Pauline Frederick and Phillip Holmes on her "Bandwagon" show Thursday. . . . Lanny Ross and Maria Jeritza will be the featured soloists on the General Motors "Promenade" series next Sunday. . . . Hildegarde, now in London filling night club engagements, will delay her return for several weeks. She originally expected to sail back next month. . . . Mary Small will be interviewed by Nellie Revell during the latter's program May 25. . . .

Wayne Randall, head of the NBC publicity division, will return to his office Monday after completing his vacation . . . Glen Gray signed for Eastward Park in Detroit beginning August 20 . . . Harry C. Klemfuss, special publicity representative. N. W. Ayer & Son, sailed on the *Ile de France* yesterday to co-operate in publicity for the Paris Exposition . . .

San Francisco Town Pump

SAN FRANCISCO, May 16.—Darrell Donnell and Burton Bennett, local newscasters, have been tested by Richfield Oil as possible successors to Sam Hayes, whose contract expires this month after five years on the coast red network. . . . Bordens Associated Co.'s has taken a long extension on John B. Hughes' thrice daily news period on KFRC, the new contract running until Feb. 19, 1938. . . . Phil Stearns, trying out as an actor on a KYA amateur hour, was spotted by 20th Century-Fox scout, E. J. Marks. He will get a film test as a result. . . . Foster Cope, one time arranger with Whiteman, Grofe and Kostelanetz, has been named conductor of the Federal Theater Project here.

WTIC Issues a Booklet

HARTFORD, May 16.—Vital market data and a history of WTIC are the subjects presented in a new 32-page promotional book now being issued by the station. Weed & Co., the station's representative, is in charge of distribution.

The book traces the growth of the station from a 500 watt unit in 1925 to its present position and power of 50,000 watts. Succeeding pages contain a colored contour map showing the primary, secondary and occasional areas and zone tabulations on population, listeners, industries, etc.

WTIC is owned by the Travelers Insurance Co.

Mark, Wallace in New Jobs

CLEVELAND, May 16.—Carl Mark and Guy Wallace, formerly with WHN in New York and WCAU in Philadelphia have become WHK-WJAY announcers.

"It's a Wow"

"Enjoy your daily paper immensely, especially the radio section which is of great help in my column. Read the entire sheet from cover to cover and get a sound kick out of the reviews—both radio and theatre.

"Keep it coming—it's a wow!"—*William B. Pedigo*, radio editor, *Burlingame* (Calif.) *Advance*.

Academy Studies Use Of Radio by Studios

HOLLYWOOD, May 16.—The Academy Research Council committee on short wave radio communication, under the chairmanship of E. H. Hansen, has started a survey to determine the amount of radio transmitting and receiving equipment owned by the major studios and the extent to which radio is now used for communication between studio and locations.

After completing this survey, during which information will also be assembled on the number of location trips to which companies have been sent by each studio during the past year, the committee will formulate plans for obtaining a maximum benefit from the use of radio communication.

The committee comprises John Aalberg, Ellis Gray, Lorin Grignon, John Hilliard, Burton F. Miller, Gordon Sawyer, Stewart Wainwright and Gordon S. Mitchell.

Lee System Plans an Increase of Service

HOLLYWOOD, May 16.—The Don Lee Broadcasting System is increasing its service to listeners by recording many broadcasts that come in at inconvenient hours and re-broadcasting over its local outlet, KHJ.

Highlights of the Coronation, including the speech of King George VI, were handled in this manner and other programs to be handled similarly are "Witch's Tales," a coast favorite two years ago, and Elder Lightfoot Solomon Michaux's evangelistic program, "Happy Am I," coming from Washington.

Fines for Announcers

PHILADELPHIA, May 16.—Announceers' boners will boomerang to the good fortune of one WFIL word spieler and brings added headaches, financial and otherwise, to the rest, under the terms of a new "Announcers' Sweepstakes" just devised by WFIL's general manager, Donald Withycomb. Every time a mike man fails to sign his log on commercial announcements or stumbles on a piece of commercial copy, there will be a fine ranging from twenty five cents to a dollar, according to the degree of the misdemeanor. At the end of each month, the announcer with the lowest number of demerits will be awarded the "kitty."

WJBY to Build Studio

GADSDEN, Ala., May 16.—WJBY plans to build new studios here. The station also has applied to the F.C.C. for a permit to increase its day power to 250 watts.

Newcomer to the WJBY staff is Fox Lightfoot, as announcer and program director.

Score Charge Agreement to Be Fulfilled

(*Continued from page* 1)

ing the M.P.T.O.A.'s 10-point program were dependent, for the most part, upon the establishment of local conciliation boards. The setting up of the boards has been definitely blocked, hence no other important phases of the program are likely to be achieved or voluntarily conceded by distributors under sales policies for the 1937-'38 season.

The M.P.T.O.A. has suspended further efforts to realize its trade practice program pending the enactment of President Roosevelt's new legislative program for industry. The national exhibitor organization is of the opinion that the new Federal legislation will include provisions covering fair trade practices for industries in interstate commerce which, if enacted, would supersede any industry program which the M.P.T.O.A. might succeed in getting adopted at this time. The organization also expects that the fate of this anticipated legislation will be known prior to the adjournment of the present Congress, which may not be until August. New season selling would be well advanced by that time.

Warner Cosmopolitan Setup Will Continue

(*Continued from page* 1)

politan pictures, it was explained, is due to the fact that designations are not made until films which are to be released under that name are nearly finished.

Miss Davies is due from the coast in three weeks en route to Europe for a vacation. She may appear in "Boy Meets Girl" on next season's program.

Jack McGann Dies

Jack McGann, assistant branch manager for Warners in Boston, suffered a heart attack and died at 6 A. M. Saturday morning at the Waldorf Astoria. His body was shipped to Boston Saturday night and funeral services will be held today or tomorrow. McGann had been with the company many years.

Omaha Bans "Ecstasy"

OMAHA, May 16.—Pending appointment of his new five-man welfare board to censor plays and films, Mayor Dan Butler of Omaha has barred the showing of "Ecstasy" here upon the report of City Welfare Inspector Tom Knapp. Ralph Goldberg of the Goldberg Theatre Corp. had booked "Ecstasy" for his Town theatre, but deemed it advisable to have the mayor pass on the picture in view of recent censorship inflicted here.

Plan Three for Shirley

HOLLYWOOD, May 16. — Shirley Temple will probably be listed in three of the 52 pictures planned by 20th Century-Fox here. Eddie Cantor will be scheduled for two, the first "Ala Baba Goes to Town," will go into production next month.

Cantor will be master of ceremonies at the banquet to be staged June 3 at the Cocoanut Grove.

"Star Born" $17,500 Hit, Philadelphia

PHILADELPHIA, May 16.—"A Star Is Born" took a smashing $17,500 for its first week at the Aldine. In spite of rising temperature it looks good for for four weeks.

The only other house in town to top its average was the little Arcadia playing a second run on "Maytime." It grossed $3,500 and was held a second week.

"Captains Courageous" was held a fourth week at the Locust.

Total first run business, including roadshow, was $88,100. Average is $81,960.

Estimated takings for the week ending May 6:

"A STAR IS BORN" (U.A.)
ALDINE—(1,300), 40c-55c-65c, 7 days. **Gross:** $17,500. (Average, $8,160)

"MAYTIME" (M-G-M)
ARCADIA—(600), 25c-40c-50c, 7 days. **Gross:** $3,500. (Average, $2,800)

"WOMAN I LOVE" (RKO)
BOYD—(2,400), 40c-55c, 7 days. **Gross:** $11,000. (Average, $14,000)

"50 ROADS TO TOWN" (20th-Fox)
EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Milt Britton's Band; Sophisticated Ladies, Hal Sherman. **Gross:** $13,000. (Average, $14,000)

"HIT PARADE" (Republic)
FOX—(3,000), 40c-55c-65c, 7 days. Stage: Dave Apollon Revue. **Gross: $12,500.** (Average, $14,000)

"TIME OUT FOR ROMANCE" (20th-Fox)
KARLTON—(1,000), 25c-35c-40c, 7 days. **Gross:** $2,000. (Average, $4,000)

"PERSONAL PROPERTY" (M-G-M)
(2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. **Gross:** $3,100. (Average, $4,000)

"CAPTAINS COURAGEOUS" (M-G-M)
(Roadshow)
LOCUST — (1,300), 55c-86c-$1.14-$1.71, 7 days. 3rd week. **Gross:** $7,500.

"WAKE UP AND LIVE" (20th-Fox)
STANLEY—(3,700), 40-55c, 7 days, 2nd week. **Gross:** $13,000. (Average, $14,000)

"SILENT BARRIERS" (G.B.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $5,000. (Average, $7,000)

"Fifty Roads" Gets $7,200 at Portland

PORTLAND, May 16.—"Fifty Roads to Town," with "Charlie Chan at the Olympics," at the Orpheum, led the town with a gross of $7,200, or $2,200 over par.

"Mountain Justice," at United Artists, also had a take of $7,200, up by $2,200.

Light rains prevailed.

Total first run business was $34,300. Average is $24,700.

Estimated takings for the week ending May 8:

"PRINCE AND THE PAUPER" (F.N.)
"WAY OUT WEST" (M-G-M)
BROADWAY—(1,912), 30c-35c-40c, 7 days. **Gross:** $7,000. (Average, $5,000)

"WAIKIKI WEDDING" (Para.)
"TIME OUT FOR ROMANCE" (20th-Fox)
BLUE MOUSE—(1,700), 30c-35c-40c, 7 days, 4th downtown week. **Gross:** $2,000. (Average, $1,700)

"WHEN LOVE IS YOUNG" (Univ.)
"TROUBLE IN MOROCCO" (Col.)
MAYFAIR—(1,700), 30c-35c-40c, 7 days. **Gross:** $4,000. (Average, $3,000)

"50 ROADS TO TOWN" (20th-Fox)
"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
ORPHEUM—(1,700), 30c-35c-40c, 7 days. **Gross:** $7,200. (Average, $5,000)

"KING AND THE CHORUS GIRL" (W.B.)
"THE OUTCAST" (Para.)
PARAMOUNT — (3,008), 30c-35c-40c, 7 days. **Gross:** $6,900. (Average, $5,000)

"MOUNTAIN JUSTICE" (W.B.)
UNITED ARTISTS—(945), 30c-35c-40c, 7 days. **Gross:** $7,200. (Average, $5,000)

"Wake Up" Big In Cleveland With $18,000

CLEVELAND, May 16.—"Wake Up and Live" was the big hit of the week. It opened to tremendous business and finished the week at Warners' Hippodrome just 50 per cent over average. The gross was $18,000. Average is $12,000. It was held.

"Lost Horizon" at the Hanna was another hit. The take was $10,000, or $3,000 better than the $7,000 average at normal prices. "I Promise to Pay" at the Allen was $1,500 to the good. The gross was $7,500. "Romeo and Juliet" at Loew's State, playing its first popular priced engagement following last September's roadshowing at the Hanna, was $4,500 under par. The take was $10,500.

Total first run business, exclusive of "Lost Horizon," was $55,000. Average is $59,000.

Estimated takings for the week ending May 7:

"I PROMISE TO PAY" (Col.)
ALLEN — (3,000), 30c-35c-42c, 7 days. **Gross:** $7,500. (Average, $6,000)

"ROMEO AND PULIET"
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $10,500. (Average, $15,000)

"HER HUSBAND LIES" (Para.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $3,000. (Average, $6,000)

"WHEN LOVE IS YOUNG" (Univ.)
RKO PALACE — (3,100), 30c-42c-60c, 7 days. Stage: Vaudeville, featuring Wini Shaw and Billy House. **Gross:** $16,000. (Average, $20,000)

"WAKE UP AND LIVE" (20th-Fox)
WARNER'S HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $18,000. (Average, $12,000)

"LOST HORIZON" (Col.)
HANNA—(1,500), 50c to $1.65, 7 days. **Gross:** $10,000. (Average, $7,000)

"Old Soak" Pulls $8,500 at Houston

HOUSTON, May 16. — "The Good Old Soak" socked the box-office at Loew's State for $8,500, which is $1,500 on the right side of the ledger, and led the picture parade.

"The Woman I Love" had a take of $8,000 at the Metropolitan, $1,000 above par. "The Hit Parade" belied its title and fell from the usual $7,000 at the Majestic to $6,500.

Spring weather and the beaches afforded the most competition.

Total first run business was $26,200. Average is $26,000.

Estimated takings for the week ending May 6:

"NANCY STEELE IS MISSING" (20th-Fox)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,300. (Average, 7 days, $5,000)

"CAREER WOMAN" (20th-Fox)
KIRBY—(1,450), 15c-35c, 1 day, Bank Night. **Gross:** $800. (Average, 7 days, $5,000)

"SING ME A LOVE SONG" (F. N.)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,100. (Average, 7 days, $5,000)

"THE GOOD OLD SOAK" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. **Gross:** $8,500. (Average, $7,000)

"THE HIT PARADE" (Republic)
MAJESTIC—(2,250), 25c-50c, 7 days. **Gross:** $6,500. (Average, $7,000)

"THE WOMAN I LOVE" (RKO)
METROPOLITAN—(2,600), 25c-50c, 7 days. **Gross:** $8,000. (Average, $7,000)

"Double Wedding" Final

HOLLYWOOD, May 16. — "Double Wedding" will be the release title of the Ferenc Molnar play, "Great Love," to be produced by M-G-M.

"Husband" Is Only Oklahoma Grosser

OKLAHOMA CITY, May 16.—In a general nosedive of grosses here "Her Husband Lies," with a stage show, "The Broadway Passing Show," made the only fair showing. The take for four days at the Warner was $3,400. Average for seven days is $5,000.

"Transatlantic Merry-Go-Round" and "Two Wise Maids" at the Liberty reached $2,800, up by $300, at the Liberty. "Romeo and Juliet" was weak at $3,600 in the Midwest.

Total first run business was $13,300. Average is $16,500.

Estimated takings for the week ending May 8:

"THE WOMAN I LOVE" (RKO)
CRITERION—(1,700), 10c-35c-55c, 7 days. **Gross:** $3,000. (Average, $5,000)

"TRANSATLANTIC MERRY-GO-ROUND" (U. A.)
"TWO WISE MAIDS" (Republic)
LIBERTY—(1,500), 10c-25c-35c, 7 days. **Gross:** $2,800. (Average, $2,500)

"ROMEO AND JULIET" (M-G-M)
MIDWEST—(1,500), 10c-35c-55c, 7 days. **Gross:** $3,600. (Average, $4,000)

"HER HUSBAND LIES" (Para.)
WARNER—(1,800), 10c-25c-35c, 4 days. Stage: "The Broadway Passing Show." **Gross:** $3,400. (Average, 7 days, $5,000)

"JOIN THE MARINES" (Republic)
"CRACK UP" (20th-Fox)
WARNER—(1,800), 10c-25c-35c, 3 days. **Gross:** $500. (Average, 7 days, $5,000)

"Romeo" at $8,400 In Buffalo Slump

BUFFALO, May 16.—"Romeo and Juliet" took $8,400 at the Great Lakes last week in the middle of a slump brought on by a home visit of the baseball team and competition from "The Ziegfeld Follies." Average is $7,300.

The only other first run to get into the profit column was the Century which had "Murder Goes to College" and "Park Avenue Logger." The gross was $6,900, up by $1,100.

Total first run business was $39,100. Average is $38,400.

Estimated takings for the week ending May 8:

"HISTORY IS MADE AT NIGHT" (U.A.)
BUFFALO—(3,000), 30c-50c, 7 days. **Gross:** $11,400. (Average, $12,000)

"WAKE UP AND LIVE" (20th-Fox)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $7,300. (Average, $7,300)

"ROMEO AND JULIET" (M-G-M)
GREAT LAKES—(3,000), 25c-40c, 7 days. **Gross:** $8,400. (Average, $7,300)

"MURDER GOES TO COLLEGE" (Para.)
"PARK AVENUE LOGGER" (RKO)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,900. (Average, $5,800)

"SILENT BARRIERS" (G.B.)
"HAPPY-GO-LUCKY" (Republic)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $5,150. (Average, $6,000)

Ontario Denies Plea For Censoring Group

TORONTO, May 16.—The Ontario Government has refused an unusual request from the Community Welfare Council of Ontario in the proposal from the organization for a committee to sit with the Provincial Board of Moving Picture Censors at all screenings so that the council can publish classified lists of pictures suitable for adult and family patronage.

The Council, made up of representatives from many community and religious bodies, desires to set up a system of subsidiary censorship. The request was made despite the fact that the Council received a report showing a reduction in "unsuitable pictures" for which credit was given to the Legion of Decency.

"Property" Is Washington's Best in Lull

WASHINGTON, May 16.—"Personal Property" at the Loew, a stage-screen house took $22,000 to exceed average by $1,100. This was the only house to go over par.

Here, as all along the line, the week opened as though it might be good, but the slump hit and theaters never recovered. "Charlie Chan at the Olympics" at Loew's Columbia took $3,500, under par by $100.

Loew's Palace with "Wake Up and Live" was good for but $13,500, or $2,400 below the average.

Total first run business was $59,200. Average is $76,700.

Estimated takings, exclusive of tax:

Five Days Ending May 4:

"THE WOMAN I LOVE" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 4⅗ days. 2nd week. **Gross:** $2,500. (Average, 7 days, first week, $10,600)

Five Days Ending May 6:

"ECSTASY" (Eureka)
BELASCO—(1,140), 25c-65c, 5 days, 3rd week, returned engagement. **Gross:** $800. (Average, first week, $3,000)

Week Ending May 6:

"MOUNTAIN JUSTICE" (F. N.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Roger Pryor & Orchestra, with "Ted" Hodgson, Howard Nichols, Edna Sedgewick, Ames & Arno, California Varsity Eight. **Gross:** $13,700. (Average, $18,400)

"PERSONAL PROPERTY" (M-G-M)
LOEW'S CAPITOL — (3,434), 25c-66c, 7 days. Stage: Art Show & Orchestra, A. Robins, Helen Charleston, Neiss Troupe. **Gross:** $22,000. (Average, $20,900)

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $3,500. (Average, $3,600)

"WAKE UP AND LIVE" (20th-Fox)
LOEW'S PALACE — (2,370), 35c-55c, 7 days. **Gross:** $13,500. (Average, $15,900)

"THUNDER IN THE CITY" (Col.)
METROPOLITAN — (1,591), 25c-40c, 7 days. **Gross:** $3,200. (Average, $4,300)

"Good Earth" Hits $6,500, Montreal

MONTREAL, May 16.—"The Good Earth," as a roadshow at His Majesty's, took first place in the first run list with a gross of $6,500. Average is $5,000. It was held over.

"Melody for Two," with a companion feature and stage show, was above par at $11,000 at Loew's while "Way Out West," first attraction at the Capitol, was good for $8,500. "Wake Up and Live" took $9,500 at the Palace, this being $1,500 below the line.

Total business was $41,000. Average is $43,000.

Estimated takings for the week ending May 8:

"WAY OUT WEST" (M-G-M)
"SONG OF THE CITY" (M-G-M)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $8,500. (Average, $9,500)

"THE GOOD EARTH" (M-G-M)
HIS MAJESTY'S—(1,700), 50c-75c-$1-$1.50, 7 days. **Gross:** $6,500. (Average. $5,000) Held over.

"MELODY FOR TWO" (W.B.)
"PENROD AND SAM" (F.N.)
LOEW'S — (3,115), 25c-34c-40c-50c-60c, 7 days. Stage: Cab Calloway and Cotton Club Orchestra. **Gross:** $11,000. (Average, $10,500)

"WAKE UP AND LIVE" (20th-Fox)
PALACE — (2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $9,500. (Average, $11,000)

"MAN OF AFFAIRS" (G.B.)
"WHEN LOVE IS YOUNG" (Univ.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $5,500. (Average, $7,000)

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VOL. 41. NO. 116 NEW YORK, TUESDAY, MAY 18, 1937 TEN CENTS

Rogers Opens 'U' Meet With Product Talk

Cochrane Speech Praises Cowdin and Rogers

Los Angeles, May 17.—Universal has made good its promises, Charles R. Rogers told the opening convention session at the Ambassador here this afternoon. "Last year," said the Universal vice-president, "we had nothing but promises to sell exhibitors. We had words without deeds, without anything much with which to impress exhibitors. This year we have a record of good pictures. This year we meet our customers with a record of having made good our promises of last year. This year's selling should be easier than ever before."

Rogers was the chief speaker of the day. "I've been criticized for taking chances," he said. "I'm going to continue to take chances. I like to take them. Unless chances are taken there is no progress. We've got our shoulders to the wheel out here. You've got yours to the wheel out in the territory. Remember we're all working together as hard as we can."

J. R. Grainger was in the chair

(*Continued on page* 3)

Educational Amends SEC Stock Petition

By BERTRAM F. LINZ

Washington, May 17.—Receipt of an amendment to the registration filed in March by Educational Pictures, amending the volume of the issue, was revealed today by the S.E.C.

The new registration contemplates an offering of 150,000 shares of $5 par 60-cent cumulative convertible preferred stock to be offered at $10, raising $1,500,000, and an issue of $1 par common, to be applied as follows: 150,000 shares reserved for conversion; 89,730 shares reserved for exchange for 17,946 shares of $100 par eight per cent cumulative preferred; 17,946 shares reserved at $10

(*Continued on page* 8)

Fox Continuing Its Wisconsin Expansion

Milwaukee, May 17.—Fox continues its expansion in Wisconsin, its latest acquisition being the Garden, local downtown house, to be used for the showing of continued first runs and foreign films. The circuit's Varsity, 1,000-seat house under construction on the outskirts of the city's downtown district, will be ready for

(*Continued on page* 8)

Cole Leases Center

General Electric and Rex Cole, Inc., have leased the Center for the broadcast of the Phil Spitalny "Hour of Charm" program May 24, from 9:30 to 10 P. M., E. D. S. T. on the NBC-Red. In addition to the program, the studio audience will be permitted to see a special showing of the Irving S. Cobb picture, "From Now On."

The theatre was leased to accommodate a Rex Cole dealer meeting that evening. Rex Cole is issuing the "studio" invitations.

G.N. Forces Told of New Sales Setup

Los Angeles, May 17.—Outlining the progress the company has made in the last year, Edward J. Peskay, vice-president in charge of distribution for Grand National, today told the delegates gathered at the Ambassador that 34 exchanges are now operating in the United States and Canada.

In addition, the company has offices in London and Paris and plans are being developed by Jack Barnstyn, foreign sales head, for opening branches and establishing agencies in Brussels, Rome, The Hague and Cairo. Deals have been made for handling Grand National product in Rio de Janeiro, Buenos Aires, Santo Domingo and in the Philippines, and negotiations are under way for open-

(*Continued on page* 6)

Edward Hyman Quits Century Circuit Job

Edward Hyman, who has been in charge of theatres and also active in film purchases, resigned from the Century Circuit yesterday after an association of nine years. The resignation will become effective June 1.

Hyman and his brother have just

(*Continued on page* 8)

Gov. Cochran Signs Nebraska Ascap Bill

Lincoln, May 17.—Governor R. L. Cochran today signed the bill making the function of Ascap in Nebraska illegal. The bill was passed after a heavy demand from its opponents for a veto on the grounds of the unconstitu-

(*Continued on page* 6)

Technicolor Told Record Footage Set

Stockholders Told Total To Be 55,000,000 Ft.

Technicolor has closed contracts since Jan. 1 for 55,000,000 feet of film in which its color process will be used this year, stockholders of the company were told by George F. Lewis, vice-president and general counsel, at their annual meeting here yesterday. The figure is the highest for any similar period in the company's history. It includes a considerable amount of footage already produced this year.

The company's earnings were $165,000 for the first quarter, as compared with $132,000 for the same period last year. The outlook for the remainder of the year is exceptionally favorable, the meeting was informed.

Four directors whose terms expired were reelected for additional three-year terms and H. K. McCann was elected to the board for a three-year term to fill a vacancy caused by the recent death of William H. Coolidge. The four who were reelected are Alfred Fritzsche, T. W. Slocum, James H. Hayes and A. W. Hawkes. The

(*Continued on page* 6)

Eight Firms Agree To Discuss Radio

Eight major companies will send representatives to the first meeting of the M. P. T. O. A. radio committee at the Astor this afternoon to discuss plans for the regulation of radio programs employing film stars or picture material, Walter Vincent, committee chairman, said yesterday.

Those expected are: Harry Buckley, United Artists; Nate Spingold or Hal Hode, Columbia; William F. Rodgers, M-G-M; Milton Kusell or J. J. Unger, Paramount; Gradwell Sears, Warners; Willard McKay, Universal; W. C. Michel, 20th Century-Fox; Jules Levy, RKO and David Palfreyman, M. P. P. D. A.

In addition to Vincent, the M. P. T.

(*Continued on page* 11)

Columbia Sets Sales Meet in Los Angeles

Hollywood, May 17.—Columbia executives today determined to hold their annual sales convention at the Ambassador, Los Angeles, beginning June 26. The meetings will last a week.

The entire sales force numbering 250 will attend.

FMPC Seeking To Stop Coast Construction

20th Century-Fox Target In New Move

Hollywood, May 17.—The striking F.M.P.C. today started a verbal war with Building Trades Council seeking to tie up all studio construction work, principally at 20th Century-Fox. Strikers claim B.T.C. Secretary C. J. Haggerty ordered the 47 locals here not to pass through picket lines but Haggerty denied this, although stating that many local members refused to pass. Construction of three sound stages at 20th Century-Fox was halted temporarily today when laborers balked at the lines through a misunderstanding but later went through.

The F. M. P. C. received a blow today when cooks and camera machinists deserted, returning to their studio posts, leaving only nine crafts, scenic artists, stationary engineers, plumbers, painters, moulders, sheet metal workers, blacksmiths, laborers and makeup men still out.

A new FMPC move charges that a local public school supplies set designers, hairdresses and makeup strikebreakers to the studios and sent protests to Board of Education. They charge also one university asked for 150 big students to be sworn in as special guards for the studios.

Pat Casey gave out details of his

(*Continued on page* 11)

Myers Predicts Wave Of State Labor Acts

Boston, May 17.—"It is inevitable that a movement will be initiated in many states to enact bills similar to the Wagner Law in order that no form of employment may escape," Abram F. Myers, general counsel of Allied, said in a message to New England members. "In the meantime, it is not improbable that union organizers may seek to stretch the

(*Continued on page* 8)

Equity Claims Over Half Radio Talent

Between 50 and 65 per cent of all radio performers are members of Actors' Equity Assn., according to Frank Gillmore, Equity president, who indicated yesterday that his organization had completed its plans for organizing radio talent and will act

(*Continued on page* 10)

More Radio Pp. 10-11

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 18, 1937 No. 116

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
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Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Industry's Leaders At Carl Levi Rites

More than 1,000 friends and associates yesterday attended the funeral services for Carl Levi, late Loew division manager, at Riverside Memorial Chapel. Interment was at Mt. Hope Cemetery, Cypress Hills, L. I.

Following an eulogy by Rabbi I. Mortimer Bloom, services were conducted by Prudence Lodge 1,066, F. and A. M., and Projection Square Club 784.

Among those attending were Nicholas M. Schenck, David Bernstein, C. C. Moskowitz, Leopold Friedman, I. Frey, Joseph R. Vogel, Louis Frisch, Sam Rinzler, Capt. Walter Signer of the public assembly division of the Fire Dept.; Chief Inspector Seery of the Police Dept., and all Loew managers in the metropolitan area.

Dickson Joins Disney

HOLLYWOOD, May 17. — Gregory Dickson, formerly in charge of trailers for RKO, today joined Walt Disney as head of publicity.

Films and Equipment
Hindenburg Explosion, England's Coronation, 8-16 mm. Sound or Silent. Low Prices. Cameras, Projectors, Bought, Sold, Traded. BLOCK CAMERA, 154 East 47th St., New York City.

Gypsy Rose Lee's Name Dropped By 20th-Fox for Her Real Name

Hollywood, May 17.—"Twentieth Century-Fox has changed the name of Gypsy Rose Lee to Louise Hovick, which is her real name. She is to be presented on the screen as a dramatic actress, and the company therefore feels it appropriate that she should make her screen debut under her real name. Her stage name, Gypsy Rose Lee, will be from this date dropped entirely," reads a decree from Darryl F. Zanuck.

Miss Lee is now working in "You Can't Have Everything," but unexplained was the story behind the decision. Twentieth Century-Fox has been swamped with hundreds of letters protesting her appearance on the screen. The purpose of the change in name in the light of this circumstance becomes immediately obvious.

KANN

◂ Purely Personal ▸

GUTHRIE McCLINTIC, stage producer, has returned from an extended visit in Ireland and England where he studied court procedure for the staging of "Blind Man's Buff," a new play which he will produce here in the fall.

•

W. RAY JOHNSTON, EDWARD GOLDEN and HERSCHEL STUART were in Philadelphia yesterday. The occasion was the opening of the new Monogram exchange.

•

KATHARINE CORNELL opened a two weeks' Chicago engagement last night, beginning a tour which includes only eastern cities thereafter.

•

SIDNEY R. KENT, JOHN D. CLARK, CHARLES E. McCARTHY, CHARLES SKOURAS and MIKE ROSENBERG left for the coast yesterday by train.

•

LON COX, assistant to ELMER C. RHODEN, operating head of Fox Midwest, is due from Kansas City on Thursday.

•

ARTHUR LEE, vice-president of G.B., left the coast yesterday and is due tomorrow. He is in Salt Lake City today.

•

ELEANOR HUNT has arrived from Hollywood to make several sequences for her next picture for Grand National.

•

WALTER J. HUTCHINSON, TRUMAN TALLEY and a number of foreign sales representatives for 20th Century-Fox will arrive today on the *Normandie*.

•

ANNA MAY WONG, SMITH & DALE and ENOCH LIGHT and his orchestra will headline the State vaudeville show starting Thursday.

•

ARTHUR WILLI, RKO talent scout, will leave for the coast a week before the eastern executives depart for the annual sales convention, June 16-20.

•

CARMEL MYERS sails tomorrow on the *Normandie*. She is expected to do a film in England.

•

CHARLES MOSES, former Century circuit executive, has left for a Bermuda vacation.

•

OSCAR DOOB was in Chicago yesterday attending an anniversary party for JOHN BALABAN.

•

LORETTA YOUNG arrived on the coast yesterday by plane.

DAVID SELZNICK now plans to remain in New York until the end of the week and may complete his new season production plans prior to leaving for the coast.

•

HAL B. WALLIS, associate executive in charge of production at the Warner studio, and HARRY BLANKE are due from the coast today. They are en route to a European vacation.

•

MARK SANDRICH will sail tomorrow on the *Normandie*. While abroad he will seek talent and film material.

•

NEIL AGNEW is expected in from the coast and a Honolulu vacation late this week.

•

CARY GRANT arrived from the coast yesterday by plane.

•

GEORGE HIRLIMAN is in town from the coast for a brief visit.

•

DR. HERBERT T. KALMUS is aboard the eastbound *Europa*.

•

. . . Pittsburgh

JULES ABRAHAM LEVY is the name the ARTHUR LEVYS have picked for the new arrival.

L. B. COOL, Warner manager in Sharon, Pa., is convalescing at Bedford Springs.

NATHALYN MOLANS, secretary in the Warner booking office, will marry JULES DIAMONDSTONE of New York next month.

•

. . . Washington

HYMIE ARSHUM, M-G-M student, has been transferred to Boston as a salesman.

SYDNEY LEHMAN, Buffalo U.A. manager, and his wife were recent visitors.

MORTON L. KATZ, office manager for U.A., has resigned to join M-G-M.

R. WADE PEARSON, manager of the State, Falls Church, Va., has been named district manager for all Neighborhood Theatres' enterprises in this vicinity: State, Falls Church; Lee, East Falls Church; Wilson and Ashton, Arlington.

Variety Buys Ventilator

MILWAUKEE, May 17.—The ventilation plant at the Glenn Lake Sanitorium has been completed and will shortly go into operation. The local Variety Club Tent sponsored and paid for the project.

Frisco's Suburbans May Tip Rates Soon

SAN FRANCISCO, May 17.—It is expected that a majority of suburban houses will raise admission prices in the very near future.

Both San Francisco and Oakland first runs have tilted to a general 55 cents evening admission charge recently, and in the East Bay city the subsequent runs last week added an extra nickel to the basic 30-cent evenings price. The same scale is anticipated for this side of the bay.

Local houses considering the step are understood to be those associated with the larger circuits.

Eckman Sailing May 26

LONDON, May 17.—Sam Eckman, Jr., managing director of M-G-M in Great Britain, expects to sail May 26 on the *Normandie* for New York. This will be his annual visit to America.

Dietz En Route East

HOLLYWOOD, May 17.—Howard Dietz, director of advertising and publicity for M-G-M, left for New York Sunday night. He is traveling by rail.

Levy Plans N. Y. Trip

LONDON, May 17. — William B. Levy, publisher of *Mickey Mouse Weekly*, will sail for New York and Hollywood on the *Champlain* June 2.

Will Hold "Make Way"

Harry Charnas will hold "Make Way for Tomorrow" indefinitely at the Criterion, it was stated yesterday after checking weekend business. The picture on the second weekend was said to have doubled that of the first Saturday and Sunday.

Form Monogram Unit

CINCINNATI, May 17. — Monogram Pictures, Inc., has been incorporated here with 100 shares of no-par stock, by C. M. Rasche, William Isaacs and Albert M. Weinstein. William Onie, previously in charge of the Republic branch here, has the Monogram franchise.

Brandt Acquires Site

The Brandt circuit has acquired a site at 43rd St. and Greenpoint Ave., Queens, L. I., where an 800-seat theatre will be constructed shortly. The lot is opposite Century circuit's Bliss theatre.

Cocalis in Ad Film Deal

Alexander Film Co., with headquarters at Colorado Springs, Col., has closed a deal to supply 54 theatres Sam Cocalis is interested in with a weekly film-ad display.

Mintz Has New Cartoons

HOLLYWOOD, May 17.—Charles B. Mintz is producing a new cartoon series, titled "Petey Parrot," for Columbia. The first is completed. Art Davis is in charge.

"Courageous" in Frisco

SAN FRANCISCO, May 17.—"Captains Courageous" opened at the Geary tonight as a roadshow.

Players Under "U" Contract Now Total 40

Los Angeles, May 17.—Universal casts for 1937-'38 will include 40 stars and featured players under the supervision of nine producers, the sales meeting at the Ambassador Hotel has been informed.

On the staff of Charles R. Rogers, vice-president in charge of production, are the following producers: E. M. Asher, Lou Brock, Trem Carr, Buddy DeSylva, Edmund Grainger, Buck Jones, Walter Lantz, Joseph Pasternak, Robert Presnell. Rufus Le Maire and Jerry Sackheim are executive assistants to Rogers.

The company's directors under contract include: Ford Beebe, Edward Buzzell, Milton Carruth, Henry Koster, Sidney Salkow, James Whale.

The 40 contract players, including stars and featured performers, are:

Mischa Auer, Binnie Barnes, Judith Barrett, Wendie Barrie, Noah Beery, Jr., Tala Birell, Larry Blake, Alice Brady, Billy Burrud, Hobart Cavanaugh, Ernest Cossart, Jeanne Dante, Danielle Darrieux, Andy Devine, Jack Dunn, Deanna Durbin, Sally Eilers, William Gargan, Nan Grey, William Hall, Hope Hampton, Louis Hayward, Buck Jones, Dorothea Kent, John Kind, Alma Kruger, Ella Logan, Doris Nolan, Walter Pidgeon, Scat Powell, Barbara Read, Jean Rogers, Cesar Romero, Polly Rowles, Margaret Sullavan, Kent Taylor, Robert Wilcox, Charles Winninger, and Jane Wyatt.

Writers Number Fourteen

The contract writers include:

Charles Bennett, Monte Brice, Lester Cole, Adele Comandini, Charles Grayson, F. Hugh Herbert, Brown Holmes, Felix Jackson, Charles Kenyon, Bruce Manning, James Mulhauser, A. Dorian Otvos, Gay Stevens and George Waggner.

Heading the serial department are Ben Koenig, Henry McRae and Barney Sarecky, with the serial writers including Maurice Geraghty, Wyndham Gittens, Norman Hall and Ray Trampe.

Start Deanna Durbin Film

Hollywood, May 17.—Deanna Durbin has started work in "100 Men and a Girl," her second starring film for Universal under the same auspices which made "Three Smart Girls." Henry Koster is directing and Joe Pasternak is producing. Cast additions include Alma Kruger and Viola Callahan.

"Story" Starts Next Week

Hollywood, May 17.—Universal will place the second of next season's productions in work next Monday. The film is "That's My Story," by Vee Terrys Perlman. Sidney Salkow will direct and Robert Presnell will produce.

One of Top Twelve

Hollywood, May 17.—Robert Presnell, Universal producer, has been assigned production of "Tonight We Laugh," formerly "New Orleans." This is planned as one of Universal's top bracket films for 1937-38.

McIntyre Reaches Coast

Los Angeles, May 17.—H. C. McIntyre, managing director for Universal in Australia, arrived today on the *Monterey* from "down under" to attend the sales convention.

Universal Greeted on the Coast

Welcome THE NEW UNIVERSAL PICTURES Convention
Welcome THE NEW UNIVERSAL PICTURES Convention
Welcome THE NEW UNIVERSAL PICTURES Convention
Welcome THE NEW UNIVERSAL PICTURES Convention

Girls and greeters welcomed the Universal delegation to the sales meeting in Los Angeles on its arrival Sunday. Even the American Legion band turned out, as may be glimpsed in the background. The top-line executives are in the foreground.

At the right, R. H. Cochrane, president, has a train parley with brother P. D. Cochrane, advertising head.

Among the New "U" Men

Los Angeles, May 17. — Gus Schaefer, newly appointed export manager, who is attending his first Universal convention, had all the appearances of a veteran when greetings from the "gang" were finally over.

+

F. J. A. McCarthy, eastern sales manager, manipulated his Cine-Kodak like an expert while en route to the coast, but the real experts here discovered that his knowledge of the camera is limited to how to start and stop it.

+

Manny Gottlieb of Detroit had an attack of arthritis from Chicago to Kansas City and knocked an inlay of a favorite tooth at Albuquerque. It was the same inlay which was misplaced at Atlantic City in 1932.

+

E. T. Gomersall, Henry Herbel, Paul Kreiger and "Dizzy" Nesbit kept a bridge game going across eight states during the trip.

+

Ralph Morrow of Kansas City had egg trouble in the dining car and hearts trouble in the club car, but enjoyed the trip, nevertheless.

Rogers Product Talk Opens "U" Meeting

(*Continued from page* 1)

during the proceedings. Rogers will outline the new product Tuesday afternoon.

Commenting on the company since it passed to new control last year, Robert H. Cochrane, president, characterized J. Cheever Cowdin and Rogers as new Universal's "Two Rocks of Gibraltar."

Routine matters were discussed during the morning. Telegrams from various prominent exhibitors were read and practically all the studio personnel was introduced to the sales force. Cochrane said in part, "The new Universal is new in every respect. It's new in the respect and the thought of the men in industry, new in its standing in the field, new and growing in prestige and new and high in the regard of exhibitors."

Cowdin's message expressed confidence in the company.

Tuesday night the conventioneers will attend a barbecue at the Uplifters' Ranch and Wednesday will visit the studio and attend a dinner dance at the Trocadero in the evening. Planned for them is an elaborate four-reel trailer highlighting "The Road Back," now in its final production stages.

At the conclusion of today's meeting Rogers announced that John M. Stahl is returning to Universal under a two-and-a-half year contract.

Returns to Studio Shortly

Hollywood, May 17.—Hope Hampton, who has signed a one picture starring contract with Universal, left for Buffalo Saturday with her husband, Jules E. Brulatour. She returns here in a couple of weeks to advance plans for her picture, "Riviera."

More "Road Back" Scenes

Hollywood, May 17.—Jonathan Hale, Robert Middlemass and John St. Polis have been signed by Universal for additional scenes for "The Road Back," Erich Maria Remarque's sequel to "All Quiet on the Western Front."

William Royal and Grace Goodall have been added to the cast of "Reported Missing" and Ed Stanley and Ralph Lewish to "Westbound Limited."

Curtis at Ottawa House

Toronto, May 17.—Famous Players Canadian Corp., has named Gene Curtis, former sales promotion director of the Canadian circuit and also manager of Loew's, the Capitol and the Palace in Montreal, as manager of the Regent in Ottawa.

THE

→ Errol Flynn, Th

THE GO-G

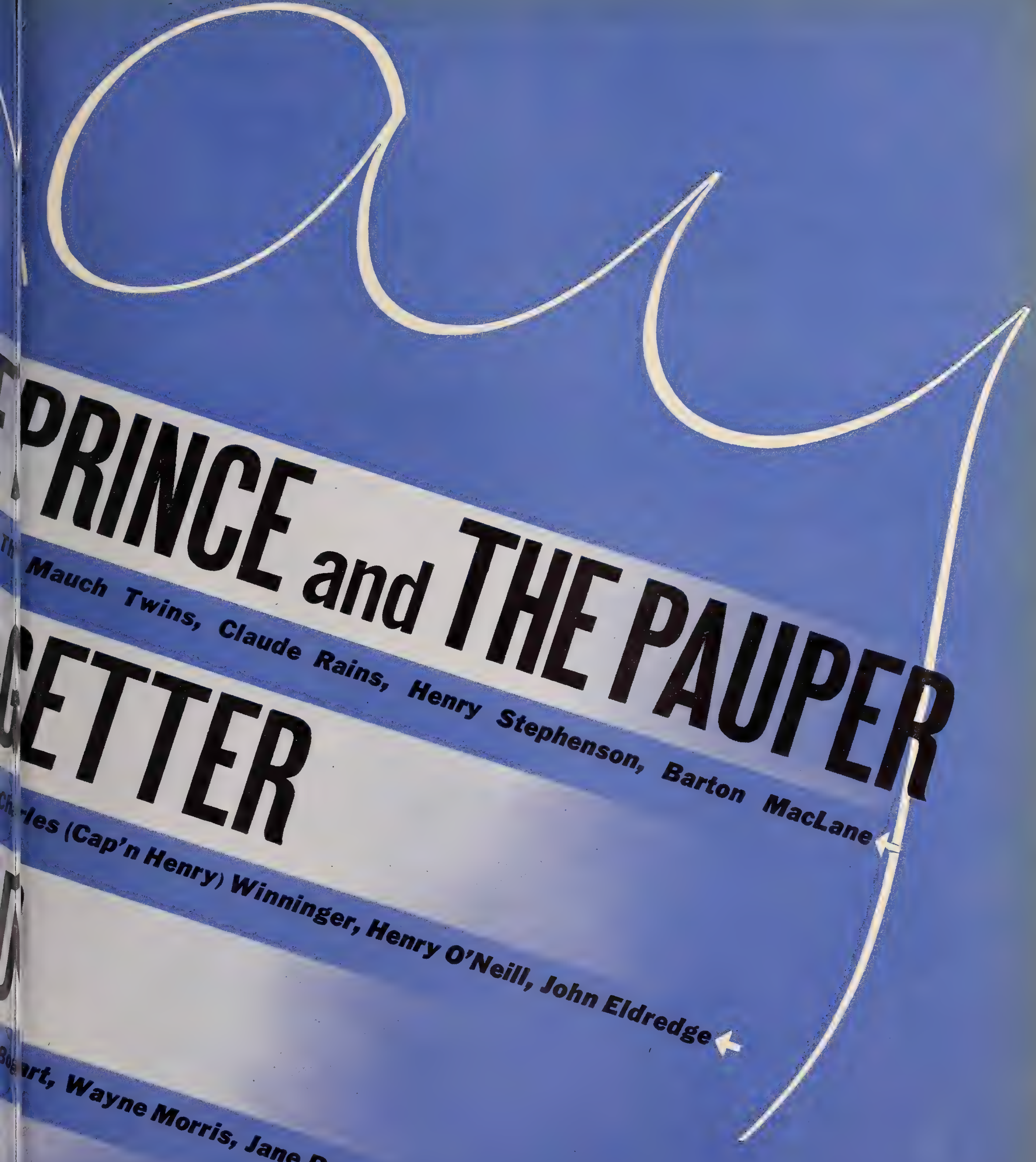
→ George Brent, Anita Louise, Ch

KID GALAHAD

→ Edw. G. Robinson, Bette Davis, Humphrey Bog

WARNER BROS.

→ Will Duplicate This Sensational Set-Up Every Month of the S



PRINCE and THE PAUPER

Th Mauch Twins, Claude Rains, Henry Stephenson, Barton MacLane

ETTER

Ch rles (Cap'n Henry) Winninger, Henry O'Neill, John Eldredge

Bo art, Wayne Morris, Jane Bryan, Harry Carey

e Summer!

G.N. Forces Told of New Sales Setup

(Continued from page 1)

ing distribution channels in Tokyo and Shanghai, Peskay added.

James Cagney and Anna Sten are each under contract with the company to appear in three more pictures. One of the three Cagney will make is for the current season. Victor Schertzinger will direct Miss Sten's first picture.

Various producers and directors were introduced to the sales force during luncheon today. After dinner "Small Town Boy" was screened at the Grand National studio theatre.

The afternoon session was marked by an open forum when delegates discussed current product. I. Levine of New Haven, won the salesdrive which ended May 6 and got the $1,000 award. Second prize of $750 went to Merritt Davis, Charlotte; third of $500 to Cleve Adams, Albany; fourth of $250 to Jules Lapidus, of Pittsburgh.

Producers, including R. A. Rowland, Zion Meyers, B. F. Zeidman, Max Alexander, Victor Schertzinger and Andrew Stone will talk Tuesday morning. A studio banquet is planned for Tuesday evening with Conrad Nagel master of ceremonies.

Four Editing, Two Shooting, for G.N.

HOLLYWOOD, May 17.—Grand National has four features editing and two shooting. Four more will go before the cameras in the next four weeks.

Editing are "Small Town Boy" with Stuart Erwin and Joyce Compton, which Zion and Meyers produced and Glenn Tryon directed; "The Shadow," with Rod La Rocque, produced by Max Alexander and directed by Lynn Shores; "Sweetheart of the Navy," with Eric Linden and Cecilia Parker, produced by B. F. Zeidman and directed by Duncan Mansfield, and "Rider of the Rockies," with Tex Ritter and Louise Stanley, produced by Edward Finney and directed by R. N. Bradbury.

Condon Feature Shooting

Shooting are "Love Takes Flight," with Bruce Cabot, a Condor film directed by Conrad Nagel, and "King of the Sierras," a wild horse feature likewise produced by Condor with Arthur Rosson directing.

"Something to Sing About," the next James Cagney to be directed by Victor Schertzinger, starts May 28. Six days ahead of that "Face the Facts," with Stuart Erwin, will get under way. Andrew L. Stone will produce, but no director has been assigned as yet. On June 5, "Frontier Town," another Tex Ritter western, will start, and on June 4, "Maybe It's Love," a Zeidman production for which no cast has been lined up so far. On schedule, but not fixed as to dates are "Grand Canyon," which R. A. Rowland will produce; "Honolulu Honeymoon," which Glenn Tryon will direct, "Gorgeous," starring Anna Sten, which Eugene Franke will produce, and a second Sten, "Love Me Again," which Victor Schertzinger will direct.

Harlan Dixon Joins G. N.

Harlan Dixon, who has just completed staging Ben Marden's new Riviera revue, has been signed by Grand National. He will leave for Hollywood today to assume his new duties.

Setting Grand National Pace

Taking a moment's time out for the cameraman as the Grand National convention opened are the company's leaders. Left to right, they are: Edward L. Alperson, president; Sol Edwards, eastern sales manager; James Winn, western sales manager, and Edward J. Peskay, vice-president in charge of distribution.

Nebraska Ascap Bill Signed by Governor

(Continued from page 1)

tionality. The opponents cited a two-to-one decision of the legislature's Constitution Committee against it.

Attorney General Richard Hunter will enforce the act immediately. A fine of $5,000 is provided for any violation.

The bill does not mention Ascap by name but cites "any combinations." It was introduced by Senator Frank Brady.

Fight Planned Here

Ascap will move at once to obtain an injunction to restrain the state from enforcing the measure if it is not vetoed, E. C. Mills, general manager of the society, said. The organization will proceed in Nebraska exactly as it did in Montana, where a similar measure was enacted earlier. Arguments on Ascap's application for an injunction against enforcement of the Montana measure were heard by a special three-judge Federal court several weeks ago and a decision is expected some time next month.

A statement of Ascap's national problems was put before the field representatives from all over the country yesterday. Discussion of the problems will begin today and the meeting is scheduled to close tomorrow.

Colorado Tax Bill Now Law

DENVER, May 17.—The two per cent tax bill on all admissions was signed here today by Governor Teller Ammons. There are no exemptions to the levy. The tax will be collected by means of tokens one-fifth of a cent in value. Theatres cannot absorb the tax. They must collect. The measure is effective at once.

Hear Dog Racing Protest

ALBANY, May 17.—Henry Walters of RKO marshalled the speakers in opposition to the Hall dog racing bill before Governor Lehman today.

Walter Reade, speaking in opposition, declared dog racing to be a bigger racket than slot machines.

Speaking against the bill were Charles W. Tuttle, chairman of the State Racing Commission; Herbert Bayard Swope, Police Commissioner Lewis J. Valentine and more than a score of civic organization heads.

Engel to Do "Duchess"

HOLLYWOOD, May 17.—Sam Engel, who will handle the production reins for "The Duchess of Reno," Gracie Fields' first for 20th Century-Fox, will sail for England in six weeks to start production. A number of players will be sent to London to appear in the picture to give it an international twist. Monty Banks will direct.

After a week's inactivity, production has been resumed on "Born Reckless." Work was suspended on the picture when Brian Donlevy sustained an injury.

Give First Orphan Show

CLEVELAND, May 17.—The first of a series of semi-weekly free film shows for shut-ins provided by the Cleveland Variety Club with the cooperation of distributors and projectionists, takes place tomorrow at St. Joseph's Orphan Asylum. This will be the first time any films have ever been shown at the institution and will be the first time many of the inmates have ever seen a film.

Technicolor Told Record Footage Set

(Continued from page 1)

board will meet in the near future for the annual election of officers.

Lewis presided at the meeting in the absence of Dr. Herbert T. Kalmus, president, who is en route to England.

Goldwyn "Follies" in Color

HOLLYWOOD, May 17.—"The Goldwyn Follies" will be the first film Samuel Goldwyn will place before the cameras following his decision to make all his future product in Technicolor. The elaborate musical is expected to go into work shortly. "The Real Glory" and "You Can Be Beautiful" will follow, the last named starring Gary Cooper and Merle Oberon.

The color technique has taken "vast strides forward" during the past six months, Goldwyn declared yesterday in revealing his plan for all color films in the future. "Color no longer interferes with the telling of the story," he said. "There is no doubt that most of the present important pictures would utilize the new color processes immediately if there were sufficient equipment to care for them."

The inability of Dr. Herbert T. Kalmus, president of Technicolor, to supply adequate equipment at the present, made it impossible to film "The Adventures of Marco Polo" in color, Goldwyn said. He indicated, however, that plans are being rushed for equipment to supply his color needs and predicted a swing to color by all major studios within a year.

"When I made 'Whoopee' in 1929 with a two-color process, I realized that it had a novelty value only," the producer said, "but in the past six months I have been convinced that the third color now is a vital asset to picture making and the subtlety of color no longer hinders the story. Color pictures will not mean any change in screen technique so far as I am concerned. Instead it will merely join with sound and music as permanent and acceptable aids to screen story telling."

Joice in RKO Post

J. Maxwell Joice, former chief supervisor of amusements for the Chicago Century of Progress Exposition, has joined RKO's public relations' field staff under Leon J. Bamberger. He will handle the midwest which comprises Chicago, Milwaukee, Minneapolis, St. Louis, Kansas City, Omaha, Des Moines and Sioux Falls.

William J. Healy is in charge of the east central district, Vernon H. Adams, the south and Franklin R. Fielding, the east.

New Unit for Schlesinger

HOLLYWOOD, May 17.—Leon Schlesinger is establishing a fourth cartoon unit with Raymond G. Katz, until now assistant executive to Schlesinger. Katz will make his headquarters in Beverly Hills and will produce 10 Looney Tunes in black and white.

In the present Hollywood studio, Schlesinger will make 20 Merrie Melodies in Technicolor and six Looney Tunes in black and white. Distribution continues through Warners.

THE BIG MONEY SMASH OF THE YEAR

SILENT BARRIERS

These Circuits Are Playing It—

RKO • WARNER • FABIAN • M & P • SCHINE
MALCO • COMERFORD • PARAMOUNT-PUBLIX • WOMETCO • SKOURAS
SAENGER • FOX WEST COAST • FOX MIDWEST
FOX ROCKY MOUNTAIN
WESTLAND • WILMER & VINCENT • HARRIS AMUSEMENT

RICHARD **ARLEN**
Lilli Palmer • Antoinette Cellier • Barry Mackay
From the story by
ALAN SULLIVAN
Directed by
MILTON ROSMER

GB
Canada Distributors
Empire Films, Ltd.

Fox Continuing Its Wisconsin Expansion

(*Continued from page* 1)

opening this summer. Fox also has plans for a new house in Beloit.

It also has leased the Port at Port Washington from W. M. Roob. At Beaver Dam, Fox is spending several thousand dollars to renovate the Davison, dark for several years. It also operates the Odeon there.

Warners also have increased their holdings in the state with the leasing by its subsidiary, Standard Theatres, Inc., of the Vogue and Cameo, former independent houses, in Kenosha. It now operates the Kenosha, Gateway, Vogue and Cameo there, leaving the Roosevelt the lone independent theatre in that city.

Educational Amends SEC Stock Petition

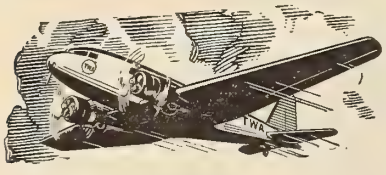
(*Continued from page* 1)

per share for warrants to eight per cent preferred stockholders and 99,053 shares for warrants to common stockholders; reserved for warrants at $10.50 to $20 per share, 74,000 shares for the president of the company and 64,000 shares to the underwriters; and 5,000 shares to be issued in lieu of cash as part payment for capital stock of Skibo Prod., Inc.

Flash Preview

"Dr. Knock"—it starts slowly but perks up later. Foreign film patrons should be fairly well entertained. English subtitles are included.

This picture will be reviewed in full in a coming issue of Motion Picture Daily.



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1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Behind the Headlines"

(*Radio*)

Los Angeles, May 17.—They went hog-wild on this far-fetched melodrama of a conflict between newspaper and radio reporters and the consequences turn out to be in direct keeping with the premise.

"Behind the Headlines" is one of those conveniently arranged action yarns where logic figures in little and sense in about the identical proportion. It tells of the tussle between Lee Tracy, knock-'em-dead radio reporter who is always on the scene of the crime, the fire or whatever it is, and Diana Gibson, who might get her yarn but has to trail Tracy while type is set and her paper runs through the presses. They have a time of it, abetted by a raging fire, high-powered motor cars and a fantastic yarn built around the theft of a government armored car conveying gold to the Treasury Dept. new bullion reservoir near Fort Knox, Ky.

Miss Gibson gets mixed up with the bandits and Tracy, you'll be guessing by this time, gets there as machine guns blaze to save the girl and his love in one combination swoop. The grudge battle between the two news-disseminating mediums gives way to heart throbs and the moot point, therefore, is never settled.

The audience at the RKO Hillstreet took this good-naturedly and appeared to enjoy the outlandish goings-on. Decidedly a second feature, "Behind the Headlines" is decidedly just another film. They won't cheer it, but they won't go into the reverse either.

Code-approved. Running time, 57 minutes. "G." KANN

"Hotel Haywire"

(*Paramount*)

Hollywood, May 17.—That new formula which is doing much to improve Paramount's special and Class A pictures is also proving beneficial when applied to lesser grade efforts. Here the result is fast-paced farce comedy that should appeal to family type audiences and also permit exhibitors to bolster their program by including "Hotel Haywire."

The piece is a gag and situation comedy, moving to the tune of humorous action and dialogue, played by a capable cast and smartly directed by George Archinbaud to keep the spirit of clean, wholesome fun dominant. While doing this, a pseudo-dramatic romantic contrast is also introduced.

Spring Byington's faith in a fake astrologer, Leo Carrillo, makes her husband's, Lynne Overman's, home life a hectic thing. When a bunch of poker-playing pals plant a set of women's undies in Overman's pocket to be discovered by Miss Byington, she is convinced she is a woman wronged. She consults Carrillo. So does Overman. Advising Miss Byington to go out with other men, Carrillo, playing the game for all its worth, furnishes both with squads of dippy detectives to furnish the battling mates with desired evidence. With the major action of these sequences taking place in a hotel, its wild and woolly hilarity is compensated by the efforts of the pair's daughter, Mary Carlisle, to marry John Patterson despite the objections and interferences of his cantankerous father, George Barbier. All problems are solved and peace restored to the household when Carrillo is driven out of town.

Gay, bright and breezy all the way through to make for desirable amusement, the film is based on an original screen play by Preston Sturges. It should more than fill the bill where people like to laugh.

Production Code Certificate No. 3,270. Running time, 65 minutes. "G."

Edward Hyman Quits Century Circuit Job

(*Continued from page* 1)

purchased a 3,000-acre apple orchard at Markham, Va., which is 50 miles from Washington. He will open a New York marketing office.

Before joining Century, Hyman had been with Mitchell H. Mark for 17 years, 10 of which were spent as managing director of the Brooklyn Strand.

No successor has been appointed for Hyman or Charles Moses, who resigned last week after being with the circuit for five years as executive assistant to A. H. Schwartz.

Myers Predicts Wave Of State Labor Acts

(*Continued from page* 1)

Wagner Act to include mercantile establishments and even theatres. The problem is growing imminent and the exhibitors must chart a wise course," he said.

Speaking of the effect of the Supreme Court decision on the film industry, Myers stated that "the Wagner Act applies to the studios." He said, however, that he "is of the opinion that labor relations, wages, hours and working conditions in theatres are beyond the scope of Congress."

Hearing in Fox Case Is Again Postponed

Atlantic City, May 17.—The continuance of the William Fox bankruptcy hearings for examination of witnesses scheduled for today was indefinitely postponed.

Federal Judge John Boyd Avis several days ago signed an order transferring all business in connection with the case to Referee Thomas L. Gaskill in Camden. This followed the recent sudden death of Federal Referee Robert E. Steedle, of this city, who was in charge.

Postpone Fox-Sentry Trial

N. Y. Supreme Court Justice Timothy A. Leary yesterday postponed to May 26 trial of the actions of the Sentry Safety Control Corp. and Joseph E. Cohen against William Fox and the Fox Film Corp. to permit Fox to apply for discharge of the claim in his New Jersey bankruptcy proceedings.

Sentry asks $1,300,000 damages and Cohen seeks $300,000 for an alleged breach of contract made in December, 1937, when Fox agreed to place Sentry safety control devices on all Fox projectors. Fox is charged with falsely representing his authority to bind the Fox Film Corp. Justice Leary ruled that it is a debatable question whether or not the claims are dischargable in bankruptcy.

Ask Song Suit Dismissal

Twentieth Century-Fox Film Corp. will ask Federal Judge Murray Hulbert on May 21 to dismiss the $1,000,000 plagiarism suit brought by the Foreign and Domestic Music Corp., Samuel Cummins, Societa Anonima Musicale Bixio and Cesare, Andrea Boxio against them, Movietone Music Corp., Sam and Harry Fox, who operated the Sam Fox Publishing Co., Con Conrad, Herb Magidson and Nini Martini. Twentieth Century-Fox claims that the complaint fails to set forth a cause of action and that the court lacks the jurisdiction to hear the suit. The complaint charges infringement of Bixoi's song, "Passa l'amore," in the picture, "Here's to Romance."

Donovan Allowed $50,000

William J. Donovan, solicitor for the Irving Trust Co., trustees of RKO, yesterday was allowed $50,000 for interim fees for the period from July 2, 1936, to March 4, 1937, by Federal Judge William Bondy. Donovan had asked for $85,000. The Irving Trust Co. was allowed $25,000 on their request for $60,000 for the same period. Donovan previously had been granted $140,000 for the period from July, 1934, to July, 1936.

Freed in Lottery Trial

Baltimore, May 17.—Joseph Kane, manager of the Royal for colored people here, was found not guilty of conducting a lottery by a jury in Criminal Court here. The trial was based on the operating of Bingo at the Royal. A previous conviction was set aside by the Supreme Court, which ordered a new trial.

Gets Writs on "Horizon"

New Orleans, May 17.—The Saenger circuit and affiliates has secured temporary injunctions against Columbia to prevent the company from releasing "Lost Horizon" to unaffiliated theatres. Hearings will probably be held later this week.

ACHIEVEMENT

EASTMAN announces two new super-duplicating materials...*Eastman Fine-Grain Duplicating Negative and Positive Films.* They lead to duplicates actually indistinguishable from originals, and at last provide the industry with the complete answer to a highly important photographic problem. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*

DUPLICATING FILMS

Radio Personals

TOM REVERE, in charge of radio at Benton and Bowles, returned to New York yesterday after several weeks in Hollywood. . . . Sam Kaufman, editor of *Radio News*, is the author of a children's book on radio titled "Listening In." . . . S. Hurok, impresario, whose artists are booked through NBC artists' service, sails to Europe May 19 in search of talent. . . . Captain Tim Healy will address a convention of A. & P. men in Hartford tomorrow. . . . Ben Cohn flies to the coast today to open a Hollywood publicity office for George Evans. . . .

✣

Ferde Grofe flies to Hollywood July 22 to conduct a concert in the Hollywood Bowl. Grofe, incidentally, may be signed for a series of musical pictures based on his compositions. Charles E. Green, president of Consolidated Radio Artists, is in Hollywood now to negotiate for the picture rights to the Grofe compositions . . . Jimmy Brierly will be guest featured on "The Broadway Melody Hour" over WHN and WOR tomorrow night . . . Blanche Yurka will offer an address over WHN tonight at 9 P. M. . . . Billy Swanson, orchestra leader at the Edison, will be a guest speaker at the C. C. N. Y. debating society's monthly meeting Thursday . . .

Six Bands for Benefit

HOLLYWOOD, May 17.—Six famous bands of radio and screen will participate in a "Jam Session" at the Pan-Pacific auditorium here Sunday, May 23.

The "big-league swing concert" is sponsored by Bing Crosby as a benefit for Joe Sullivan, rated the country's best swing piano stylist, who is seriously ill in the east.

The bands taking part are Jimmy Dorsey's Victor Young's, Georgie Stoll's, Harry Owens', Ted Fiorito's and most likely Glenn Gray and his Casa Loma orchestra.

Martha Raye, Dorothy Lamour, Ella Logan, Johnny Mercer and Crosby will contribute vocal entertainment.

WNOX Entertains Editors

KNOXVILLE, May 17. — WNOX Scripps-Howard outlet here, put on last week a two-day celebration for 75 visiting editors from East Tennessee and neighboring portions of bordering states. The station and the Knoxville *News-Sentinel* were hosts to editors at a luncheon at a local hotel, followed by a tour through the *News-Sentinel* plant and attendance at a dedicatory program, celebrating WNOX's new tower.

The visitors included Gen. Hugh Johnson, Merlin H. Aylesworth and Karl A. Bickel, among others.

LEO SAYS:
Advertisers trace increased sales to WHN's successful programs.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Radio Finds Plane

Dayton, May 17.—An odd emergency request was successfully fulfilled by WHIO when that station issued a call for an airplane. Within 30 minutes three planes had been offered by listeners.

The plea was broadcast at the request of Albert Pick, owner of a chain of hotels, who had received word from Florida where his wife's condition was reported critical. Prior to contacting the station, Pick had called six airports and three private pilots. None had a plane available.

One hour after the broadcast, Pick took off for Florida.

Add San Antonio Radio News

SAN FRANCISCO, May 17.—The two locally-owned newspapers, the *Morning Express* and *Evening News*, are now giving the three other radio stations daily program announcements, which they have omitted for some reason or other. These two sheets have been listing only WOAI and KTSA programs each day, but now include KABC, KMAC and KONO.

Radio comments and local news items are omitted from these two papers, but "The Light" (afternoon Hearst) has the only radio column here. It is written by Renwicke Cary.

Test Radio for Magazines

PHILADELPHIA, May 17.—To stimulate newstand sales of magazines radio will be tested by the United News Agency over WFIL. Using a spot announcement each Sunday, for eight weeks, the agency will plug a feature article in the current issue of one of the magazines handled. A different publication will be chosen for each announcement.

New Musical Goes on KMOX

ST. LOUIS, May 17.—A new musical show, Sunday through Friday over KMOX, titled "Seven Star Revue," is sponsored by the Slack Furniture Co.

Cantor Signed Until 1943 for Air Series

Eddie Cantor has been signed until the spring of 1943 by his present sponsor, the Texaco Co., assuring the comedian's appearance on the Sunday 8:30 to 9 P. M. spot on the CBS network for the next six years. The contract is ironclad, it is said, in that it contains no cancellation clauses.

The monetary value of the contract was not made public, although it is said Cantor has been receiving $13,000 weekly for his Texaco programs this season.

The agency is Buchanan & Co., formerly Hanff-Metzger.

Buick to Sponsor Fight

With all legal obstacles to the fight removed by a recent court decision, the Arthur Kudner agency yesterday officially admitted that the Buick Motor Co. will sponsor the broadcast of the James J. Braddock-Joe Louis fight in Chicago June 22 over NBC, beginning at 11 P. M., E. D. S. T.

The broadcast will be aired over the biggest network ever arranged for such an event—125 stations, comprising every station of the Red and Blue networks.

The cost to the Buick Co. is not known, but the price must be considerable in that NBC is reported to have paid $50,000 to the promoters for the exclusive rights to the broadcast.

Blair to Represent KFEL

DENVER, May 17.—John Blair & Co., station representatives, will act as exclusive national spot representatives for KFEL, Mutual outlet at Denver, effective immediately. The arrangements were completed with Gene O'Fallon and Frank Bishop by Blair when he visited Denver last week.

KFEL continues as an affiliate of Transamerican Broadcasting and Television Corp.

Babcock New KFSD Sales Head

SAN DIEGO, May 17.—John Babcock, formerly of KDB, Santa Barbara, has been named by Glen Litten of KFSD as new sales manager, succeeding J. O. Van Keuren, resigned.

New Shows on the Air

"Dean of Hollywood"

CBS can lay claim to having one of the most satisfying sustaining programs on the air in "Dean of Hollywood," new series starring Hobart Bosworth.

It would be comparatively easy to allow sentiment to get the better of good judgment in assaying the worth to radio of stage and screen veteran Bosworth. Fortunately, however, it is not necessary to be sentimentally dishonest. Bosworth, possessor of a fund of delightful theatrical memories, wove his personal experiences into a script which provided a fascinating flashback into a career more interesting than any make-believe creation of Hollywood's scenarists.

Bosworth, telling his story in a kindly, philosophical manner, related how he ran away from Annapolis in early youth and signed up for an Arctic exploration trip, only to swear upon his return 11 months later never to go to sea again, unless he went as a passenger. Successively he became a coal heaver, a pork wrestler, and prizefighter. His first stage appearance was in 1885, in "The Veteran." Followed appearances in important parts —at $10 a week—with Julia Marlowe, Mrs. Fiske, John Drew and other greats of the stage.

Exacting a promise from a producer that his name would not be included in the cast of characters, Bosworth went into films, receiving $125 a week. This was the first one-reeler ever filmed. He has since appeared in over 500 films.

Particularly effective staging was his opening and closing lines, consisting of excerpts from "A Midsummer Night's Dream."

Early in the program, Bosworth said he often wondered what would be a good radio program for himself, and with the help of CBS decided a meaty, casual talk would have its place on the air. He was right.

"Dean of Hollywood" is presented Saturdays from 6:15 to 6:30 P.M., E.D.S.T. on CBS. BANNER

Equity Claims Over Half Radio Talent

(*Continued from page 1*)

upon them in the next month or two. Indications are that the organizing drive will come into the open shortly after Equity's annual membership meeting and election of officers on June 4.

Equity's radio organizing aims have been rumored for many months, but up to a short time ago Equity officials either denied the reports or declined to comment on them. Shortly following the Supreme Court decision on the Wagner Act an official spokesman for Equity gave MOTION PICTURE DAILY the first official confirmation that the organizing drive was in work, as reported in the issue of May 1.

The C. I. O. has launched an organizing drive among radio's technical workers.

May Revise "Good Will Court"

A current report has it that A. L. Alexander, whose "Good Will Court" was barred from the airways by a recent Appellate Division ruling forbidding lawyers and judges from giving legal advice on the air, will be back on the networks this fall with a program similar to the barred "Good Will Court."

Alexander's revised program will air both sides of every case heard on the series, and will offer "decisions" rather than advice. Prominent laymen will offer the "decisions," which will be binding, it is said, in that the litigants will be compelled to sign papers agreeing to abide by the findings of the laymen who are acting as jurists.

"Personal Column" Extended

"The Personal Column of the Air," which is now heard five week-day mornings over the NBC-Blue network, and Monday through Thursday afternoons on the Red, will round its schedule out to a full 10 broadcasts a week when it adds Friday to its Red network beginning June 4, at 4:15 P. M., E.D.S.T. The morning spot over the Blue will continue to be heard at 11:30 A. M., E.D.S.T.

Proctor and Gamble sponsors for Chipso. The Compton Adv. agency handles the account.

Mutual Gets Exposition

Mutual has completed arrangements to broadcast daily throughout the summer from the Great Lakes Exposition, Cleveland, beginning May 29. The broadcasts will be offered daily exclusive of Sundays at 5 P. M., E. D. S. T., and Mondays twice daily, at 3:30 P. M. and 5 P. M.

Mutual is also completing arrangements to broadcast several times weekly from Billy Rose's "Aquacade" major night club and amusement feature at the exposition.

WHN Men to Meet Sidney

Members of WHN's engineering staff will meet with Louis K. Sidney, managing director of the station, and his assistant, Herbert Pettey, tomorrow, in an effort to reach an agreement with the technical staff. The staff is demanding shorter hours, minimum pay and better working conditions.

A meeting last Saturday resulted in an impasse.

Radio

WGN Staff Goes on 40-Hour Week Basis

CHICAGO, May 17.—WGN employes heretofore working 41 hours, six days a week have gone on 40-hour, five-day schedule. The new plan will continue indefinitely if found to be feasible. Difficulties have been overcome by adding some employes and working staggered schedules.

The mechanical division and musical department employes, under contract through their respective unions, have been working a 40-hour week for some time past.

Announcers under contract will work no more than 40 hours a week under the new plan, but may work more than five days a week, because of the fact that many of the announcers are under contract for commercial radio programs and because of seasonal broadcasting such as baseball, news broadcasting and other special events. Some members of the announcing staff may work on a six or seven-day schedule, but only during the contract time made necessary by the commercial programs. Other announcers will work no more than 40 hours per week of six days and this may eventually be changed to five days with the men working on a staggered basis, particularly where an announcer is handling sustaining programs only.

Eight Firms Agree To Discuss Radio

(*Continued from page* 1)

O. A. committee members are Samuel Pinanski, Lewen Pizor and Arthur Lockwood.

Vincent said that no formal program had been prepared and that the meeting would serve primarily as a means for bringing producer-distributor representatives together with the exhibitor committee for a general discussion of the radio problem and for consideration of various regulatory or supervisory plans for Hollywood broadcasts. If such a plan is adopted at the meeting it would be submitted to representatives of the networks later, it was said.

WTMJ Gets Portable Unit

MILWAUKEE, May 17. — WTMJ, *Milwaukee Journal* station, has purchased a three-quarter ton, panel model truck, built to specifications drawn by Daniel W. Gellerup, chief engineer, to house its portable transmitting and receiving equipment.

Special racks will hold two transmitters, W9XAI and WABH, power for which will be furnished by a 600-watt AC generator. A microphone position will be established in the cab and another at the back of the truck.

Gulf Signs Nancy Martin

PITTSBURGH, May 17.—Nancy Martin, WCAE staff vocalist, has been signed by Gulf Oil for two quarter-hour shots weekly for 13 weeks over the Hearst station here. The starting date will be June 1 and the program will hit the air every Tuesday and Thursday at 12:45 P. M.

Westinghouse Names S. D. Mahan Ad Head

S. D. Mahan has been appointed general advertising manager of the Westinghouse Electric & Mfg. Co., where he will have general supervision over all advertising and sales promotion work of Westinghouse and its subsidiaries. His headquarters will be in Mansfield, O., where the merchandising division of the company is located.

Roger Bolin succeeds Mahan as advertising manager.

Mahan has been active in the advertising field for the past 20 years. He was first associated with the H. K. McCann Co., and subsequently was with the Rogers Williams Co., Fuller Smith and Ross, and the Greenleaf agency. He joined Westinghouse in 1933.

Bolin joined Westinghouse in 1925.

CBS Settles Labor Row

HOLLYWOOD, May 17.—A settlement of union difficulties with William Simpson, contractor for the new $400,000 CBS studio was reached today when the contractor agreed to use all union men throughout the job. Work resumes tomorrow. Simpson is a past president of the Los Angeles Chamber of Commerce.

"Hits of Week" to Start

CINCINNATI, May 17.—"Hits of the Week," a new daily program sponsored by May Stern & Co., local home furnishers, is to go on the air over WSAI, Crosley NBC-Red outlet.

The broadcasts will dramatize scenes from pictures playing local theatres, flashbacks of baseball and other sports events and highlights of other timely subjects.

WBRY Has 60 Commercials

NEW HAVEN, May 17.—Of the WBRY programs now originating at the New Haven studios, Supervisor Jack Henry breaks down the 77 figure to 60 commercial and 17 sustaining, 30 of the commercial being five-minute UP news periods. Spot announcements are not included.

Ted Beale Newscasting

NEW HAVEN, May 17.—Ted Beale, Yale sophomore who reads the Lucky Strike-sponsored Yale newscasts on WBRY, also takes care of the commercial announcements, adapting them to local Yale campus angles. A recording is made of each broadcast and sent to Lord & Thomas agency.

H. E. Miller Joins NBC Staff

Harry E. Miller was added to the NBC engineering staff yesterday. Miller's experience in sound engineering was gained in local film houses, including the Music Hall, Center, Capitol, Roxy and others. This is his first connection with radio.

Schneider's Texans on Tour

HARTFORD, May 17.—Doc Schneider and his Texans, WTIC entertainers, start touring New England next week with a tent show. The group has appeared in several theatres also.

FMPC Seeking To Stop Coast Construction

(*Continued from page* 1)

offer to negotiate with F.M.P.C. unions. He pointed out that the machinists and culinary workers had returned to work apparently willing to accept his word that negotiations would begin not later than May 24.

Casey reiterated that at no time had producers refused to negotiate the question of a union shop in conjunction with other demands on wages and hours.

Under the terms of a 10-year deal pending between the Screen Actors' Guild and the producers, as revealed to the meeting of actors last night, a strike of actors is ruled out for the period of the agreement. The contract will become effective as of May 15, this year, and already has been accepted verbally by Columbia, M-G-M, Paramount, RKO, 20th Century-Fox, Universal and Warners, among the majors. Samuel Goldwyn and Walter Wanger have accepted for United Artists, and producers releasing through major companies, who have signified acceptance are Major Prod., B. P. Schulberg, Selznick International and Roach.

Agree on Arbitration

At last night's session, the general membership ratified the deal as made by its executive board. All future disputes will be settled by arbitration, according to the agreement. Committees of both parties will meet once each year to discuss modifications affecting all classes of actors. It is provided that arbitration must follow inability to agree on any points. The committee plans immediate attention to clarification of the NRA rules for extras, calls where weather is a factor and rules for stunt men.

Meanwhile, the guild shop goes into immediate effect pending ratification by the directorates of the producing companies. Working conditions specified must be made effective by June 1, with ratification required by June 10.

The agreement as made will be binding on all successor producer companies and subsidiary and controlled companies, and will cover production in this country. The committees will determine rules for production outside the United States, with arbitration resorted to in the event of inability to agree. New York production will be exempt until the guild opens an office there, within a month. When that is done eastern production will come under the general agreement, the contract to be a separate deal between the guild and each producer.

Main Concessions Listed

Commentators for travelogues, newsreels and sports reels are exempted until rules are worked out by the committees. The highlights of the concessions to the actors include: continuous layoffs for contract players for a one-week period, except for retakes; termination for illness only if ill three weeks in year; right to screen name; six holidays annually as to freelance players now; stock players to get $50 minimum weekly; 50-hour week for free lance players and 12-hour rest period, with one-forty-eighth of weekly pay for each overtime hour; day players get $25 daily minimum and travel time to and from location; $35 daily minimum for stunt men; NRA rules for extras and abolition of $3.20 check and $5 daily minimum, also guild access to Central Casting records.

During the first five years of the contract there is provided 100 per cent guild shop for extras, stunt men, day, free lance and stock players, and 90 per cent guild shop for stars and featured players. However, a producer making 40 or more films yearly reserves the right to use three non-guild stars or featured players only in two pictures yearly, and producers making less than 40 films annually have the right to use three non-guild stars or featured players in one picture annually. In the second five-year period 100 per cent guild shop for the entire acting profession is provided. The guild agrees to keep its membership open and not to impose unreasonable dues and initiation fees.

A statement from the guild last night charged the F.M.P.C. had called out the painters contrary to an agreed procedure between the guild and the F.M.P.C. "While we are exceedingly sympathetic with the men involved, we cannot allow our organization to be bound by unauthorized persons," the guild statement concluded.

Directors to Formulate Pact

HOLLYWOOD, May 17.—With the reelection of officers the Screen Directors' Guild with approximately 100 members is drafting plans to negotiate with major producers for a basic agreement covering working conditions.

A committee has been appointed by King Vidor who has been renamed president of the organization to draw up the proposed contract which will be submitted to the entire membership for ratification before it is presented to the producers.

Five RKO Organists Quit

Organists in five RKO houses were called out over the weekend to join the picketing drive being conducted by Musicians' Local 802. Theatres affected are the 86th St., Flushing, Richmond Hill, 58th St., and Prospect, Brooklyn.

Wall Street

Board Issues Show Revival

	High	Low	Close	Net Change
Columbia	32	31⅛	31⅛	— ⅞
Columbia, pfd.....	40	40	40	— ¼
Consolidated	3¼	3¼	3¼	— ⅛
Consolidated, pfd.	13	12⅝	13	+ ½
Eastman	165½	164	164½	+ ½
Eastman, pfd......	151	151	151	+1
Gen. T. Equip. ...	24	23⅝	23⅝	— ⅛
Loew's, Inc.	77¼	74¾	74¾	.....
Paramount	19⅞	18⅞	18⅞	—1
Paramount 1 pfd..	139	138	138	+12
Paramount 2 pfd..	18⅛	17¾	17¾	— ½
Pathe Film	6⅝	6½	6½	— ⅛
RKO	8½	8¼	8¼	.....
20th Century-Fox.	36¼	35¾	36	— ⅜
Warner Bros.	12½	11⅞	11⅞	— ⅜

Technicolor New Curb High

	High	Low	Close	Net Change
Grand National ..	2⅜	2¼	2¼	.....
Sentry Safety	½	½	½	.....
Sonotone	1½	1½	1½	.....
Technicolor	25⅞	24¾	25	+1⅞
Trans-Lux	4¼	4¼	4¼	— ⅛

Paramount Bonds Gain ¼ Point

	High	Low	Close	Net Change
Paramount Pict. 6s '55	100⅜	100¼	100⅜	+ ¼

(Quotations at close of May 17)

"Buy Luck," Show Frisco Top Grosser

San Francisco, May 17.—"You Can't Buy Luck," with a stage show headed by Olsen and Johnson, piled up a big $20,500 at the Golden Gate. This was $4,500 above normal.

"A Star Is Born" held up to $8,200 in its second week at the United Artists, and "The Prince and the Pauper" and "Fair Warning" took a good $15,200 at the Warfield. Only one other first run went over par. This was the Paramount with "Wake Up and Live" and "Song of the City" in their third downtown week.

Total first run business was $98,000. Average is $93,500.

Estimated takings:

Week Ending May 11:

"LOST HORIZON" (Col.)
GEARY—(1,400), 55c-83c-$1.10-$1.65, 7 days, 10th week. **Gross:** $8,700. (Average, $10,000)

"YOU CAN'T BUY LUCK" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage: Olsen & Johnson and vaudeville. **Gross:** $20,500. (Average, $16,000)

Week Ending May 12:

"CAFE METROPOLE" (20th-Fox)
"MOUNTAIN JUSTICE" (W. B.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $16,800. (Average, $17,500)

"OH, DOCTOR" (Univ.)
"LET THEM LIVE" (Univ.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. **Gross:** $7,100. (Average, $8,500)

"WAKE UP AND LIVE" (20th-Fox)
"SONG OF THE CITY" (M-G-M
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 3rd downtown week. **Gross:** $13,300. (Average, $13,000)

"CALL IT A DAY" (W. B.)
"MIDNIGHT TAXI" (20th-Fox)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 7 days, 2nd downtown week. **Gross:** $7,400. (Average, $7,500)

"A STAR IS BORN" (U. A.)
UNITED ARTISTS—(1,200), 15c-30c-35c-40c-65c, 7 days, 2nd week. **Gross:** $8,200. (Average, $7,000)

"PRINCE AND THE PAUPER" (W. B.)
"FAIR WARNING" (20th-Fox)
WARFIELD—(2,680), 15c-35c-40c-55c, 7 days. **Gross:** $15,200. (Average, $14,000)

Week Ending May 14:

"LUCREZIA BORGIA" (European)
CLAY—(400), 15c-35c, 7 days, 2nd week. **Gross:** $850. (Average, $1,000)

"Star Born" Dual $9,600 in Omaha

Omaha, May 17.—"A Star Is Born," on a dual with "Her Husband Lies," turned in a smashing $9,600 on the week, thereby topping par by $4,100.

"Shall We Dance?" was a close second with $6,700 at the Brandeis. This was $2,700 to the good. "Fifty Roads to Town" at the Orpheum couldn't stand the competition and grossed only $5,600.

Total first run business was $21,900. Average is $16,700.

Estimated takings:

Week Ending May 18:

"A STAR IS BORN" (U. A.)
"HER HUSBAND LIES" (Para.)
OMAHA—(2,200), 25c-40c, 4 days. **Gross:** $9,600. (Average, $5,500)

Week Ending May 19:

"SHALL WE DANCE?" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $6,700. (Average, $4,000)

Week Ending May 20:

"FIFTY ROADS TO TOWN" (20th-Fox)
ORPHEUM—(3,000), 35c-55c, 6½ days. Major Bowes' All-Girl Revue on stage. **Gross:** $5,600. (Average, $7,200)

"Star Born" Pulls $13,500, Montreal

Montreal, May 17.—"A Star Is Born" is the picture that stood out among first runs when it brought $13,500 to the Palace as a single attraction. Average is $11,000. It was held over.

"The Prince and the Pauper" took $8,500 at the Capitol on a solo basis while "Elephant Boy," top feature at the Princess, was good for $6,000.

Total first run business was $40,500. Average is $43,000.

Estimated takings for the week ending May 15:

"THE PRINCE AND THE PAUPER" (F. N.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $8,500. (Average, $9,500)

"THE GOOD EARTH" (M-G-M)
HIS MAJESTY'S—(1,700), 50c-75c-$1,-$1.50, 7 days, 2nd week. **Gross:** $3,500. (Average, $5,000). First week: $6,500.

"INTERNES CAN'T TAKE MONEY" (Para.)
"THE GIRL FROM SCOTLAND YARD" (Para.)
LOEW'S—(3,115), 25c-34c-40c-50c-60c, 7 days. Stage: Vaudeville. **Gross:** $9,000. (Average, $10,500)

"A STAR IS BORN" (U. A.)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $13,500. (Average, $11,000). Held over.

"ELEPHANT BOY," (London)
"THIS'LL MAKE YOU WHISTLE" (British)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $6,000. (Average, $7,000)

"Prince" on Dual $7,000, Milwaukee

Milwaukee, May 17.—"The Prince and the Pauper" and "Melody for Two" were the week's high grossers with a $7,000 take at the Warner, $2,000 above par.

"Night Must Fall" and "Mama Steps Out" were good for $6,000 at Fox's Palace, $1,000 above average, while "Motor Madness" and Benny Meroff on the stage grossed $5,500, $500 to the good, at the Riverside.

Total first run business was $34,300. Average is $26,500 for five houses.

Estimated takings:

Week Ending May 13:

"ECSTASY" (Eureka)
GARDEN—(1,200), 25c-35c-50c, 7 days, 3rd week. **Gross:** $4,000.

"NIGHT MUST FALL" (M-G-M)
"MAMA STEPS OUT" (M-G-M)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000)

"MOTOR MADNESS" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Benny Meroff. **Gross:** $5,500. (Average, $5,000)

"WAKE UP AND LIVE" (20th-Fox)
"WINGS OF THE MORNING" (20th-Fox)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $3,800. (Average, $3,500)

"THE PRINCE AND THE PAUPER" (F. N.)
"MELODY FOR TWO" (W. B.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $7,000. (Average, $5,000)

"CAFE METROPOLE" (20th-Fox)
"SONG OF THE CITY" (M-G-M)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $8,000. (Average, $8,000)

"Dance" Sets Denver Pace With $9,000

Denver, May 17. — "Shall We Dance?" set a swift pace at the Orpheum and ran $3,000 over normal to a total of $9,000 on the seven days at the Orpheum. It was held.

"A Star Is Born" also made an excellent showing with $9,500 at the Denver. This was $2,000 above the line. It was moved to the Aladdin. "Wake Up and Live" was moved from the Aladdin to the Broadway.

Total first run business was $31,500. Average is $27,000.

Estimated takings for the week ending May 13:

"WAKE UP AND LIVE" (20th-Fox)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. **Gross:** $3,500. (Average, $3,000)

"THE HIT PARADE" (Republic)
BROADWAY—(1,500), 25c-40c, 7 days, following a week at the Aladdin. **Gross:** $2,500. (Average, $2,000)

"KING OF GAMBLERS" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. **Gross:** $3,500. (Average, $5,000)

"A STAR IS BORN" (U. A.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. **Gross:** $9,500. (Average, $7,500)

"SHALL WE DANCE?" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $9,000. (Average, $6,000)

"CALL IT A DAY" (W. B.)
"THAT MAN'S HERE AGAIN" (F. N.)
PARMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $3,500. (Average. $3,500)

Would Revive Censor

Omaha, May 17.—Mayor Dan Butler, as an aftermath of his unsuccessful attempt to prevent "Tobacco Road" from playing at the Paramount here, has declared his intention to revive the city welfare board, which actually was a board of censorship for screen and stage.

"Dance" Hits $25,400 and Tops Detroit

Detroit, May 17. — "Shall We Dance?" got off to a flying start at the Michigan. The $25,400 take was $5,400 over normal.

"Cafe Metropole," also with a stage show, went to $22,500 at the Fox. This was $2,500 on the profit side of the ledger. The only other first run to make the grade was the Adams with a dual bill, "Wake Up and Live" and "Off to the Races."

Total first run business was $72,100. Average is $70,000.

Estimated takings for the week ending May 13:

"WAKE UP AND LIVE" (20th-Fox)
"OFF TO THE RACES" (20th-Fox)
ADAMS—(1,770), 10c-40c, 7 days. **Gross:** $5,200. (Average, $5,000)

"CAFE METROPOLE" (20th-Fox)
FOX—(5,100), 15c-75c, 7 days. Stage: Sybil Jason, Everett Marshall, Lydia & Joresco, Walter Wahl. **Gross:** $22,500. (Average, $20,000)

"SHALL WE DANCE?" (RKO)
MICHIGAN—(4,100), 15c-75c, 7 days. Stage: "Frolics De-Lovely," Anita Jakobi, Johnny Burke, Bert Nagle and girls. **Gross:** $25,400. (Average. $20,000)

"GREAT O'MALLEY". (W. B.)
"CHINA PASSAGE" (RKO)
STATE—(3,000), 10c-40c, 7 days. **Gross:** $3,600. (Average, $5,000)

"PRINCE AND THE PAUPER" (W.B.)
UNITED ARTISTS—(2,070), 15c-65c, 7 days. **Gross:** $6,200. (Average, $10,000)

"CALL IT A DAY" (W. B.)
MADISON—(2,000), 15c-65c, 7 days. **Gross:** $9,200. (Average, $10,000)

Repeat Football Subject

Hollywood, May 17.—20th Century-Fox will make a second edition of last year's football musical, "Pigskin Parade of 1938."

Harold Wilson will produce and George Marshall will direct.

"Star Born" Bright Spot On the Loop

Chicago, May 17.—"A Star Is Born" was the bright spot in the Loop last week at the United Artists with a $24,000 gross, which was $9,000 above average.

The Palace, showing "Shall We Dance?" in a second week was also in the big money. Opening at the Erlanger on a two-a-day basis "Captains Courageous" did a nice $11,800 at the opening week. The Oriental with "Mountain Justice" was also above normal with $15,200.

Total first run business was $140,300. Average is $128,000.

Estimated takings:

Week Ending May 13:

"KING OF GAMBLERS" (Para.)
APOLLO—(1,400), 35c-55c-75c, 7 days. **Gross:** $5,400. (Average, $6,500)

"CAFE METROPOLE" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Louis Armstrong and band. **Gross:** $31,000. (Average, $32,000)

"MOUNTAIN JUSTICE" (W. B.)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Jackie Heller and revue. **Gross:** $15,200. (Average, $15,000)

"SHALL WE DANCE?" (Radio)
PALACE—(2,509), 35c-55c-75c, 7 days, 2nd week. Stage: "Swing It" revue. **Gross:** $24,500. (Average, $19,000)

"RACKETEERS IN EXILE" (Col.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $12,800. (Average, $13,000)

Week Ending May 14:

"MAYTIME" (M-G-M)
GARRICK—(900), 35c-55c-75c, 7 days, 7th Loop week. **Gross:** $5,800. (Average, $6,500)

"WAKE UP AND LIVE" (20th-Fox)
ROOSEVELT—(1,590), 35c-55c-75c, 5 days, 4th week. **Gross:** $9,800. (Average, $11,000)

"A STAR IS BORN" (U. A.)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $24,000. (Average, $15,000)

Week Ending May 15:

"CAPTAINS COURAGEOUS" (M-G-M)
ERLANGER—(1,200), 50c-$1.50, 7 days, 2 shows daily. **Gross:** $11,800. (Average, $10,000)

'Marked Woman' Up In Spokane, $5,200

Spokane, May 17.—"Marked Woman" and "Time Out for Romance," on a dual for six days at the Fox, pulled $5,200 last week, equal to the seven-day average.

"History Is Made at Night" drew $5,100 in seven days at the State, $300 above average.

"Espionage," with Major Bowes Anniversary unit on the stage, took $3,000 in three days over the weekend at the Orpheum. "Quality Street" and "Trouble in Morocco" followed for three days on a dual and drew $1,200, over par by $200.

Total first run business for the week was $14,500. Average is $13,200.

Estimated takings for the week ending May 13:

"MARKED WOMAN" (F.N.)
"TIME OUT FOR ROMANCE" (20th-Fox)
FOX—(2,300), 25c-40c, 6 days. **Gross:** $5,200. (Average, 7 days, $5,200)

"HISTORY IS MADE AT NIGHT" (U.A.)
STATE—(1,000), 30c-40c, 7 days. **Gross:** $5,100. (Average, $4,800)

"ESPIONAGE" (M-G-M)
ORPHEUM—(1,200), 25c-40c, increased prices, 3 days. Stage: Major Bowes unit. **Gross:** $3,000.

"QUALITY STREET" (RKO)
"TROUBLE IN MOROCCO" (Col.)
ORPHEUM—(1,200), 20c-30c, 3 days. **Gross:** $1,200. (Average, $1,000)

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VOL. 41. NO. 117 NEW YORK, WEDNESDAY, MAY 19, 1937 TEN CENTS

"U" to Have 50 Features Next Season

Will Release 66 Shorts, Up Westerns to 10

Los Angeles, May 18.—Universal will release a total of 50 features, including 10 westerns, during the 1937-'38 season, James R. Grainger, general sales manager, told the delegates attend Universal's sales convention at the Ambassador here today.

Other producers who addressed the delegates at today's session included Buddy De Sylva, Joseph Pasternak, E. M. Asher, Edmund Grainger, Lou Brock, Trem Carr and M. Cheval, who will produce for the company under the Australian quota.

The afternoon session was marked by further talks by producers, including Robert Presnell, Irving Starr and Walter Lantz, cartoon producer.

J. Cheever Cowdin, in an address, said that with the completion of "The Road Back," Universal, for the first time in history, had completed its promised output, adding that

(*Continued on page* 3)

F.M.P.C. Ultimatum Given Independents

Hollywood, May 18.—The executive committee of the Federated M. P. Crafts today gave independent producers 24 hours to sign the union shop agreement for the nine F. M. P. C. unions guaranteeing working conditions and wage scale negotiations. The dictum was accompanied by a walkout threat. The F.M.P.C. claims 3,000 workers at independent studios will strike individually at each lot. The committee's decision was unanimous and instructed Vernon Murdock, secretary, to forward the order to the independents and to set a time limit of 24 hours after delivery.

Ten independent pictures are cur-

(*Continued on page* 3)

U. A. Meet Routine, Says Dr. Giannini

Hollywood, May 18.—The annual stockholders' meeting of United Artists held here today dealt with routine subjects, Dr. A. H. Giannini, president, stated this afternoon.

Conditions in England were described at length by Murray Silverstone, managing director of the British company and George J. Schaefer delivered in detail the status and progress in American sales.

G.N. Details Schedule of 65 Features

New Program to Include 16 Western Films

Los Angeles, May 18.—A total of 65 features will be released by Grand National during the 1937-'38 season, Edward J. Peskay, vice-president in charge of distribution, today told the 60 district and branch managers assembled at the Ambassador Hotel here for the company's annual sales convention.

Aside from the announcement of the new lineup, the second day was largely devoted to individual talks by producers on what they plan. The speakers included Victor Schertzinger, Max Alexander, M. H. Hoffman, representing Condor; Andrew Stone, Zion Myers, Al Herman, Bud Barsky, Eugene Frenke and R. A. Rowland.

The program for the coming season includes 25 feature attractions, 24 program features and 16 westerns. In all 12 producers have been assigned to the Grand National product.

James Cagney will appear in "Something to Sing About," in a singing and dancing role, the film to be produced by Victor Schertzinger. Cagney also will play in two other features, one of

(*Continued on page* 8)

Harris, Rudin Plan To Merge 20 Houses

The Harris Theatrical Enterprises and the Rudin, Rapf & Lederer theatre interests, operating houses in Manhattan, the Bronx, Brooklyn and New Jersey, have consolidated. The deal, which will become effective Aug. 15, involves 20 houses, each circuit at present operating 10. Most of the theatres involved are in Manhattan.

Under the new arrangement Harry Harris will do the film buying and booking for all the theatres, and Otto

(*Continued on page* 8)

Roxy Net of $40,923 Reported by Cullman

A net profit of $40,923 for the Roxy for the period from March 25 to April 29 before deductions for interest on funded indebtedness, depreciation, amortization, etc., was reported in the monthly report of Howard S. Cullman, trustee, filed in U. S. District Court yesterday.

The net operating profit was $56,940. Cash receipts were $257,331 and disbursements $224,443, showing an excess of receipts over disbursements

(*Continued on page* 8)

Quins to Broadcast

The Dionne Quintuplets will celebrate their third birthday anniversary with a party May 28, and through the cooperation of the Canadian Broadcasting Corp. the three great American networks, NBC, CBS and Mutual, will broadcast the celebration from the Dafoe Hospital in Callandar, Ontario.

George Taggart, CBS announcer, will em cee the proceedings, and will bring the youngsters to the microphone. In all probability, Dr. Dafoe will be heard, also.

20th-Fox Men Say European Gains Are Big

Headed by Walter J. Hutchinson, the 20th Century-Fox foreign sales contingent arrived yesterday on the *Normandie*, convention-bound. The group will remain in New York until next Wednesday and accompany the domestic sales force to Los Angeles where the annual sales meeting will be held at the Ambassador, May 30-June 3.

Commenting on conditions in England, Hutchinson said that "things are marvelous and better than last year. The spirit of the people is better as they are not so much afraid of war today."

R. Sutton Dawes, managing sales director for the company in England, asserted that theatre building is going on as fast as ever. "The popular sized theatre being constructed will seat about 2,000 compared to houses seating 3,000 and 4,000 built several years ago.

"There are approximately 4,000 theatres operating in England today," he

(*Continued on page* 8)

Hoyts-Greater Union Partnership May End

Termination of the five-year partnership arrangement between Hoyts and Greater Union in Australia was indicated yesterday with the return of Walter J. Hutchinson, foreign head for 20th Century-Fox, on his arrival on the *Normandie*.

"As far as I know," Hutchinson stated, "the deal is not being renewed." Prior to his departure for France and England to attend the European sales convention of 20th Century-Fox, a

(*Continued on page* 8)

Reels in Race To Ship Films On Coronation

Cooperative Effort Ends As Ship Docks

With the arrival of negatives and first prints of the Coronation on the *Normandie* yesterday, newsreel companies went into quick action to get special releases to as many cities as possible on all planes leaving Newark Airport in the afternoon and evening. By late afternoon, every theatre on Broadway was showing the pictures.

Only to a limited extent did the newsreel cameramen work cooperatively in photographing the crowning of King George VI and Queen Elizabeth. Because of the British Government's edict on the number of men permitted in Westminster Abbey, lots were drawn and four cameramen were enclosed in a six-foot-wide glass box. Special lights were set up for the photographers and the shots evenly distributed. In several other locations where only one man was allowed scenes were taken on a cooperative basis.

Some of the newsreel companies had as many as 35 cameramen at different vantage points, and it was estimated that under the cooperative arrangement one or two firms had the benefit of material "shot" by 60 men.

As soon as the *Normandie* docked

(*Continued from page* 6)

Producers to Aid In Radio Control

Most major producer-distributors will aid the M.P.T.O.A. in devising regulatory measures to prevent radio broadcasts employing Hollywood stars or new picture material from competing unfairly with theatres, the exhibitor committee was advised yesterday at its first meeting with major company representatives, held at the Astor.

The production and distribution

(*Continued on page* 6)

Report M-G-M Plans Weekly Radio Show

Hollywood, May 18.—It is reliably reported that M-G-M is planning a weekly radio show combining all personalities under contract beginning next fall. Louis K. Sidney is due here in a couple of weeks to make his per-

(*Continued on page* 6)

More Radio—Page 6

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 May 19, 1937 No. 117

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Columbia Meet June 27

Hollywood, May 18.—Columbia's sales convention, which opens at the Ambassador, June 27, will be its first national meeting to be held on the coast since the inception of the company in 1929. Its first national convention in Los Angeles that year was attended by 47 delegates, whereas approximately 250 are expected to attend this year's meeting.

Hollywood, May 18.—Abe Montague and Abe Schneider will entrain east tomorrow. Jeffry Safron, Columbia coast division manager, will accompany them.

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Insiders' Outlook

By RED KANN

Hollywood, May 18

"IT is quality and quantity the public wants," remarked an unnamed Fox West Coast official in explaining why it was dual bills had been reinstated in ten situations where singles had been tried and business had flopped. We noted this in a recent issue of Motion Picture Daily, our most diligent occupation, and wondered. We reacted to such a curious combination of plus and minus as we might had Sam Goldwyn pulled on us the "Include me out" line for which he gets credit, uttered or not. . . .

▼

It seems more or less routine to remark that the public is getting quantity and, of course, a good deal of quality in the process. Yet, we hold to the illusive and idealistic concept that for quality there can be no replacement and that the average theatre patron would prefer to have more of the better and less of the indifferent in his entertainment whether he is entirely conscious of his own reactions or not. Now that this has been set forth on the typewriter, we realize abruptly the danger in such a sweeping statement in the face of what is going on in the bulk of the nation's theatres. . . .

▼

However, this is our idea and we, and now you for the next couple of minutes anyway, are stuck with it. The great difficulty about the testings made of single versus double features practically everywhere around the country has been the inadequacy of such probings. If an exhibitor on one side of the street decides for singles and his competition persists with doubles, the hardy experimenter will give up in a hurry if his gross drops and his opposition's sticks to whatever its current level with duals has been. Thus, you have a sort of test, but actually you have no test at all. If only through some latter day miracle, all exhibitors in a given city could be induced seriously to check the situation, we don't know the consequences, but the outcome might prove surprising. At least, no one can tell in advance that it won't be. . . .

▼

Double bills are another name for inferiority in product. It begins in the studios with a chiseling in cast strength and budgets enforced upon the producer by the market he serves. Hollywood will dish up in a moment's notice propaganda on behalf of this studio and that and how the effort with B pictures compares favorably with the A. This, of course, is stuff and nonsense, designed for ultimate percolation to the exhibiting body which already knows better than to listen. It represents a studio defense for producing cheap pictures when actually no defense beyond a recognition of market requirements should be required. . . .

▼

A diagnosis of his market should be the theatre operator's job. But the average exhibitor follows the path where the resistance is mildest and has demonstrated himself to be content with letting what he regards as well enough alone. It may be that a sweeping test of twin bills would continue them in vogue. It may not. The point there is that nothing beyond an isolated conclusion ever has been attempted. The conclusion of the point, very patent, is that Hollywood will continue to make a large number of second features which are essentially indifferent or bad features, and the public will get its quantity while it finds its quality when it can. . . .

▼

The men running theatres, therefore, should have a proper realization of the condition before they send their complaints soaring heavenward. Should the prevalence of the double bills reflect accurately what the public desires, the public, then, also will have to be content with a goodly percentage of dud attractions. All of this may help nothing aside from aiding us get off another column, but that's something and we didn't think you'd mind. . . .

Film Group Sails Today

A number of film people will sail today on the *Normandie* for Europe. They include: Martin and Mrs. Beck, Leon Leonidoff of the Music Hall, and his family; Erik Charell, producer, and his brother, Ludwig; Hal B. Wallis, Warner production executive; Henry Blanke, also of Warners; Mark Sandrich, RKO director, and his family; Pierre Hurel, director of the France Film Co. of Montreal, and his wife.

Hold Bernstein Rites

Funeral services were held yesterday at Riverside Chapel for Ira Bernstein, late purchasing head for National Screen, who died at his desk Monday.

Three Teams Are Tied

The teams of RKO, Columbia and Paramount, with two victories each and no defeats, are leading the M. P. Baseball League of eight games.

Purely Personal

CHARLES KERR, assistant director on "Walter Wanger's Vogues of 1938," and Winton Hoch, Technicolor expert, will leave by plane today for the coast, having completed the shooting in color of various New York night clubs and the Metropolitan Museum of Art.

•

Rosita Diaz, Spanish actress, will leave for the coast tomorrow. She arrived on the *Normandie* yesterday and said she had a contract to make four pictures for Cantabria Films, which distributes through 20th Century-Fox.

•

Bill O'Brien and Mildred Lewis, both of M-G-M's publicity and advertising department, have tied the knot. The news leaked out yesterday after the couple had been married for about a week.

•

Joseph Friedman is aboard the *Empress of Britain*, which arrives in Montreal shortly. Friedman will visit his family in Canada before coming on to New York.

•

Col. Jason Joy, who arrived on the *Normandie* yesterday after attending the 20th Century-Fox European convention in Paris, will leave for Hollywood today.

•

George E. Quigley is expected here next week from the coast where he has been supervising the launching of new Keller-Dorian Colorfilm work.

•

Carl Laemmle, Sr., will arrive in New York next week from the coast. He plans to sail for a European vacation early next month.

•

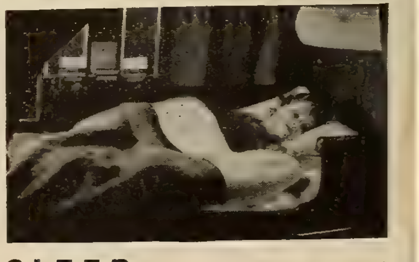
Mrs. Nat Ross returned from England yesterday on the *Normandie* and will leave for the coast the end of the week with her husband.

•

Truman Talley, producer of Movietonews, did not return on the *Normandie* yesterday, but is due May 24.

•

Dorothy Mackaill will head for Hollywood in two weeks.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"U" to Have 50 Features Next Season

(*Continued from page* 1)

the company last year sold more contracts than ever in its history. It is understood that accounts domestically on the company books total 8,300.

The production announcement as outlined for next year by Grainger indicated the titles of 27 of the features, with production details on a number of them. The 50 features for next season will exceed by eight the total for the current season.

The company also will release 66 short subjects, in addition to 104 issues of the Universal Newsreel with Graham McNamee continuing as commentator.

Three of the 50 features will star Deanna Durbin, the Universal star who rose so rapidly during the current season. The first will be "100 Men and a Girl," with the same production staff that made "Three Smart Girls." The second will be "Mad About Music," and the third will again bring together the cast of "Three Smart Girls," Miss Durbin, Barbara Reed and Nan Grey, as well as Charles Winninger. "Three Smart Girls Go to Town" is the title. Henry Koster will direct all three.

Two Musicals for De Sylva

One feature will star Danielle Darrieux, French actress recently signed by Universal to a long term contract. "Rage of Paris" will be her vehicle. There will be at least one Hope Hampton and one John Stahl production. Two musicals will be produced by Buddy De Sylva, "A Young Man's Fancy," with Alice Faye, Ken Murray and the Three Diamond Brothers; and "Merry-Go-Round of 1937," which will be directed by Edward Buzzell, and feature Bert Lahr, Jimmy Savo, Mischa Auer, Alice Brady and Dave Apollon and his orchestra.

The company will avoid sophisticated plays and novels, the convention was informed. R. H. Cochrane, president, has indicated that the company is negotiating for five new personalities to play in its most important pictures.

The product schedule calls for an increase in westerns to 10 for next season, with Tex Baker, a new western star, appearing in addition to Buck Jones.

Will Feature Newspaper Characters

The short subject list will include four serials, three from newspaper strips. They are "Flash Gordon's Trip to Mars," "Radio Patrol," "Tim Tyler's Luck" and "Wild West Days," starring Johnny Mack Brown, based on the W. R. Burnett novel, "Saint Johnson."

There will be 13 two-reel musical Mentones, 13 one-reel "Going Places with Lowell Thomas," 13 one-reel "Stranger Than Fiction" with Alois Havrilla as commentator, and 26 Oswald cartoons. A two-reel special, "Ten Seconds to Live," will be produced by Charles E. Ford, newsreel editor.

The titles and production details as set up to now are:

"Adventure's End," by Ben Ames Williams.

"Behind the Mike," by Thomas Ahearn and Walter Butterfield.

"Carnival Queen," by Richard Wormser.

"The Daughter of Rosie O'Grady," by Walter Donaldson and Monte Brice.

"Detective Crane," a Crime Novel published under the title of "Headed for a Hearse," by Jonathan Latimer.

"Hell on Ice," in which John Wayne will appear.

"The Lady Fights Back," by Arthur Stringer.

"Let's Be Candid," by Lawrence Pohle and Thomas Ahearn, based on the candid camera craze.

"Mad About Music," by Federick Kohner and Marcella Burke, another Deanna Durbin vehicle.

"Merry-Go-Round of 1937, "another Buddy De Sylva musical.

"Metropolitan Police," a Crime Club novel.

"Midnight Raiders," by Kimball Herrick.

"Mightier Than the Sword," by William Rankin.

"100 Men and a Girl," which will star Deanna Durbin and feature Leopold Stokowski and his symphony orchestra, Adolph Menjou, Mischa Auer and Alma Kruger.

"Prescription for Romance," by John Reinhardt and Robert Neville.

"The Rage of Paris," starring Danielle Darrieux.

"Reported Missing," by Verne Whitehead.

"The Road to Reno," by I. A. R. Wylie.

"The Shannons of Broadway," by James Gleason.

"That's My Story," by Vee Terrys Perlman.

"Three Smart Girls Go to Town," which will reassemble the original three smart girls, Deanna Durbin, Barbara Reed and Nan Grey with Charles Winninger.

"Tonight We Live," a romance of New Orleans by Jean Negulesco.

"Too Clever to Live," by Charles Grayson and Cy Bartlett, and starring Charles Winninger.

"Wanted at Headquarters," by Philip van Cize.

"The Welcome Imposter," by Channing Pollack.

"Yesterday's Kisses," by Luigi Pirandello.

"A Young Man's Fancy," a Buddy De Sylva musical.

What They're Down For

Los Angeles, May 18.—A breakdown of the product of Universal for 1937-'38 as revealed to the sales convention here indicates the following assignments thus far set:

Dave Appollon and Orchestra—"Merry-Go-Round of 1937."
Mischa Auer—"Merry-Go-Round of 1937."
Larry Blake—"A Young Man's Fancy."
Alice Brady—"Merry-Go-Round of 1937."
Danielle Darrieux—Starred in "The Rage of Paris."
Deanna Durbin—Starred in "100 Men and a Girl," "Mad About Music" and "Three Smart Girls Go to Town."
Three Diamond Brothers—"A Young Man's Fancy."
Alice Faye—"A Young Man's Fancy."
Nan Grey—"Three Smart Girls Go to Town."
Billy House—"Merry-Go-Round of 1937."
Bert Lahr—"Merry-Go-Round of 1937."
Ella Logan—"A Young Man's Fancy."
Ken Murray—"A Young Man's Fancy."
Barbara Reed—"Three Smart Girls Go to Town."
Casper Reardon—"A Young Man's Fancy."
Henry Stockwell—"A Young Man's Fancy."
Jimmy Savo—"Merry-Go-Round of 1937."
John Wayne—"Hell on Ice."
Charles Winninger—Starred in "Too Clever to Live" and also in "Three Smart Girls Go to Town."

Directors

Edward Buzzell—"Merry-Go-Round of 1937."
Henry Koster—"100 Men and a Girl."

Producers

Buddy De Sylva—"A Young Man's Fancy" and "Merry-Go-Round of 1937."
Joe Pasternak—"100 Men and a Girl."

Jane Wyatt Out of "U"

Hollywood, May 18.—Jane Wyatt and Universal today mutually abrogated the star's existing contract.

Ascap Plans Bill Fight

An application for a statutory court to hear an injunction proceeding to restrain the state of Washington from enforcing its recently enacted measure to force Ascap to suspend operations within the state, will be made within the next few weeks, it was stated at Ascap headquarters yesterday.

Florida Ascap Bill Killed

Tallahassee, May 18.—A bill which would prohibit Ascap from operating in Florida was killed in the judiciary committee of the House late yesterday. A similar measure has been proposed in the Senate, but has not been referred to committee yet.

F.M.P.C. Ultimatum Given Independents

(*Continued from page* 1)

rently shooting. Of these, Condor has three while one each are being made by Republic, Crescent, Conn, Schulberg, Lesser, Monogram and Weiss. About six more will start the middle of next week. Republic plans to start four by June 15. Lesser's "Make a Wish," starring Bobby Breen starts Thursday.

Strike Generalissimo Charles Lessing today warned C.I.O. would take over teh industry if the AF.L. executive board fails to discipline the I.A.T.S.E. over the asserted piracy of F.M.P.C. jurisdiction Monday at the Cincinnati A.F.L. meeting.

William Cullen, painters' representative, flew east from here to present the evidence.

A national boycott of the Actors Guild leaders has been asked of the C. I. O. and the A. F. L. by the F. M. P. C. They request a boycott of pictures with Robert Montgomery, Frank Morgan, Franchot Tone, Humphrey Bogart and Edward Arnold. The wired message said "We request this action because, as members of the board of directors of the Screen Actors' Guild, these stars are mainly responsible for bringing the Guild into an alliance with a company union and for bringing their organization to its policy of passing our picket lines."

See "Dance" at $95,000

"Shall We Dance" is expected to garner $95,000 at the Music Hall for the first week, ending tonight. It will be held a second week and possibly a third. The picture is entering a third week in Chicago and Los Angeles.

Royal Family Sees Reel

London, May 18.—King George VI, Queen Elizabeth and the Princesses Margaret Rose and Elizabeth on Sunday viewed the Coronation pictures taken by British Paramount News in the Throne Room of Windsor Castle.

Cardinal Approves Bill

Cardinal Hayes yesterday approved a statement by Joseph F. Lamb, chairman of the New York Chapter of the Knights of Columbus, defending the Dunnigan bill and urging Governor Lehman to sign it.

Universal Personals

Los Angeles, May 18.—E. T. Gomersall, western sales manager, was considerably impressed by all those orange groves as the train neared Los Angeles. He tried to compute the number of glasses of orange juice per grove.

+

There's one fight that probably never will take place. Curt Littmann of Cincinnati challenged Curt Butler of Indianapolis to a fast go in the squared circle—the moment Butler gets down to Littmann's weight in the shower, 144. It won't be long now, since Butler tips the beam at only 288.

+

Nat Levene of Cincinnati has a double reason for attending the convention. He is seeing his father for the first time in 20 years. The dad runs an advertising agency in San Francisco, and came down here to visit with his son.

+

R. T. Good of Charlotte is the only conventionite without a nickname because his first is Raleigh.

+

That bridge game including "Dizzy" Nesbit, St. Louis; E. T. Gomersall, Hank Herbek of Chicago, and Paul Kreiger, Cincinnati, was going so steadily that the boys kept everybody awake bidding in their sleep.

+

F. J. A. McCarthy, eastern sales manager, was very particular about the preparation of his dishes. They had to be the way he likes them, or he refused to give them the slightest attention.

+

A. J. Sharick of the home office was responsible for the handling of that train ride west, and by all accounts, he is under option as passenger agent by at least four railroads.

+

Morris Joseph, New Haven branch manager, is celebrating his 23rd year with Universal. His gang is rushing along with a sales drive while he is away.

+

A. L. Titus, on the other hand, lost a cold somewhere between New Haven and Los Angeles which had stuck with him all spring.

+

Speaking of fruit, the avocados had the branch managers from the midwest all in a dither. Somebody is liable to try one anytime now.

+

It's "Monte Carlo" Brown of Indianapolis now. The way that man kept winning on the train should have been against the law.

+

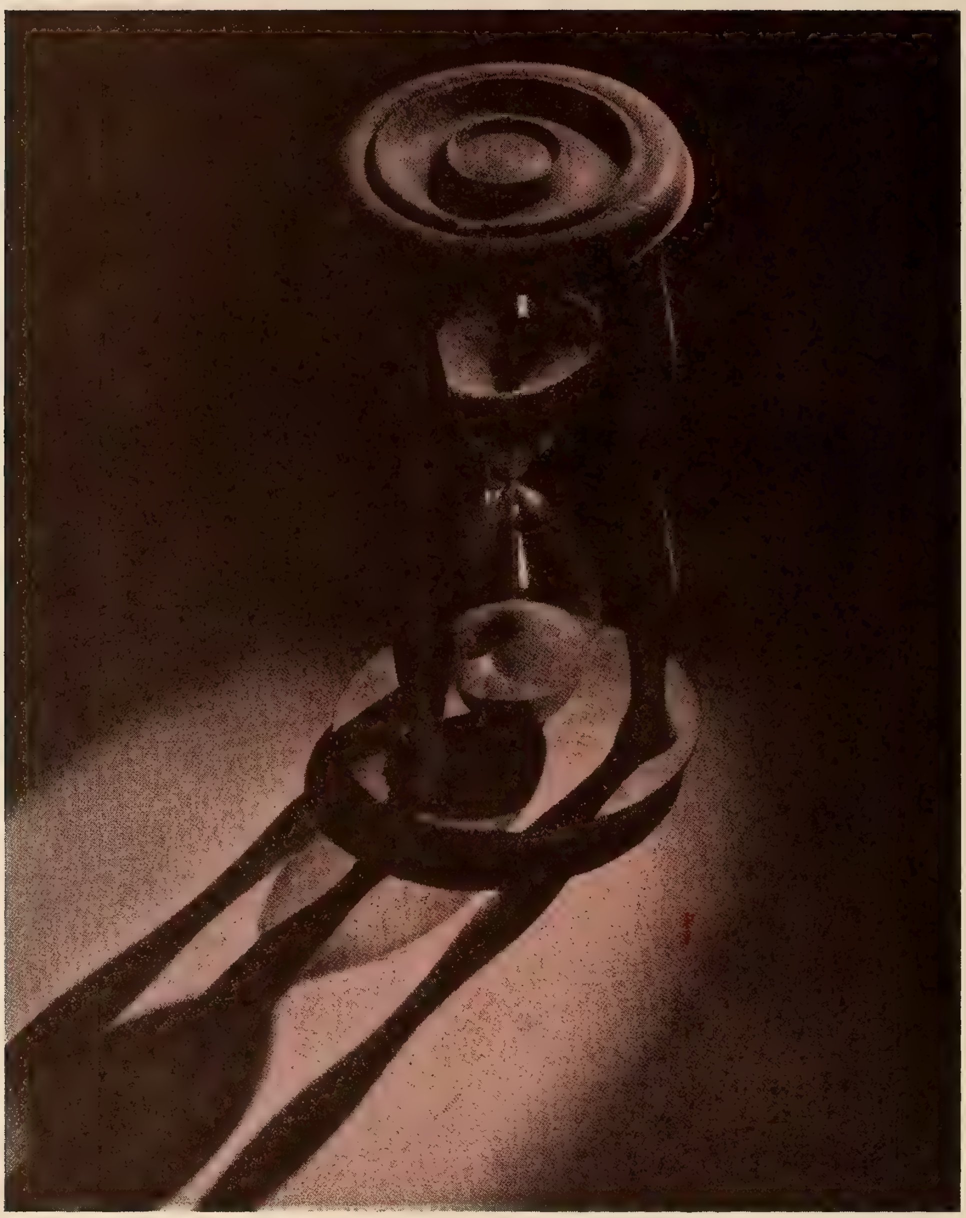
The greetings were legion for Gus Schaefer, new foreign sales manager. He nearly wore out his hand shaking those proferred.

+

Ben Benjamin was married just a few days before he left Kansas City for the convention, which is not fair at all.

+

Oscar Binder nonplussed the redskins at Albuquerque by asking where he could buy some herring.



THE 14th YEAR

of the World's Greatest Amusement Organization

The representatives of Metro-Goldwyn-Mayer have returned from their Annual Convention in California. They are bringing to exhibitors the exciting Production Facts of M-G-M's Season of 1937-38. M-G-M today is BIGGER than ever in personnel and resources, STRONGER than ever before in all its glorious history. It is the One and Only INSURANCE for great Entertainments consistently delivered. Many changes have taken place in many companies and exhibitors have suffered with those changes—but M-G-M with unchallenged aggressiveness and unswerving stability has marched steadily forward. Its only change has been GROWTH! You will be thrilled when you hear about M-G-M's Greatest Year, 1937-38!

Reels in Race To Ship Films On Coronation

(*Continued from page 1*)

yesterday afternoon, all cooperative ties were dropped for a race by the newsreels to ship their releases as fast as planes and trains could get their material to out-of-town key bookings. No special planes were employed, a checkup revealed.

The Technicolor print of Movietonews was not among the material arriving yesterday. A black and white negative of 1,650 feet and two duping prints came over instead. According to the company, the entire footage is being used for all accounts. One of the duping negatives was immediately put on a plane for the coast, where it will be shipped to Tokyo. The second was sent to Canada where prints will be made for servicing of all accounts in the Dominion.

Color Shots to 20th-Fox

Executives of Movietonews stated yesterday that the Technicolor shots will be released as special subject by 20th Century-Fox. Prints of the black and white films were dispatched to all points between New York and Chicago, where it was expected to be shown late last night, and as far south as Atlanta. All theatres west of Chicago will begin showing the Coronation subject this morning, it was stated. Lowell Thomas, commentator, scored the subject in London, and when it arrived yesterday it was in final edited form. It was estimated that the company's cameramen took about 30,000 feet of film which was reduced to a reel and a half.

Jack Connolly, general manager of Pathe News, returned on the ship with approximately 35,000 feet of film. He said it was the first time newsreel photographers had been permitted to shoot scenes in Westminster Abbey. The company had 32 cameramen at various points, he said, and efforts were being made last night to ship the reel to as many spots as possible for immediate screening. These included showings in Greater New York, Philadelphia, Washington, Chicago and New England.

Paramount Reel Shown Here

Paramount's subject was shown at the Paramount and Embassy yesterday afternoon and shipments were made to Boston, Richmond, Chicago and intermediate points. All theatres on the coast will show the reel this morning, it was stated by executives.

About 10,000 feet of selective shots were taken by Paramount cameramen, including the processional, crowning and return. When the negative arrived yesterday, it had been pre-edited by American editors in London. The remaining 9,000 feet will be edited for subsequent release.

Charles Ford, Universal Newsreel head, flew to the coast last night with three prints of the Coronation, one of which will be shown the company's delegates in convention this morning at the Ambassador, Los Angeles. Prints also were shipped yesterday afternoon to New England, Richmond and Kansas City.

Although 5,400 feet of the Coronation came over, only 900 feet are being used for the special release. The subject was edited yesterday afternoon with Howard Claney handling the narration. The first print was shown at the Roxy at 6:30 P. M. There will be no special or subsequent insertions or releases, Ford stated, and every theatre in the country will be showing the subject this morning.

News of the Day got out a first edition of 1,000 feet of the 25,000 feet Hearst International News men photographed. A super edition was to follow as soon as the country was blanketed with the first edition, an executive said. By this morning all theatres throughout the country will be showing the first edition, it was stated. E. V. H. Emmett, British commentator, described the Coronation. The pictures were shown at the Capitol and Embassy at about 6:30 last night.

Producers to Aid In Radio Control

(*Continued from page 1*)

companies showed a concern over the possible injurious effects of radio broadcasts equal to that of the exhibitors, members of the M.P.T.O.A. committee stated following the meeting. They agreed to cooperate with the committee in devising means of eliminating the competition about which exhibitors have complained and said that steps are being taken to bring the studios into closer touch with distribution departments to receive and investigate complaints based on specific broadcasts.

The M.P.T.O.A. committee, according to its statement, will, in turn, maintain contact with distribution departments to report exhibitor complaints to them.

Further efforts will be made by the committee in later meetings with producer-distributor representatives to work out a definite plan of control or supervision for Hollywood broadcasts, it was stated. The committee may hold its next meeting in about one week. When a definite plan has been devised it may be submitted, if necessary, to network officials who may be asked to cooperate in applying it.

Those who attended yesterday's meeting were Walter Vincent, Samuel Pinanski and Lewen Pizor, for M.P.T.O.A.; Al Lichtman and Louis K. Sidney for Loew's; Hal Hode, Columbia; Harry Buckley, United Artists; William McKay, Universal; Earl Wingart, 20th Century-Fox, and Russell Holman and Henry Salsbury, Paramount.

To Increase Radio Space

PITTSBURGH, May 18.—The *Pittsburgh Press,* Scripps-Howard newspaper, will increase its radio space, effective immediately, with a special full-page Wednesday section and added daily space.

Pantages to Start Air Talks

HOLLYWOOD, May 18.—Lloyd Pantages will inaugurate a Wednesday series over KNX and the CBS Pacific network May 26 from 7:30 to 7:45 P.M., P.S.T., under the general title of "Lloyd Pantages Covers Hollywood."

Renews Thesaurus Service

KFJZ, Fort Worth, has renewed the NBC Thesaurus Service for the third successive year through a contract extension effected through station manager R. S. Bishop.

New Shows On the Air

"Day Line Movie Pilot"

Screen fans hereabouts will appreciate the Hudson River Day Line's new program, "Day Line Movie Pilot," which was aired for the first time Monday night at 7:30 P. M., E.D.S.T. on WEAF. The program offers comments on current films playing the Broadway and neighborhood houses, and does it expertly with the aid of guest film critics enlisted from metropolitan dailies.

Regina Crewe of the *New York American* was the first "pilot," and her film recommendations and reasons therefor included "Shall We Dance," "Captains Courageous," for Broadway audiences, and in the neighborhood houses "Marked Woman," "Cafe Metropole," "Soldier and the Lady," "Personal Property," and "Waikiki Wedding." Parents were advised of the best bets for children, which included "The Prince and the Pauper," "Elephant Boy," "The Plainsman" and "Charley Chan at the Olympics."

As a counter-balance to the expert opinion, the program also airs the opinions of average screen goers. Three were on hand Monday evening, and their opinions coincided in the main with Miss Crewe's.

"The Day Line Movie Pilot" rates a round of applause from film producers. The listeners, we're positive, will not need such a reminder.

The program is heard three times weekly, Mondays, Wednesdays and Fridays over WEAF, from 7:30 to 7:45 P. M., E.D.S.T. BANNER

Report M-G-M Plans Weekly Radio Show

(*Continued from page 1*)

manent base here in charge of the impending broadcasts which will be offered to commercial sponsors.

It is understood that this is in keeping with a promise made by Nicholas M. Schenck when M-G-M had a deal on with Ford some months ago. The new program will not take the air either Saturday or Sunday, thereby avoiding peak theatre hours. The studio is non-committal, but the plan is definitely taking shape.

Two New Air Series Are Signed by WMCA

WMCA reported two new contracts signed yesterday. The Madison Personal Loan Co., beginning immediately, adds to its present WMCA schedule a new series to be heard Mondays through Fridays from 5:30 to 5:45 P. M. The contract is for 13 weeks, and was placed direct.

Wipe-On Corp., beginning Friday, will share sponsorship in Annis Ives' participating program Fridays from 11:15 to 11:30 A. M., with daily mentions throughout the week. The E. M. Freystadt Associates handled the deal.

Roy Witmer to Explain NBC

The "ABC of NBC" this Saturday will present Roy Witmer in an address on the function of the sales department in radio.

Radio Personals

O. B. HANSON, NBC chief engineer and audio engineer Chester A. Rachen left for Washington last night, to be gone until Monday. Their mission is believed to be an inspection of the new equipment of NBC's Washington affiliate. . . . Leslie Howard will be the NBC "Hit Parade" guest June 19. . . . Ruth Etting set for the guest spot on the WOR "9 o'clock Revue" this Sunday. . . . Despite the fact he has been replaced on the "Fireside Recital" by "Cheerio," Kel Keech is still drawing announcer's pay on the program. . . . . Spitalny's all-girl orchestra will guest appear on the Heinz "Magazine of the Air" series over CBS May 26. . . . Fats Waller will be the principal guest on the CBS "Saturday Night Swing" this week. . . .

✚

NBC, of all things, now has Milton J. Cross announcing the torrid band rhythms of Chick Webb's orchestra. Cross' specialty is symphony and opera broadcasts. . . . NBC, however, deserves all sorts of praise for attempting to raise the standards of drama in radio by presenting dramatizations such as "Of Mice and Men." . . . CBS, too, for its grand "Workshop" efforts. . . .

✚

Wilmer Walter, who plays "Andy Gump," has returned to the script after a period of illness . . . Nancy Kelly, "March of Time" actress, has been added to the cast of "Myrt and Marge" . . . The late Harry Houdini's exposure of a band of fake spiritualists will be dramatized as Charles Martin's "Thrill of the Week" in the Philip Morris program, May 25, based on material supplied by Rose Mackenberg, Houdini's chief investigator . . . Gabriel Heatter begins his new commercial on WOR tonight . . .

✚

Maurice Evans and Walter O'Keefe will appear as guests in the Vallee program tomorrow night . . . Phil Regan is making a personal appearance in Pittsburgh this week . . . The Gillette "Community Sing" cast is now en route east . . . Mrs. J. Borden Harriman will appear with Mrs. Roosevelt on her program tomorrow . . . Republic Pictures have bought the screen rights to the "Manhattan Merry-Go-Round" air show title . . . Bidu Sayao will be the guest on the Ford "Sunday Evening Hour" this week . . .

✚

"Stuff" Smith's orchestra has been signed for the Walter Wanger picture, "52nd Street." Herman Bernie's office handled the pact. . . . Ann Jamison has been signed as a guest on Rubinoff's program May 23. . . . William A. Brady will portray a scene from "A Free Soul" on Kate Smith's "Bandwagon" program May 27. . . . Vincent Richards will offer the commercials on the "Gangbuster" program next week. . . . Elaine Arden and "The Merrymakers" will appear on "Showboat" Thursday. . . .

KOB Joins NBC June 15

KOB, Albuquerque, whose decision to join NBC was announced recently, will join the network formally June 15. The station will become an optional member of the Pacific Red or Blue networks.

Open . . . Wide Open . . . Every Pocket-Book and Change Purse that Milady Owns . . . Open to NBC Advertisers All Summer Long

Summer is the spicy season of gay romance and high adventure. Milady spends eagerly! Spends for glamorous accessories . . . for trips . . . for Cinderella's glass slippers . . . spends even for food. And the Colonel's Lady and Judy O'Grady are sisters-under-the-skin when it comes to buying . . . artichokes or apples . . . lipstick or liniment . . . caviar or cabbage . . . And as the mercury flirts with the century mark, does she stop listening? A thousand times No! NBC advertisers have discovered this fact. Last Summer they invested 72 per cent more than the previous Summer in NBC week-day daytime programs alone! They are learning that there is no "off season" when NBC programs invite to buy. May we tell you how . . . and why?

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

G.N. Details Schedule of 65 Features

(*Continued from page 1*)

which will be "Dynamite" from the story, "Hot Oil," by Layne Brittan and George D. Smart.

Schertzinger will produce two other musicals in addition to the Cagney vehicle, one to star Anna Sten, titled "Love Me Again." Two other starring vehicles for Miss Sten will be "Gorgeous" and "Orchid Girl," both to be produced by Dr. Eugene Frenke.

Gilbert and Sullivan music will be the feature of "The Girl Said No," which will be produced by Andrew L. Stone, with Irene Hervey and Robert Armstrong.

Stuart Erwin will be starred in four pictures. Bruce Cabot, Eric Linden and Cecilia Parker will also be featured.

The program group will include four "Flash Casey" stories, starring Eric Linden; four based on "The Shadow," radio and story character, and featuring Rod La Rocque; four "Renfrew of the Mounted" stories based on the radio shows of the Northwest Mounted Police; four "Wallaby Jim" stories based on the *Collier's* stories, starring George Houston; four "Federal Agent" films, with Conrad Nagel and Eleanor Hunt; four "Stars and Stripes" service stories.

There will be eight Tex Ritter singing westerns, and eight westerns starring Ken Maynard.

The 12 Grand National producers are Victor Schertzinger, Zion Myers, Richard Rowland, Bennie F. Zeidman, Eugene Frenke, George Hirliman, Andrew L. Stone, Bud Barsky, Ed Finney, Max Alexander, M. H. Hoffman and Al Herman.

The titles and production details revealed to the convention today for 1937-'38 are as follows:

"Something to Sing About," a musical from an original story by Schertzinger and Austin Parker and starring James Cagney.

"Love Me Again," a musical comedy in which Anna Sten will be starred, to be produced and directed by Victor Schertzinger.

"Dynamite," from the story, "Hot Oil" by Layne Brittan and George D. Smart, is another James Cagney starring picture.

"Gorgeous" and "Orchid Girl," both pictures to be produced by Eugene Frenke and starring Anna Sten.

"The Girl Said No," a musical, with Irene Hervey, Robert Armstrong and the Gilbert and Sullivan players.

"Small Town Boy," from the story, "The Thousand Dollar Bill" by Manuel Komroff, in which Stuart Erwin will be starred.

"Face the Facts," a musical, based on a story by Clarence Budington Kelland, is another Stuart Erwin starring vehicle.

"Painter in the Sky," based on "Thief of Taos," by Allen Vaughn Elston.

"Sweetheart of the Navy," musical comedy featuring Eric Linden and Cecilia Parker.

"Love Takes Flight," with Bruce Cabot and Beatrice Roberts.

"King of the Sierras," featuring Thunder, the new wonder horse and Rex.

"Honolulu Honeymoon," drama with music produced by Zion Myers.

"Snow Covered Wagons," an outdoor picture adapted from the novel by Julia Cooley Altrochi.

Four Flash Casey series—"Here's Flash Casey," "Flash Casey, Candid Cameraman," "Flash Casey at the Third Alarm" and "Flash Casey Covers a Murder," starring Eric Linden.

Four pictures based on "The Shadow"—"Alias the Shadow," "The Shadow's Disguise," "The Shadow in Panama" and the "Shadow in Society," starring Rod LaRocque.

Four "Renfrew of the Mounted" pictures based on radio stories of the Northwest mounted police, including "Renfrew in the North Country," "Renfrew Gets His Man" and "Renfrew Rides Alone."

Four "Wallaby Jim" stories starring George Houston, "Wallaby Jim in the South Seas," "Wallaby Jim of the Islands," "Wallaby Jim Below the Equator" and "Wallaby Jim in Trouble."

Four "Federal Agent" stories featuring Conrad Nagel and Eleanor Hunt, "Photo-Finish," "Government Agent," "Wire Tappers" and "Stacked Chips."

Four "Stars and Stripes" service series, similar to the "Flagg-Quirt" service comedies, with Tim Ryan and Buck Jackson—"In the Marines," "In the Army," "In the Navy," and "In the Air-corps."

Eight Tex Ritter singing and musical westerns, "Tex and the Boy Scouts," "Rollin' Plains," "The Utah Trail," "Arizona Ranger," "Law of the Black Hills," "Buffalo Country" and "Mustang Roundup."

Eight Ken Maynard western action features, "Murder at the Rancho," "Thirteen and Lucky," "Phantom Cowboy," "Montana Mutiny," "Whirlwind Horseman," "Trailing Trouble," "Boots of Destiny," and "Yankee Rider."

"Rendezvous in the Alps," a Julius Hagen production.

Wall Street

Most Board Issues Gain

	High	Low	Close	Net Change
Columbia	33	31	33	+1⅞
Columbia, pfd.	38½	38½	38½	—1½
Consolidated	3⅜	3	3	— ¼
Consolidated, pfd.	12⅞	12⅞	12⅞	— ⅛
Eastman	165	163⅞	165	+ ½
Eastman, pfd.	151	151	151	.....
Gen. T. Equip.	24½	23⅝	24½	+ ⅞
Loew's, Inc.	76¾	74¾	76⅛	+1⅜
Paramount	20¼	18¾	20	+1⅛
Paramount 2 pfd.	18½	18	18½	+ ¾
Pathe Film	6⅝	6¼	6⅝	+ ⅛
RKO	8⅜	8	8¼	.....
20th Century-Fox.	36⅜	35¾	36⅜	+ ⅜
20th Century, pfd.	44⅜	44⅜	44⅜	— ⅝
Warner Bros.	12⅝	11¾	12½	+ ⅝

Technicolor Reaches Year's High

	High	Low	Close	Net Change
Grand National	2⅜	2¼	2¼	.....
Sonotone	1½	1½	1½	.....
Technicolor	27⅛	24⅝	27	+2
Trans-Lux	4½	4⅜	4⅜	.....
Universal Crp.	5¼	5¼	5¼	.....

Bonds Increase Lightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	99	99	99	.....
Loew's 3½s '46	98⅞	98⅝	98⅝	+ ⅜
Paramount Pict. 6s '55	100¼	100⅛	100⅛	— ¼
Warner Bros. 6s '39 wd	95⅜	95	95	— ⅜

(Quotations at close of May 17)

What They're Down For

Los Angeles, May 18.—The following assignments for the 1937-'38 *product of Grand National are revealed from a study of the pictures announced for the new season to the Grand National convention here:*

ROBERT ARMSTRONG—"The Girl Said No."

BRUCE CABOT—"Love Takes Flight."

JAMES CAGNEY—Starred in "Dynamite," "Something to Sing About" and one unnamed.

STUART ERWIN—Starred in "Small Town Boy," "Face the Facts" and two unnamed.

GILBERT and SULLIVAN PLAYERS—"The Girl Said No."

IRENE HERVEY—"The Girl Said No."

GEORGE HOUSTON—Starred in four Wallaby Jim stories, "Wallaby Jim in the South Seas," "Wallaby Jim of the Islands," "Wallaby Jim Below the Equator" and "Wallaby Jim in Trouble."

ELEANOR HUNT—Federal agent series: "Photo-Finish," "Government Agent," "Wire Tappers" and "Stacked Chips."

ROD LAROQUE—Starred in the Shadow series: "Alias the Shadow," "The Shadow's Disguise," "The Shadow in Panama" and "The Shadow in Society."

ERIC LINDEN—Starred in Flash Casey series: "Here's Flash Casey," "Flash Casey, Candid Cameraman," "Flash Casey at the Third Alarm," and "Flash Casey Covers a Murder"; also featured with Cecelia Parker "Sweethearts of the Navy."

KEN MAYNARD—Starred in the following western action features: "Murder at the Rancho," "Thirteen and Lucky," "Phantom Cowboy," "Montana Mutiny," "Whirlwind Horseman," "Trailing Trouble," "Boots of Destiny" and "Yankee Rider."

CONRAD NAGEL—Featured in Federal Agent series: "Photo-Finish," "Government Agent," "Wire Tappers" and "Stacked Chips."

CECILIA PARKER—Featured with Eric Linden in "Sweetheart of the Navy."

TEX RITTER—Starred in eight singing westerns: "Tex and the Boy Scouts," "Rollin' Plains," "The Utah Trail," "Arizona Ranger," "Law of the Black Hills," "Buffalo Country" and "Mustang Roundup."

BEATRICE ROBERTS—"Love Takes Flight."

ANNA STEN—"Love Me Again," "Gorgeous" and "Orchid Girl."

Producers

DR. EUGENE FRENKE—"Gorgeous" and "Orchid Girl."

JULIUS HAGEN—"Rendezvous in the Alps."

ZION MYERS—"Small Town Boy" and "Honolulu Honeymoon."

VICTOR SCHERTZINGER—"Something to Sing About," "Love Me Again" and one unnamed musical.

ANDREW L. STONE—"The Girl Said No" and "Face the Facts."

Directors

VICTOR SCHERTZINGER—"Love Me Again."

Roxy Net of $40,923 Reported by Cullman

(*Continued from page 1*)

of $32,887. Cash on hand was $134,764, compared with $101,877 the month before. Admissions totaled $220,812. Program costs were $102.812, film rentals, $54,188; special talent, $22,767; orchestra, $11,795; stage show, $8,834; projectionists' salaries, $4,632. Advertising expenses were $39,388 with allowances received for previous advertising, $15,854. A total of $25,000 of outstanding receiver's certificates was paid during the month.

Object to Report on Roxy

The Roxy noteholders' protective committee yesterday filed objections in U. S. District Court to the report of Special Master Addison S. Pratt in which he recommended the approval of the amended plan of reorganization with modification.

Postpones Erpi Trial

The trial of the action charging A. T. & T., Western Electric and Erpi with violation of the Sherman Anti-Trust laws yesterday was postponed in U. S. District Court by Judge John Knox to Oct. 4.

Settle Suit Against A. & P.

The suit of Films of Commerce against the Great Atlantic and Pacific Tea Co. for $16,760 damages for alleged breach of contract to make a film to be called "Food Distribution" was marked "settled out of court" yesterday in U. S. District Court.

Harris, Rudin Plan To Merge 20 Houses

(*Continued from page 1*)

Lederer will be in charge of the physical operation of the houses. Negotiations are under way for the acquisition of 12 additional houses in Manhattan, now operated by two different groups. The names of the houses could not be learned, but it is understood the deals will be closed in three or four weeks.

20th-Fox Men Say European Gains Are Big

(*Continued from page 1*)

added, and "the smaller out-moded houses are not shutting down despite the new building." Dawes will spend six weeks in New York and California before returning to London.

T. Isdahl, manager in Norway, said that theatre receipts in that country have increased 30 per cent over last year.

Luigi Giordano, head of the office in Egypt, said one new theatre was built in Cairo last year and another in Alexandria. No others are contemplated. One house is now under construction in Tel Aviv, Palestine, and another in Bagdad. Local producers made 15 pictures last year and a like number will be made this year, he stated.

Armand Paucker of Roumania declared that three new theatres have been constructed in that country in the last three years and none is planned. All together there are about 1,500 in the country. Roumanian producers have been making two features a year and all production plans have been abandon with the exception of newsreels and shorts.

Stanley S. Crick, managing director for 20th Century-Fox in Australia, said the primary purpose of his visit was to attend the coast convention. He stated he was not in touch with the theatre situation, but business conditions in general were good.

Leslie Whelan, foreign publicity head, also returned and will attend the Los Angeles sales meets.

Hoyts-Greater Union Partnership May End

(*Continued from page 1*)

proposal to continue the present arrangement for 20 years had been made to Stuart Doyle, managing director of Greater Union.

Hutchinson added that he will accompany Sidney R. Kent to Australia on a goodwill trip Aug. 11. He said that Kent is anxious to meet the men in the organization and study the situation.

Hoyts operates about 200 theatres in Australia and New Zealand, which are expected to be separated from the General Union combine.

Charles Munro, managing director for Hoyts, will leave for the coast next week, return for a short trip and then sail on the *Mariposa* June 23 for Sydney.

Jack Warner Attends Warners' Board Meet

Jack L. Warner, vice-president in charge of production, yesterday attended the regular meeting of the Warner board. It was the first meeting he has attended in years, due to his presence on the coast most of the time. Routine matters were discussed. Harry M. Warner, president, presided.

The company's six-month financial statement is due "in a few days," it was stated following the meeting. It is expected to show a net profit of approximately $1,750,000 for the second quarter.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 118 NEW YORK, THURSDAY, MAY 20, 1937 TEN CENTS

Zukor's Pact To Go Before Para. Holders

Increased Stock Issue Also to Be Sought

Paramount stockholders will act on the proposed new contract for Adolph Zukor as head of production at their annual meeting at the company's offices on June 15, according to notices sent to stockholders yesterday.

The new employment contract for Zukor, which the Paramount board already has recommended for approval, would be retroactive to last Aug. 1, the date on which Zukor assumed charge of the studio, and would run to Jan. 1, 1938, with provision for renewal by the board for an additional three years thereafter. It provides for a salary of $3,000 a week and additional compensation equal to 7½ per cent of the first $2,500,000 of consolidated profits from film operations and five per cent of such profits in excess of $2,500,000.

The stockholders also will be asked to authorize an increase of the company's common stock from 4,500,000

(Continued on page 4)

Republic Men Going To Coast Wednesday

Herbert J. Yates, J. J. Milstein, Edward Schnitzer and Sam Hacker, Republic home office executives; Hector Everett, southern sales manager with headquarters at Charlotte; Max Roth, midwest sales head with offices in Chicago; Herman Gluckman, New York and Philadelphia division manager; Harry Lavine, Philadelphia branch manager; Sam and Jake Flax, Washington franchise holders; Herman Rifkin, Boston; Sam Berkowitz,

(Continued on page 7)

Nazis Have New Ban On French Pictures

By PIERRE AUTRE

PARIS, May 19.—Nazi influence in Central Europe is said here to be responsible for the banning in Yugoslavia of five French films. Two of them, already completed, "L'Homme a Abattre" and "Les Loups Pere Eux," relate to the French-German secret service, and a third, also completed, is a story by Marthe Richard of a woman spy in the World War.

The other two which have been

(Continued on page 4)

Radio News Page 10

Report William Fox Has Become British Chemicolour Executive

By BRUCE ALLAN

London, May 19.—William Fox has become an executive of British Chemicolour, it is reported here, and will devote all of his time to developing the new English color process in the United States. It is understood in film circles here that Fox was persuaded to sign a contract with the company by Karl Grune of the English firm on a recent visit to the United States.

Capitol Film Corp., Ltd., here also disclosed today Fox's connection with the company, with the indication that the former head of Fox Film would become an "active executive." At the same time Capitol declared that all of its future work will be in color production, presumably using the British Chemicolour process.

The office of Hirsch, Newman, Reass and Becker, personal attorneys for William Fox, yesterday would neither confirm nor deny the report of Fox's connection with British Chemicolour.

Los Angeles, May 19.—William Fox slipped quietly into Hollywood on Monday, it was learned today, on his first visit here in five years. His business is said to concern films, but confirmation is lacking in view of the fact that he could not be reached for a statement.

All Employes Will Share "U" Profits

LOS ANGELES, May 19.—Profit sharing participation for all Universal employes no matter where located was announced at the final convention session this morning by J. Cheever Cowdin, who declared that the board of directors and executive committee will work out details of the plan later in the year.

James R. Grainger, general sales manager, outlined the company's sales

(Continued on page 7)

Grand National Ends Its Selling Sessions

LOS ANGELES, May 19.—Grand National ended its annual sales convention at the Ambassador Hotel here today, with the delegates viewing rushes of latest productions this afternoon, and a number of the sales personnel left by train for their home territories this evening.

Edward L. Alperson, prior to the

(Continued on page 7)

Lee Reports Gains In G. B's Business

Marked increases in sales and playing time of G. B. product throughout the country were reported by Arthur Lee, vice-president, who yesterday returned by plane from a 10-day swing of key cities.

"There is greater activity today in selling and playing of our product than at any time in the organization's

(Continued on page 4)

F.M.P.C. Disclaims Boycott of Stars

HOLLYWOOD, May 19.—Charles Lessing, F.M.P.C. strike leader, today said that the strike committee boycott move against five Guild stars yesterday was unauthorized by the executive committee. He added that the national boycott move is off because "this is not a fight on personalities." However, it is understood that Guild pressure on the F.M.P.C., with the threat that a boycott could work two

(Continued on page 7)

Coast Songwriters Favor Rights Claim

Hollywood songwriters advised the Songwriters Protective Ass'n here yesterday that they favored and would support the organization's move to reclaim synchronization and recording rights on June 1, which heretofore have been vested with the publishers by the writers.

A publishers' committee will meet

(Continued on page 2)

Loew to Pay Common Holders $3,198,106

Loew's board of directors yesterday declared a common dividend of $3,198,106, payable June 30 to stockholders of record June 12. The total includes the quarterly dividend of 50 cents and $1.50 extra on 1,599,053 shares outstanding as of April 15.

This is the first time the company has given an extra $1.50 since Dec., 1935.

Allied Moves To Seek Taxes Upon Circuits

Stirred by Supreme Court Chain Store Ruling

WASHINGTON, May 19.—An extension of Allied States' legislative campaign against circuit theatres to include bills for state taxation patterned after the Louisiana chain store tax measure which was upheld by the U. S. Supreme Court this week, will be described to Allied members at the organization's national convention in Milwaukee next week, it was stated at Allied headquarters here today.

Allied's statement of its new season legislative objective emphasized that the organization's efforts to obtain enactment of theatre "divorce" measures would not be ended or interrupted by its new efforts on behalf of chain tax legislation and that the "divorce" laws "might be preferred to the new (tax) measures in some territories due to local conditions."

The Allied statement declares that the taxation measures will have vital advantages not now shared by the theatre "divorce" legislation. It numbers among these advantages the fact that the chain tax legislation has been upheld by the nation's highest tribunal and its operation after enactment "cannot be delayed by protracted litigation." In addition, it is pointed out that enactment of the measures by state legislatures should offer fewer difficulties as their revenue producing provisions "will appeal to legislatures

(Continued on page 7)

Pratt Explains His Roxy Plan Approval

Special Master Addison S. Pratt yesterday filed his opinion on the amended proposed plan of reorganization for the Roxy, giving his reasons for approving the plan last week with a modification to provide 100 per cent payment for general creditors of the equity receiver.

Pratt pointed out that although

(Continued on page 4)

Gov. Lehman Vetoes Dunnigan's Measure

ALBANY, May 19.—Although declaring himself appreciative of the high moral purpose of the Dunnigan bill, and stating that he joined in a desire to maintain the theatre on a proper moral plane, Governor Lehman

(Continued on page 4)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 20, 1937 No. 118

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

"Metropole" Pulls $14,750 Third Week

"Cafe Metropole" wound up a third week at the Rivoli with $14,750. The picture was replaced yesterday by "Dreaming Lips" and a five-reel compilation of Walt Disney Academy winners.

The first week of "Internes Can't Take Money" tallied about $30,000 at the Paramount. "Make Way for Tomorrow" ended a first week at the Criterion with a take of approximately $10,000.

For the first five days of a two-a-day run at the Astor, "Captains Courageous" garnered $15,000. "Mountain Justice" bowed out of the Rialto with $7,000. The 11th week of "Lost Horizon" took in close to $7,000.

"Shall We Dance?" ended a first week at the Music Hall with slightly over $95,000.

David Loew to Columbia

HOLLYWOOD, May 19.—David Loew has one more Joe E. Brown film to produce for RKO. He will switch his distribution to Columbia under the terms of a two-picture deal he has closed here. Loew has stated he expects to deliver the first production to Columbia in the fall.

Insiders' Outlook

By RED KANN

Hollywood, May 19

GAY and carefree, sophisticated and risque in the nice manner, "I Met Him in Paris" is grand and rollicking entertainment that ought to provide escape for the nation, to the profit of the box-office and to Paramount's financial and prestige standing.

This high comedy was designed for fun and it's got it not because of the story which we know and you'll find out is slight enough, but because its characters act like natural, if harum scarum and somewhat moonstruck, human beings and because Claude Binyon's enormously clever screenplay from the story by Helen Meinardi extracts and emphasizes these values to the last possible drop. . . .

▼

It appears that all her life Claudette Colbert, a fashion designer, has wanted to go to Paris. Finally she does and there she meets Robert Young, a romantic and irresponsible playboy, and Melvyn Douglas, a wise-as-an-owl playwright with a defeatist complex. They both rush her with a vengeance and by the time they take off for two weeks of winter sports in Switzerland, all in the cause of "good, clean fun," Young and Douglas are in love and Miss Colbert doesn't know exactly where she stands herself. Douglas understands Young's objectives are not exactly spiritual and besides he's married, about which the very attractive Claudette is kept in the dark. . . .

▼

Eventually, and as it had to be, Mona Barrie, Young's wife, darkens the scene. Miss Colbert is furious at the deception and wreaks her wrath not only on Young but on Douglas as a conspirator. She returns to Paris pursued by both. Young's wife agrees to divorce him. Douglas thinks he has a chance but not much, and then enters Lee Bowman as an aspirant whom Miss Colbert had left in the states. She tells them all off, hoping nevertheless that Douglas will drop his inferiority complex and rush her into the decision she wants to give anyway. He does, and so goes romance and the finish of this madcap picture. . . .

▼

However, Binyon's script is constantly refreshing and full of bounce and laughs. Wesley Ruggles' direction is excellent and the three principals are grand. It is some time since Miss Colbert has had an opportunity to play a light role. She handles her assignment with such competence and such charm it makes it all the more mystifying as to what the studios have been thinking about. The skylarking atmosphere which runs throughout with never a loss of tempo or mood is reflected also in the work of Douglas and Young. Very amusing additionally are the concoction of a French waiter who learned his English from a Japanese houseboy and a typical heel-clicking continental clerk played to its expert hilt by Fritz Held. The comedy quotient against winter backgrounds with ski runs and ice rinks is entrancing as are the beautiful snowscapes caught brilliantly by Lee Tover's camera. . . .

▼

By this time you are supposed to have divined "I Met Him in Paris" is a show. Well, it is and a pip at that! . . .

Coast Songwriters Favor Rights Claim

(*Continued from page 1*)

today with an S.P.A. committee headed by Irving Caesar to discuss the proposed change. Caesar said that the S.P.A. was determined to go ahead with the plan. He stated that provisions have been made for payments to writers by the S.P.A. on a strictly per use basis in accordance with statements furnished the organization by the music users.

Ascap Meet Is Ended

A three-day meeting of Ascap's 52 field representatives closed at the organization's headquarters here yesterday. The meeting discussed legislative and public relations problems of the music society, including the improvement of its relations with its important customers, particularly radio broadcasters and theatres.

File General Denial In Horn Patent Suit

LOS ANGELES, May 19.—A general denial of patent infringement by 15 defendants, including Fox West Coast, National Theatres and 20th Century-Fox, was entered yesterday in the Federal Court suit of Leonard L. Maxam, inventor of a padded sound reproduction horn, for an accounting of profits and damages.

The reply claimed that Maxam's patent claims had been antedated by others both in the United States and abroad, and that his horn was not a patentable device, but a mechanical expedient.

Guard Brandt Houses

Police guards were stationed at four Brandt theatres yesterday, the Globe, Central, Park and Times Square following the discovery of an unexploded stench bomb in the Central.

Managers Realigned In Skouras Circuit

Herman Starr has been transferred from New Jersey to supervise the Manhattan-Bronx zone and Harry Fuchs, Port Chester manager, is now supervisor of Westchester county, in a realignment of managers and promotions of the Skouras circuit.

Monty Salmon, who has been handling Bergen County, N. J., and Rockland County, N. Y., is now supervisor for Jersey City with Notis Komenos in charge of the two counties formerly handled by Salmon.

Bob McGregor has been transferred from the Nemo to the Bronxville, Bronxville; Ken Henry of the Park Plaza is now at the Scarsdale, Scarsdale. Arnold Childhouse, formerly at the Rivoli, Hempstead, is at the Park Plaza. Jack Squires, Jr., has taken over Fuch's former duties at the Capitol, Port Chester.

William Walsh, assistant at the Riverside, has switched to a similar post at the Riviera. Alfred Simon is now assistant at the Riverside. Hank Lowry, who has been at the State, Jersey City, is now at the Rivoli, Hempstead; Dick Carnegie has moved from the Steinway to the Playhouse in Great Neck with Jack Toomey of the Manhasset now at the Steinway. Livingstone Lanning of the Playhouse has moved to the Manhasset.

Jack Roth has joined the circuit as manager of the Oriental, Hackensack.

Skouras Drive Started

Skouras circuit managers are now conducting a 13-week Better Business drive which will wind up Aug. 1. Bonuses and increases in salaries will be paid to the winning groups.

Approval Indicated For 2 RKO Payments

At a hearing yesterday in Federal Court on the claims of the Security First National Bank of Los Angeles and the RKO Proctor Corp. against RKO, Federal Judge William Bondy indicated that he would approve a settlement proposed by the Irving Trust Co., RKO trustees.

The Security bank claim was for $771,000 which is based upon a guarantee by RKO of a supplementary indenture of the Orpheum Theatre in San Diego. It is to be settled for $350,000. Payment in full of the RKO Proctor claim for $10,350 also was recommended. The Proctor claim is based upon a refund made to the parent company on income tax paid for the years 1929 and 1930.

Bondy Authorizes Payments

The Chemical Bank & Trust Co. of New York, as trustees of an RKO collateral note indenture, yesterday was authorized by Federal Judge William Bondy to pay $75,922 out of funds in hand to the Irving Trust Co., as trustee of RKO in reorganization, for the purpose of paying $50,922 to William J. Donovan and $25,000 to itself for interim fees which were allowed last week.

Tricolor Brief Is Entered

LOS ANGELES, May 19.—Opening brief in the final arguments of Tricolor's damage suit against Technicolor and producers using Technicolor have been filed in Federal Court by Tricolor. By stipulation, Federal Judge William P. James, who tried the case, will receive all final arguments in written form.

Together in 'Kid Galahad'!

You'll see what we mean by SHOW SENSE when you see the terrific team Warners have made of the stars who paid-off so powerfully in "Marked Woman" and "Bullets or Ballots"! You've got a sales slant with the sock of a sledge-hammer when you advertise Bette opposite Eddie in the third sensational release this month!

Warner Bros. are a-May-zing the industry!

MAY 8—'THE PRINCE AND THE PAUPER' starring ERROL FLYNN and The MAUCH TWINS
and Claude Rains, Henry Stephenson. A First National Picture

MAY 22—GEORGE BRENT and ANITA LOUISE in 'THE GO GETTER' with Charles Winninger
and John Eldredge, Henry O'Neill. A Cosmopolitan Production

MAY 29—EDW. G. ROBINSON and BETTE DAVIS in 'KID GALAHAD' with Humphrey Bogart
and Wayne Morris, Jane Bryan, Harry Carey, William Haade

AND IT GOES ON FOREVER!
(Including 1937-38!)

Zukor's Pact To Go Before Para. Holders

(Continued from page 1)

shares to 6,000,000 shares, and to reduce the first and second preferred stock by the number of shares which will have been converted into common stock prior to the meeting. Conversion of Paramount's first preferred into common has reduced the preference shares from 248,000 to 148,739 shares at present. The conversion has increased the outstanding common by approximately 1,000,000 shares.

"The reason for asking the stockholders to increase the authorized common stock at this time," the Paramount statement said, "is to place the corporation in a position to issue such stock in the future for any corporate purpose which the board of directors deems to be for the benefit of the corporation." The company said it is planning no new financing, has had no negotiations relating to the disposal of the additional stock and has no plans for issuing the new shares, if authorized.

The meeting will also elect six directors for one year terms, as reported earlier in Motion Picture Daily.

Gov. Lehman Vetoes Dunnigan's Measure

(Continued from page 1)

vetoed the measure today on the ground that the bill is "susceptible of abuse in administration."

The Dunnigan bill would permit the license commissioner to revoke a theatre license for indecent performances without a criminal conviction. It was vigorously opposed by the organized theatre from the day of its enactment. New York circuits did not participate in the opposition.

See K.C. Clearance Pact

Kansas City, May 18.—A conference of Kansas City, Kans., officials and exhibitors with Elmer C. Rhoden, president of Fox Midwest Theatres, Inc., "has opened negotiations which indicate a much more satisfactory clearance of pictures will be arranged" for Kansas City, Kan., according to Ray T. Willette, manager of the Chamber of Commerce.

K-A-O to Pay Dividend

A dividend of $1.75 on the seven per cent cumulative convertible preferred stock of Keith-Albee-Orpheum was authorized to be paid out of capital surplus on July 1 to stockholders of record on June 15, at a meeting of the company's board of directors yesterday. The dividend is for the quarter ending Dec. 31, 1933, and is the second dividend of $1.75 to be authorized by K-A-O this year. The payment will leave dividend arrears at 24,50 a share as of next July 1.

DeMille Signs Writers

Hollywood, May 19.—Cecil B. DeMille has engaged Harold Lamb and C. Gardner Sullivan to assist with "The Buccaneer." Production is due to start in July.

No Joint Statement Due on Moyne Report

London, May 19.—Following council meetings of the Cinematograph Exhibitors' Ass'n and the Kinematograph Renters' Society, it apeared unlikely that there would be a joint statement of the two trade groups and the Film Group of the F.B.I. for submission to Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade, on May 26, the date on which the groups will indicate their opinions on the Moyne report recommending revision of the Films Act, which expires next year.

The C.E.A. is understood to be adhering to its demand for a quality clause in the quota regulations, and has prepared a statement with a "take it or leave it" indication to the other groups. It is probable that a joint delegation will confer with Burgin and present three different policies.

The C.E.A. delegates will be: Charles P. Metcalfe, Ken Nyman, Theodore H. Fligelstone, Ralph Bromhead, A. J. Gale, R. E. Richards, Alex King, Arthur Jarratt, Oscar Deutsch, A. S. Moss and W. R. Fuller. For the K.R.S. will be: C. M. Woolf, Sam Eckman, F. W. Baker, D. E. Griffiths, John C. Graham and Frank Hill. The F.B.I. Film Group will be represented by Maurice Ostrer, Basil Dean, J. Arthur Rank, Sam Smith, Arthur Dent, as an alternate for John Maxwell, and Michael N. Kearney.

Lee Reports Gains In G. B's Business

(Continued from page 1)

history. Exhibitors," he added, "are looking forward with keen interest to our announcement of next season's lineup. As for our sales force, it has been geared to meet the increased demand for our films."

Although no dates have been set, Lee indicated that the first of a series of regionals will be held in New York about the middle of June. Others will follow in the middle west and the coast.

Approve New Federation

London, May 19.—The formation of a new production organization in England, as indicated recently, was approved here today at a meeting at the offices of the F.B.I.

It is planned to have virtually twin organizations, the Federation of Film Producers and the Ass'n of Film Producers, Ltd., in order to deal with both labor and trade matters. It is expected that the new organization will absorb the present F.B.I. Film Group.

Nazis Cause New Ban On French Pictures

(Continued from page 1)

banned are in production. "Le Grand Illusion" is a story of the escape of French prisoners from Germany during the World War, and "Soeurs D'Armes" tells of the French heroine, Louise de Bettignies, in northern France during the invasion of 1914-18.

Threats are heard here of an attempt by Germany to extend to other countries of Central Europe and probably to Italy a ban on French pictures.

Pratt Explains His Roxy Plan Approval

(Continued from page 1)

there had been some objections to the amended plan by minority bondholders and stockholders, approval of the plan by the Pound, Tipton and Adler committees, the three largest bondholders' protective committees indicated that it was fair and equitable. Pratt said that he was satisfied that 20th Century-Fox would not increase its offer for the Roxy.

"In the last analysis," said Pratt, "it is what the buyer is willing to pay that determines the price."

Pratt found that stockholders had no equity in the Roxy and stated that he regarded the offer of 20th Century-Fox to pay $1 per share for Class A stock "very fair." He estimated that the offer would cost 20th Century-Fox at least $100,000. Pratt also stated that the "utmost value" of the Roxy is $7,311,329 and that creditors might insist upon immediate cash payment of liabilities of $7,875,573 with an additional $1,000 in interest daily for each day since April 1. Even if regarded in its most favorable light, the Roxy is insolvent said Pratt and the continued operation by Howard S. Cullman, Roxy trustee, would result in further loss, according to Pratt.

Name Valued at $100,000

Cullman's highest estimate of net operating profit was $500,000 yearly, but interest charges and present debt, depreciation, amortization, etc., would amount to $668,080. Pratt found that the value of the name, Roxy, was $100,000, although his first report failed to place a value upon it. Twentieth Century-Fox is the only available American company to grant the first-run franchise which the Roxy must have, said Pratt. All others are already tied up with the exceptions of Columbia and Universal. Pratt stated that these latter two companies, even if added to Gaumont British, could not supply sufficient high grade pictures.

Objections to the Pratt report were filed yesterday by Class A stockholders, the Pound committee and the equity receivership administration expense creditors. The Pound committee, proponents of the plan, objected to 100 per cent payment to general creditors of the equity receiver and to the failure of the special master to find that general creditors of the Roxy before bankruptcy had no equity, also that their consent to the plan is unnecessary. Stockholders objected to the valuation placed on the Roxy by Pratt and his failure to value the name, Roxy, in his report. They also objected to finding the Roxy insolvent and the lack of provision in the plan for stockholders' participation. Equity receivership administration expense creditors who were not mentioned in the Pratt report objected on the ground that the report should have shown a value for the name to be at least $50,000 and that the administration creditors should be paid together with general creditors of the equity receiver.

English Exhibitors Sail

London, May 19.—Twelve members of the Cinematograph Exhibitors' Ass'n will leave England today on the *Queen Mary* for a visit to the United States. They will be led by Nat Cohen. The group is scheduled to arrive in New York on Monday.

◀ Purely Personal ▶

TOM CONNERS, M-G-M division manager, will leave today for Dallas and en route will pick up Charles E. Kessnich, southern district manager, at St. Louis. They will attend the Hoblitzelle-Interstate convention next week.

●

Charles Skouras, who was scheduled to leave for the coast Monday and was detained on doctor's orders, is now slated to depart today with Mike Rosenberg.

●

Stanton Griffis, Paramount executive committee chairman, is due back on Monday from a Florida vacation.

●

G. C. and Mrs. Pratt sail Thursday on the *Berengaria* for England. Pratt is vice-president of Erpi.

●

Sam Burger, foreign traveling representative, will leave for the coast tomorrow for a honeymoon.

●

Louis Lifton, advertising and publicity head for Monogram, yesterday celebrated another birthday.

●

Harry C. Arthur and William Schneider will leave for St. Louis today.

●

Neil F. Agnew is due from the coast today or tomorrow.

●

Y. Frank Freeman returns today from Washington.

●

Oscar Doob is back from Chicago.

C. E. Matthews on Coast

Hollywood, May 19.—C. E. Matthews, chairman of the S.M.P.E. convention papers committee, arrived here today to prepare for the conclave, which runs from May 24 to 28.

Wall Street

Light Stock Changes

	High	Low	Close	Net Change
Columbia	33	27⅝	32⅞	— ⅛
Consolidated	3⅛	3	3	.....
Eastman	164½	163¼	163½	—1½
Eastman, pfd.	151	151	151	.....
Loew's, Inc.	76⅞	75¾	76¼	+ ⅛
Paramount	20¼	19½	19⅝	— ⅜
Paramount 1 pfd.	139	139	139	+1
Paramount 2 pfd.	18¼	18	18	— ½
Pathe	6¾	6½	6½	— ⅛
RKO	8⅜	8⅛	8⅛	— ⅛
20th Century-Fox.	36⅝	33⅜	36⅝	+ ¼
20th Century, pfd.	44½	44½	44½	+ ⅛
Warner Bros.	12½	12⅛	12⅜	— ⅛

Curb Continues Upward Trend

	High	Low	Close	Net Change
Grand National	2⅜	2¼	2¼	.....
Sentry Safety	½	½	½	.....
Sonotone	1⅝	1½	1⅝	+ ⅛
Technicolor	28⅝	27	28½	+1¼
Trans-Lux	4½	4⅜	4½	+ ⅛
Universal Crp.	5¼	5¼	5¼	.....

RKO Bonds Drop 2 Points

	High	Low	Close	Net Change
Keith B. F. 6s '46	99	99	99	.....
Loew's 3½s '46	98¾	98¾	98¾	+ ⅛
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	.....
RKO 6s '41 pp.	115	115	115	—2
Warner Bros. 6s '39 wd	95	95	95	.....

(Quotations at close of May 19)

Allied Moves To Seek Taxes Upon Circuits

(*Continued from page 1*)

which are now seeking new forms of taxation."

The Allied statement says the new tax measures "can be made to include certain so-called independent chains now committing depredations comparable with those of the affiliated chains."

The Louisiana measure which was upheld by the Supreme Court establishes a graduated tax schedule on chain store units within the state. The tax scale is based upon the total number of units in the chain nationally. Thus, if applied to theatres, a circuit which operated only one theatre in a state in which the law was in effect, would pay the highest tax rate on the single theatre if its national operations came within the maximum numerical brackets. The Supreme Court held that the amount of the tax imposed was discretionary with state legislatures.

Allied's new legislative plans are expected to highlight the organization's convention which opens May 26.

Amend Wisconsin Measure

Madison, May 19.—An amendment has been adopted to the Hall divorce bill which will give circuit operators until Jan. 1, 1939, to dispose of their stock in Wisconsin theatres. Under the original bill, the act would have become effective 12 months after passage.

Since the passage of the measure by the Assembly, it is possible that the Senate, which has not as yet acted upon its bill, will consider both measures when the Hall bill has a hearing before the Committee on State and Local Government on May 27.

Before the Assembly voted on the bill, proponents of the measure declared that in order to preserve the independent in the picture business, it was important that something be done to control circuit operation in Wisconsin.

Richey Won't Quit Allied

Detroit, May 18.—Following a series of conferences with the board of directors of the organization, H. M. Richey has declared that he has decided to retain his post as general manager of Allied of Michigan "for the time being at least."

ITO Hits Loew Policy

Columbus, May 19.—In its latest bulletin to members, the I. T. O. of Ohio cites Loew's financial gains for the first part of 1937 and asks reports from members who have been informed by Loew's branch managers that adjustments on their contention of being oversold on the 1936-37 product would have to be made in New York. The bulletin contended Al Lichtman, vice-president of Loew's had informed the members that all branch managers had full authority to adjust such contracts.

Stanwyck, Ames Hurt

Hollywood, May 19.—Barbara Stanwyck and Adrienne Ames are temporarily out of pictures due to slight injuries.

F.M.P.C. Disclaims Boycott of Stars

(*Continued from page 1*)

ways, was the reason for the decision.

The deadline for the strike at independent studios is set for Thursday noon, following delivery of the demands. The labor front today was quiet, with strikers looking to the A.F.L., meeting at Cincinnati, for redress against the alleged piracy of jurisdiction by the I.A.T.S.E.

Producers have recognized the Society of M. P. Art Directors and its affiliates as the collective bargaining agency for several crafts claimed by the F. M. P. C. groups whose strike started April 30. The move, made May 13 in a letter sent by Pat Casey to Felix Cunningham, attorney for the art directors' group, invited conferences over wages, working conditions and hours.

Affiliated with the art director group are the newly formed Society of M. P. Interior Decorators, made up of set dressers, and the Society of M. P. Artists and Illustrators, composed of costume artists, mat men and sketch artists. The territory covered by the the three organizations' rosters is claimed by Scenic Artists' Local 621, of the Brotherhood of Painters, Decorators and Paperhangers, one of the nine crafts of the F. M. P. C.

Theatre Union Demands Near

Organizing of front-of-the-house employes in New York theatres may be far enough advanced to prepare and present to exhibitors the new union's wage and hour demands within a month, Richard Walsh, I.A.T.S.E. vice-president, who is directing the new organizing work, said yesterday.

A charter has been prepared for the new organization, the membership of which will include cashiers, doormen, ushers, porters and cleaners, Walsh said. Managerial and office employes are being organized by James Brennan, I. A. vice-president, in a separate union.

Form Cincinnati Union

Cincinnati, May 19.—The formation of a film exchange employes' union has been effected here with the signing of bookers, inspectors, shippers and poster men under the I.A.T.S.E. banner, according to Arthur H. Fix, local organizer and business agent of the operators' union.

Republic Men Going To Coast Wednesday

(*Continued from page 1*)

Buffalo and Bernie Mills, Albany, will leave for Los Angeles next Wednesday to attend the Republic sales meeting of franchise holders at the Roosevelt June 1-2.

En route franchise men from the south and midwest will be picked up in Chicago. In Kansas City another group will board the train. The northwest contingent will go directly to Los Angeles.

The company will announce 56 features, 24 of which will be westerns, and four serials for next season.

Following the franchise sessions, four regionals will be held. In San Francisco, managers and salesmen will convene on June 4; Chicago, June 9; New Orleans, June 11; New York, June 14.

All Employes Will Share "U" Profits

(*Continued from page 1*)

policy for the 1937-'38 season. Talks were also delivered by Eddie Bonns and F. J. A. McCarthy, eastern sales manager.

On behalf of the sales staff, L. J. McGinley, Seattle manager, presented Grainger with a wrist watch.

R. H. Cochrane, president, expressed appreciation to the force for the manner in which they stuck to Universal during its dark years.

The convention was told that the company's new singing cowboy star, Tex Baker, will appear under the name of Bob Baker.

After luncheon, studio cars carried the delegates to Universal City, where most of the afternoon was spent. Various production units were visited on the sound stages.

The studio party at the Trocadero tonight, at which practically all the Universal stars were present, concluded the convention.

Most of the delegates will entrain for their headquarters tomorrow morning, with the eastern delegation expected to arrive in New York on Monday.

Miss Morgan Leaves Monday

Claudia Morgan, who is under contract to Universal for one picture a year for the next three years, will leave New York Monday for the coast studio. Her picture for next season will be "The Lady Fights Back," from a novel by Arthur Stringer called "Heather of the High Hand." She will return to New York and stage work in the fall.

Beahan Heads Talent

Charles Beahan, Universal story editor, has been placed in charge of the talent department as well. He will maintain offices at the studio and in New York.

"U" Names Brewster

Hollywood, May 19.—Harold S. Brewster has been named comptroller of the Universal studio. R. Wallison, who has been acting comptroller, becomes his assistant.

Grand National Ends Its Selling Session

(*Continued from page 1*)

official closing, stated that the company would meet here again in 1939. He added that Grand National is seeking to pioneer in the production of novelty films.

Today's final session was devoted to a discussion of the company's sales policy for the new season, and the setting of sales quotas for the various exchanges for the 1937-'38 selling season.

Edward J. Peskay, vice-president in charge of distribution, presided at the business session today at which the sales policy and quotas were outlined. It is expected that he and Alperson may remain on the coast for several days, for conferences on product.

Hirliman Returns to Coast

Hollywood, May 19.—George A. Hirliman, producer for Grand National, and his wife, Eleanor Hunt, who will be featured in the company's product opposite Conrad Nagel, returned to Hollywood yesterday.

Universal Personals

Los Angeles, May 19.—R. T. Good of Charlotte is the only man at the convention without a nickname. His first name is Raleigh.

* * *

James Foy of Toronto is all excited about the fact that three of Universal's players, Deanna Durbin, Walter Pidgeon and Barbara Read, are Canadians. He says Deanna is billed up there as "Canada's own star."

* * *

Joe Young of Washington is still upset about having had to leave that 32-foot cruiser at the Maryland Yacht Club when he left to attend the convention.

* * *

Frank Mantzke, Minneapolis manager, is a walking chamber of commerce for his home state. To hear him talk, it appears the smallest fish they grow up there is a whale.

* * *

Arch L. Zacherl of Minneapolis is all het up about that new diet. He claims he has lost 45 pounds since last year.

* * *

Harry Hurst and Ben Price, the "Two Hungarians" from New York, are convention roommates for the 13th time. Not superstitious.

* * *

Ralph Morrow of Kansas City and Harry Graham of Atlanta are constantly mistaken for each other.

* * *

The boys were fooled by that knowing look as F. J. A. McCarthy manipulated his Cine-Kodak.

Kent on Coast Today

Hollywood, May 19.—Sidney R. Kent, president; John D. Clark, general sales manager, and Charles E. McCarthy, director of advertising and publicity, arrive from New York Thursday as an executive advance guard for the 20th Century-Fox convention which opens at the Ambassador May 31.

AIR EXPRESS
THE FASTEST WAY TO SHIP...
AIR EXPRESS
DIVISION
RAILWAY EXPRESS AGENCY, INC.

FLAMING YOUTH IN A TOP PICTURE GIVES GREAT OPPORTUNITY!!

RICHARD
DIX
JOAN PERRY
NANA BRYANT • FRANK C. WILSON
Directed by Harry Lachman
A Columbia Picture

Exploitation Natural!

Columbia crashes through with a ripping . . . tearing . . . *modern* melodrama . . . turned out with supreme showmanship!

Backed by a sweet set-up of high-powered promotional tie-ups . . . to beat outdoor summer competition to the punch!

The DEVIL is DRIVING

FCC Orders Hearings on New Stations

By CLARENCE LINZ

WASHINGTON, May 19.—The F.C.C. has ordered hearings on a number of applications for new broadcasting stations, as follows:

Chickasha *Daily Express,* Chickasha, Okla., 1,500 kilocycles, 250 watts, daytime only; Broadcasters, Inc., Gastonia, N. C., 1,420 kilocycles, 100 watts night, 250 watts day; Curtis Radiocasting Corp., Richmond, Ind., 1,420 kilocycles, 100 watts night, 250 watts day; United Broadcasting Co., Tulsa, Okla., 1,500 kilocycles, 1,000 watts; Decatur Newspapers, Inc., Decatur, Ill.; 1,550 kilocycles, 1,000 watts; A. L. Beaird, Jasper, Ala., 1,500 kilocycles, 100 watts; Airfan Radio Corp., San Diego, 1,420 kilocycles, 100 watts; Ellwood Warwick Lippincott, Inc., Bend, Ore., 1,310 kilocycles, 100 watts, and Carolinas Radio, Inc., Charlotte, N. C., 880 kilocycles, 1,000 watts.

To Consider Power, Time Jumps

Hearings also were ordered on the applications of WQAR, New York, for increase of power to 5,000 watts; WTAD, Quincy, Ill., for increase of time, and WMSK, Dayton, for increase of power to 250 watts night, 500 watts day.

The commission disclosed that operating licenses had been granted WPRO, Providence, to increase power to 500 watts night, 1,000 watts day; WQAN, Scranton, to increase power to 500 watts, and KMJ, Fresno, Cal., to increase power to 1,000 watts.

At its weekly meeting, the broadcast division denied or dismissed the applications of WOW, Omaha, for continued use of 5,000 watts night power; KFPM, Greenville, Tex., for change of frequency and increase of power; KWBG, Hutchinson, Kan., for change of frequency and increase of power, and WNRI, Newport, R. I., for extension of time for construction of a new station. It also dismissed applications for new stations at Escanaba, Mich., Pawtucket, R. I., and Detroit.

Grant Texas Building Permit

The division granted the applications of WMBD, Peoria, Ill., for increase of power to 1,000 watts night, 5,000 watts day, and WAAB, Boston, for increase of day power to 1,000 watts, and granted a construction permit to the Hunt Broadcasting Ass'n, Greenville, Tex., for a new station to operate on 1,200 kilocycles, 100 watts, daytime.

Examiners' reports have been received recommending the granting of applications for the following new stations: Allen T. Simmons, Mansfield, O., 780 kilocycles, 1,000 watts, daytime; Pacific Acceptance Corp., San Diego, 1,200 kilocycles, 100 watts, daytime; Ashville *Daily News,* Asheville, N. C., 1,370 kilocycles, 100 watts; Central Broadcasting Corp., Centralia, Wash., 1,440 kilocycles, 500 watts; Okmulgee Broadcasting Corp., Okmulgee, Okla., 1,210 kilocycles, 100 watts, day-time, and Northwestern Publishing Co., Danville, Ill., 1,500 kilocycles, 250 watts daytime. A report recommending approval of the application of WAPO, Chattanooga, Tenn., for increase of day power to 250 watts was received, together with reports recommending denial of applications for a new station at Sharon, Pa., and increases of power sought by WHOM, Jersey City, and WSOC, Charlotte, N. C.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production—
that extra something that's good radio

"It's Concise"

"It's been mighty interesting reading it each day and I really like your radio section. It's concise and to the point and contains many items of interest to radio editors which the networks publicity departments don't give us.

"There is now such a close relationship between radio and movies that you've got to know them both in order to know either."—*Ina Wickham,* radio editor, *Davenport* (Ia.) *Democrat and Leader.*

Stiles Wins Paley Award For Amateurs

Walter Stiles, Jr., of Coudersport, Pa., has been selected for the William S. Paley Amateur Radio Award and will receive it from Paley, CBS President, at a presentation luncheon at the Waldorf-Astoria Monday.

Actual presentation of the trophy will be broadcast over CBS from 2:30 to 2:45 P.M., E.D.S.T.

The selection of Stiles was based on his performance during the March, 1936, flood emergency, when for 130 hours he supplied through his amateur transmitter W8DPY the sole direct means of communication for the 4,000 beleaguered citizens of Renova, Pa., and transmitted more than 1,000 messages on behalf of the various officials agencies operating in the area.

On the awards board were: Rear Admiral Cary T. Grayson, chairman of the American Red Cross; C. P. Edwards, director of radio for the Canadian Dep't of Marine; Anning S. Prall, chairman of the F.C.C.; Dr. J. H. Dellinger, chief of the radio section of the U. S. Bureau of Standards, and Professor A. E. Kennelly, professor emeritus of electrical engineering at Harvard.

Tells of Reel Coverage

Jack S. Connolly, general manager of Pathe, broadcast an eye-witness description of the Coronation and an account of how the newsreels covered the event when he appeared as a guest speaker on the Mutual network last night from 9:30 to 10 P.M., E.D.S.T.

South America to Get Fight

NBC will short-wave the Braddock-Louis fight to Radio Splendid, Buenos Aires, June 22.

Radio Personals

JOHNNIE GREEN, bandleader on the Packard program, arrived here from Hollywood yesterday to sign a contract with Young & Rubicam to take over the show June 8 . . . Ken H. Berkeley, station manager of WRC and WMAL, NBC's Washington outlets, is in New York for a brief visit . . . Mario Cozzi is booked for an operatic appearance at the Hippodrome here in two weeks . . . Eddie Cantor's six-year contract with his present sponsor contains a television clause—the first to be written, it is believed . . .

✦

Having completed its tour of the U. S. and Canada, the Philadelphia Orchestra will return to the Ass'n of Banks program on CBS tomorrow . . . Ted Husing will interview U. S. and Australian tennis stars on CBS tomorrow at 4:30 P. M., E.D.S.T. . . . Mutual will air Marine Band concerts weekly at 8:30 P. M., E.D.S.T. beginning June 2 . . . Tom Brown and Marian Marsh will be interviewed by Elza Schallert tomorrow on the NBC-Blue . . . Earle Ferris has been signed by the agency to handle publicity for the new "Tic Toc Revue" series . . .

✦

Ferde Grofe will do a transcription record date for NBC June 1, through a booking by Ed Kirkeby of CRA . . . Ethel Merman has been added to tonight's guest star list for the Vallee show . . . Margaret Tachillet will be Radie Harris' guest on the WHN "Movie Club" Friday . . . Harold Nagel's orchestra has been set for two sustaining periods a week on NBC . . . Beginning Saturday the orchestras of Ross Pierce and Bert Block will be heard on WHN via the WLW Line . . . Bruna Castagna will be the guest soloist on the CBS "Hit Parade" this Saturday . . . Nazimova, Stoopnagle & Budd and Frank Luther set for the guest spots on Joe Cook's "Shell" show Saturday . . . Shell, incidentally, will fade from the air at the expiration of the present contract . . .

Mutual Offices Are Moved

The Mutual network yesterday moved to the 23rd floor of 1440 Broadway, where the various departments of the network will be housed in larger quarters than those occupied on the 24th floor. Departments affected are traffic, sales, sales promotion and program. Transferred also is the office of Fred Weber, Mutual general manager.

Packard on for Summer

Young and Rubicam announced yesterday that the Packard program would remain on the air throughout the summer, with the series turned into a straight musical program featuring Johnnie Green's orchestra and guest vocalists. Fred Astaire and Charles Butterworth leave the series June 1.

Drop Jessica M. Hill Suits

Two suits of Jessica M. Hill against Sam H. Harris and the Federal Broadcasting Co. for alleged infringement of her copyrighted song, "Good Morning to All," were discontinued yesterday before Federal Judge William Bondy.

New Shows On the Air

"Hobby Lobby"

"Hobby Lobby," a new WOR feature conceived by Dave Elman, former network and agency production man, is a bright little feature, bringing to the microphone folks with unusual hobbies. The series should interest most listeners, and as for those who pursue the usual hobbies—stamp and coin collectors, etc.—a listen-in is guaranteed to bring a blush of envy to their cheeks.

Heard on the opening session was a bank president who has collected more than 2,700 penny banks, each one different; a builder of outdoor toy railroads; a girl who has collected over 4,000 miles of string, each piece associated with an unusual event or personality; a collector of books that aren't books, volumes which when opened reveal spaces for bottles, candies, flowers and the like, and an eight-year-old collector of coat hangers who, through knowledge gained from his hobby, has invented a patented collapsible clothes rack.

The hobby lobbyists will be heard each Tuesday from 10:30 to 11 P.M., E.D.S.T. on WOR. It is a sustaining program.

BANNER

Staff of WMCA Joins New Guild of AGRA

The announcers and production men of WMCA, 100 per cent strong, have joined the American Guild of Radio Announcers and Producers, union formed recently at CBS, it was learned yesterday. Roy S. Langham of CBS's production staff, heads the union.

Following the WMCA announcers-producers affiliation with the AGRAP, Langham addressed a letter to Donald Flamm, owner of WMCA, asking for recognition of the guild and for collective bargaining. The letter was received by Flamm last Friday, and thus far has not been answered, it is known.

The demands made of WMCA by the AGRAP are basically the same as those made of CBS. They are maximum hours of work, recognition of the union as the bargaining agent for announcers-producers, salary raises, and various other conditions of employment.

Total membership of the WMCA section of the AGRAP is 17.

Formation of the WMCA guild—the organization of the groups took place last week—has been well guarded, and it was not until yesterday that the first intimation of the unionization was given MOTION PICTURE DAILY. Donald Flamm was absent from his office yesterday and could not be queried. Unavailable also was William Weisman, attorney for the station.

LEO SAYS:
JOE BOLTON'S DAILY TALK ON SPORTS IS THE TALK OF THE TOWN!
WHN DIAL 1010
AFFILIATED WITH M-G-M • LOEW'S

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 119 NEW YORK, FRIDAY, MAY 21, 1937 TEN CENTS

Appraisal for New Stock of RKO Is Asked

Objectors File Proposal With Special Master

Asserting that the fairness of the RKO plan of reorganization cannot be determined without an appraisal of the value of the new common stock, which figures in the plan's provisions for payment of all classes of claims, the independent protective committee for RKO common stockholders submitted its objections to the plan yesterday to Special Master George W. Alger.

George L. Schein, attorney for the committee, which represents 133,000 shares of common and 37,000 shares of the old RKO Class A stock, asserted in his brief that the plan was "unfair and discriminatory" to the common shareholders. The independent committee is regarded as the strongest objector to the plan, which has the approval of a majority of the debenture holders, stockholders and general creditors.

"The plan," Schein declared, "purports to ascribe a value to the common stock based solely on earning power and does not appraise the value of

(*Continued on page* 7)

Television Start Far Off—Sarnoff

CHICAGO, May 20.—David Sarnoff, president of RCA, today informed a convention of radio wholesalers here that he did not foresee television this year, and could not predict when it might be commercially possible.

He stated, however, that RCA could build a television receiver now to sell for around $400.

Citing the deterrents that must be overcome before television reception can be assured, Sarnoff enumerated

(*Continued on page* 8)

Two Attorneys Are Accused by the FCC

By CLARENCE LINZ

WASHINGTON, May 20.—Charges of irregularities in connection with the handling of applications for broadcasting privileges were today preferred by the F. C. C. against George S. Smith and Paul M. Segal, attorneys.

It was charged by the commission

(*Continued on page* 8)

More Radio — Pp. 8 - 9

Smith Resigns As President Of Pathe News

Ned Depinet Is Named as His Successor

Ned E. Depinet, RKO vice-president and head of distribution, was elected president of Pathe News, Inc., succeeding Courtland Smith at a meeting of the board of the newsreel company yesterday. Frederick Ullman was elected vice-president at the same meeting.

Smith tendered his resignation to the board and will engage in television and radio activities, it was stated. He entered the industry as secretary of the Motion Picture Producers and Distributors of America at the time of its organization in 1922. He resigned that post after several years to join Fox Film Corp. where for some time he worked on the development of sound films and in 1926 organized Fox Movitone News. He served as

(*Continued on page* 4)

Omaha Will Sue All Operators of B. N.

OMAHA, May 20.—Attorney General Richard Hunter today stated that suit will be filed against Omaha theatres operating Bank Night and that he will ask the state Supreme Court Justices to exercise their right to assume immediate jurisdiction over the case. The state will ask a restraining order and temporary injunction against the theatres.

Hunter had a force of investigators

(*Continued on page* 4)

Exchange Men Talk Union Pacts Here

Home office division managers and exchange operations's heads are negotiating the labor contracts with the newly formed exchange unions, it was learned here yesterday.

Contracts have already been set with the Boston exchange union, and meetings were held yesterday to negotiate a similar pact for Philadelphia. The meeting will be resumed this morning, following which New Haven union representatives will sit down and talk to the distribution executives.

It was indicated yesterday that amicable arrangements will be set up at the sessions now going on. Other eastern exchange unions are expected to hold meetings here as soon as the Philadelphia and New Haven pacts are worked out.

Universal's Staff Entrains for Home

LOS ANGELES, May 20.—Universal's sales staff entrained for home today, following a final day devoted to individual meetings among James R. Grainger, general sales manager, and his district and branch managers. The salesmen, with business sessions behind them, spent most of the day before train time at the studio or on the golf links.

Heading the eastern group, due in New York on Monday, are R. H. Cochrane, president; P. D. Cochrane, in charge of advertising; Grainger, Joe Weil, Andrew Sharick, F. J. A. McCarthy, Leo Abrams and Oscar Binder. J. Cheever Cowdin, chairman of the board of directors, will remain on the coast probably for two weeks.

Films Better, Seats Last Longer in South America

Pictures are getting better.

John Day, Jr., Paramount general manager for South America, who is in New York on a home office visit, was able to report yesterday that knifing and burning of upholstered theatre seats is on the wane in the capitals below the Equator.

There was a time when the average South American exhibitor was obliged to reckon the cost of that sort of vandalism as a fixed overhead charge. The demonstrative Latin Americans were fond of expressing their dissatisfaction with inferior film offerings by slicing a seat covering or leaving a lighted cigarette behind them on the upholstery at whatever stage of the performance they decided they had had enough. Nowadays, they are becoming as interested as the management in keeping seats intact, certain that they will be back to occupy them again with the next change of program.

The average South American has an insatiable appetite for pictures, Day said. It probably accounts for the spread of double and even triple features throughout most of the principal cities and into many of the first runs. Film tastes are as varied there as they are on this side of the Equator, he reported. Any good story with an outstanding star in the cast will do

(*Continued on page* 4)

Pay Jump and Union Shop to Utility Group

See Settlement of Strike Over Weekend

HOLLYWOOD, May 20.—A union shop, together with a wage increase of 15 cents per hour, was granted by producers here today to members of the International Studio Utilities Workers. Also settled is the dispute which arose from the question of I.A.T.S.E. jurisdiction but the terms of this agreement must be ratified by the local before members may return to work. Such return will be another defection from the ranks of the F.M.P.C.

Joe Marshall, utilities workers' representative; George Browne, president of the I.A.T.S.E., and William Bioff, his aide, in a joint statement declared that the I.A.T.S.E. intervened to obtain the laborers' agreement. On this point the producers were silent.

Today's developments portend a general settlement of the F.M.P.C. strike during the coming weekend. Charles Lessing, secretary of the federation, has adopted a more conciliatory attitude. Producers are being asked to grant a union shop before the men return to work.

Today's noon deadline for the inde-

(*Continued on page* 7)

Selznick Keeps UA As '38 Distributor

Selznick International will continue to release through United Artists next season on the same basis as heretofore, David O. Selznick said yesterday. He stated, however, that there has been no change in the situation regarding the distribution of "Gone with the Wind" during his two weeks in New York. Selznick plans to leave for the coast today.

The producer said that his new

(*Continued on page* 4)

Para. to Have 100 One-Reel Subjects

Paramount's short subject lineup next season will include 100 one-reel shorts, one two-reeler and 104 issues of the newsreel. This program will supplement the 58 features, six of which will be Hopalong Cassidy westerns to be produced by Harry Sherman.

No set number of "A" pictures is

(*Continued on page* 4)

MOTION PICTURE DAILY

(Registered U. S. Patent Office)

Vol. 41 May 21, 1937 No. 119

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Film Laboratory for Government Asked

WASHINGTON, May 20.—The establishment of a film branch in the Government Printing Office to handle production for all branches of the Federal establishment in the same manner as it now handles their printing requirements is proposed in a bill introduced in the House by Congressman Schulte of Indiana.

The measure provides for the creation of the position of director, to carry a salary of $8,000 a year, and for three technicians at $4,800 as the supervisory force.

The proposed division would produce pictures for all branches of the Government at actual cost, in the same manner as it now handles the printing of reports and other documents.

As in the case of the reports and other publications, the Government Printing Office would be authorized to sell to the public prints of any film designated for such disposition by the department or agency in which it originated.

Brent, Worth Married

HOLLYWOOD, May 20.—George Brent and Constance Worth, Australian actress, were married in Mexico on Monday.

Insiders' Outlook

By RED KANN

Hollywood, May 20

SAM GOLDWYN, who has a positive way about him, has determined to produce three forthcoming pictures in color. If for no other reason than to prove this space is aware that the producer wants the facts publicized, no reluctance about naming them prevails. The titles: "The Goldwyn Follies" which the producer proudly hails as his "forthcoming $2,000,000 musical"; a story of the American occupation of the Philippines, called "The Real Glory," and "You Can Be Beautiful," which will have to do with the beauty parlor industry . . .

▼

This, the Goldwyn press department which pyramids to Jock Lawrence at the peak, "indicates" black-and-white films face a "complete disappearance" and further:

> "Goldwyn's announcement was believed to be the forerunner of similar statements from other major producing units, sounding the eventual death knell of the present day non-color films as thoroughly as the advent of sound killed silent films."

▼

Now, in all fairness, that's believing a great deal and seeking to plot the indicated course of an entire industry on the strength of what one producer determines. Goldwyn makes a pleasant luncheon host and his record as a producer of finer attractions needs no praise here, but, after all, the business does go beyond him. So far as this extended research tour of ours has found it out, it is true that there is an upswing toward color, but no deluge. And that is well. For the producing industry, as such, to ponder over color as an eventual something to come is merely to keep astride of progress and futures and is an encouraging sign that the grass will not be permitted to grow . . .

▼

But there is a vast deal of difference between wild enthusiasm and considered judgment. Just about this time last year it was that Walter Wanger produced "The Trail of the Lonesome Pine." It was in color, you will remember. Hardly had the preview gone cold when word bounced through from many directions that the day of the black-and-white picture had passed. From that point on, it was to be color and plenty of it. We ask you to match the excitement with the delivery. Better than that, we'll do it for you. It is true, of course, that color was resorted to by the studios, but no wild rush prevailed, no headlong fling developed. A handful of such attractions went before the cameras and thereafter the movement became abortive . . .

▼

Hollywood has a persistent way of arriving at conclusions, quick and inconclusive because they are so rapidly reached. It is notoriously lacking in any genuine appreciation of market absorption content and it rarely stops to contemplate how violently stepping up already staggering negative costs might propel sales departments to a point beyond which the give will not give. It, therefore, becomes patently unfair for producers to launch upon effort which further falters the load without first embarking upon reasonable investigation to demonstrate they know what they are about to undertake . . .

▼

Added to all of this is a circumstance, curious or not, accidental or otherwise. The Goldwyn statement was issued to the press last Saturday afternoon. It was followed immediately by intimations from Dave Selznick in New York that he may go all-color as well. Jock Whitney is one of Selznick's partners. He is also interested heavily in Technicolor. This company, incidentally or not, has just held its annual meeting in the East. It's your party from here . . .

Brian Aherne Returns

Brian Aherne arrived from a Mediterranean cruise yesterday on the *Roma*. He was accompanied by Robert Edmund Jones. The actor was scheduled to make a film in England, but he said he had cancelled the engagement.

Beery's Father Passes

HOLLYWOOD, May 20.—Noah W. Beery, Sr., father of the actors, died last night following a heart attack. He was 83. Wallace, Noah and a third son, Will, were at their father's bedside when he passed away.

Kuykendall Declines Bid

Ed Kuykendall, M.P.T.O.A. president, will be unable to attend the Cinematograph Exhibitors' Ass'n summer meeting in England during August, it was stated at M.P.T.O.A. headquarters here yesterday. Kuykendall had been invited to address the British exhibitors' organization and had tentatively accepted. Pressure of organization affairs here and indications that Congress may not adjourn until late July or August, with the possibility of enactment of legislation affecting the industry, will prevent his accepting the invitation to go abroad, it was said.

So. California ITO Calls Para. Unfair

LOS ANGELES, May 20.—The I.T.O. of Southern California adopted a resolution today terming as "unfair, unethical, unjust and contrary to the implied promises" Paramount's recent announcement that it would not deliver some of the features on its current season's work sheet. Copies of the resolution were sent to Adolph Zukor, production head, and Neil F. Agnew, distribution head. In addition, requests were sent to P. J. Wood, general manager of the Allied States' convention, for action on the matter by the exhibitor organization at its national meeting in Milwaukee next week.

Comment on the California exhibitors' resolution, as well as on a similiar one adopted recently by Cleveland exhibitors, could not be obtained at Paramount yesterday in the absence of Neil F. Agnew, who is expected in from the coast today or tomorrow.

Paramount, Blank Signatures Delayed

Legal details of the new agreement between Paramount and A. H. Blank for operation of the Tri-States Circuit will not be completed for another two or three weeks, thus preventing closing of the agreement prior to that time, it was stated at Paramount yesterday. The current agreement was recently extended to July 6. Blank, who has been here for the past week in connection with the new agreement, returned to Des Moines yesterday but may be back in New York about the middle of June to sign the agreement.

The new pact will eliminate Paramount's option to repurchase Blank's half interest in Tri-States and will give Paramount a half interest in Blank's Central States circuit.

RKO Foreign Heads Start for Meeting

Various foreign sales executives of RKO are already en route from their headquarters to Los Angeles for the company's annual sales convention, which will be held at the Ambassador Hotel in the coast city beginning June 16.

Douglas Lotherington, general sales manager for the company's New Zealand branch, has left Auckland, and Clair E. Hilgers, managing director in France, has sailed from Cherbourg. Reginald Armour, Far Eastern sales manager, who also heads sales in India, will leave Havre on the *Normandie* May 26, arriving in New York May 31. Ralph Hanbury, managing director in Great Britain, will sail on the *Champlain* June 2, arriving here June 9. Other foreign executives who will attend the meet are Ben Y. Cammack, general manager in South America; Luis Lezama, general manager in Mexico; Fred S. Gulbransen, general manager in Panama, and Bert Reisman, home office representative with headquarters in Havana.

Mexico Mark for "Girls"

MEXICO CITY, May 20.—With the completion of a run of six weeks at the Cine Regis here, Universal's "Three Smart Girls" has established Mexico's all-time record for a continuous showing at one theatre.

THEY WENT TO THE M-G-M STUDIOS!

They saw magic!

They saw the millions that make it go

They saw acres and acres of wonders

They saw cities and palaces rise in splendor

They saw armies of artisans skilled in screen technique

They saw the brilliant luminaries of the film world

They saw talent from the far corners of the world

They saw the world's greatest group of showmen in action

They saw the greatest roster of electric light names ever gathered under one roof in all amusement history

They saw brilliant entertainers who are the Stars of Tomorrow

They saw Youth and Beauty, the raw materials of Stardom

They saw the mighty throb of the World's Greatest Studio

They saw the surging force that keeps it ever the leader

They saw the spirit that moves this united force to victory

They saw giant dramas and eye-filling spectacles in the making

They saw treasuries of entertainment on preview screens

They saw fortunes dedicated to the box-office attractions of tomorrow

They saw the living, thrilling reason for M-G-M supremacy

They are the representatives of Metro-Goldwyn-Mayer who come direct from the Studios of M-G-M with a mighty message for the showmen of America in 1937-38.

Purely Personal

A. W. SMITH, Jr., and Monroe Greenthal will leave next Tuesday for Fort Worth and Galveston to attend the three-day convention of Hoblitzelle-Interstate managers, starting May 25.

•

Harold B. Franklin left yesterday for the coast after five weeks here. He will remain on the coast two or three weeks and then return to New York.

•

Capt. Bernard H. Brear, former editor of British clothing trade papers, has been signed as advisor on the film, "His Majesty's Host," produced by Messulam Pictures Corp., in England.

•

Leo Spitz is planning to leave for Hollywood tomorrow. He will remain on the coast until after the RKO convention, June 16-20.

•

Ethel Altman, secretary to Fay White of Loew's real estate department, will be married to Al Mishket Sunday afternoon.

•

J. J. O'Connor, film buyer for RKO, was home yesterday with the grip.

•

William Phillips and George Skouras left for the coast yesterday by plane.

•

Jules Rubens and Henri Elman are slated to return to Chicago tomorrow.

•

Leon Leonidoff left for Hollywood last night via American Airlines.

•

Sam E. Morris, vice-president in charge of Warner foreign distribution, is due tomorrow from the coast.

•

Jack White, comedian, is en route to the coast for a role in "52nd Street."

•

Frank C. Walker left yesterday for Spokane, where he will receive a degree from Gonzaga University.

•

Barney Balaban is scheduled to arrive June 7 from England on the *Queen Mary*.

•

Lou Diamond will leave for Dallas tonight by plane.

•

Helen Charleston will depart for Dallas tonight.

•

Milton Berle arrives today from the coast.

•

. . .Washington

The Variety Club Golf Tournament will be held May 21 at the Indian Springs Club. Sam A. Galanty and Harry S. Brown are the general co-chairman. More than 40 prizes have been posted. The golf will be followed by a dinner and dance. Among those expected to arrive from out-of-town are Jules Levy, Abe Montague, Jay Emanuel, William Sussman, Joseph J. Oulahan, Joseph Gins, Arthur Levy, James R. Clark and Harry Weiner.

Films Better, Seats Last Longer in South America

(Continued from page 1)

business, and the best money pictures here usually are the best money pictures there, as well.

Despite the Latin's reputed weakness for gaming, Bank Night has made no progress in South America, Day said. It is banned by lottery laws in Brazil, but in localities where it is permitted it has attained very little popularity.

Although American films continue to comprise about 75 per cent of all the product shown in South America, the growth of native production and the increasing popularity of German and French pictures are beginning to be felt, according to Day. The Argentine, which produced 18 pictures last season, will make 20 to 30 during the new season, he said. Brazil may make only three or four. The European product crashes the money class with increasing frequency.

Day reported that taxation and legislation affecting films is without discrimination or unfairness, but stated that local censorship is becoming increasingly worrisome. He received word yesterday that Coronation newsreels, which were flown to Paris, thence to Africa and across the South Atlantic were being shown in Rio de Janeiro theatres Monday night, more than 24 hours ahead of New York.

Day may attend the Paramount sales convention in Hollywood and return here for conferences with John Hicks, Jr., Paramount foreign head, who will arrive from Europe with Barney Balaban on the *Queen Mary*, June 7. He plans to leave for Rio, his headquarters, June 19.

Smith Quits as Head Of Pathe News, Inc.

(Continued from page 1)

editor of that reel until 1928, when he became associated with Pathe News as editor, and soon after was elected to the presidency of Pathe News, Inc. RKO acquired control of the company with its purchase of Pathe assets in 1932. Smith opened the Embassy, reputedly the first newsreel theatre, in November, 1929.

Depinet headed Pathe's distribution prior to its acquisition by RKO and thereafter was a member of the board of RKO Radio Pictures and RKO Pathe. In 1934 he was elected president of RKO Distributing Corp. but with the dissolution of that company in RKO's program of corporate simplification several months ago he became a vice-president of RKO Radio Pictures in charge of distribution.

Standard Chartered; Has Plans for Eight

Hollywood, May 20.—Standard Pictures Corp., production company, and Standard Pictures Distributing Corp., have been formed. Eight pictures are planned for 1937-'38.

Officers of both corporations are B. W. Richards, president; Lou O'Brasky, vice-president; A. Butler, secretary-treasurer; S. J. Tilden, assistant, and Charles B. Taylor, counsel. Jack Lamont will handle advertising and exploitation for the distributing company, and Nancy Smith for the producing side. O'Brasky is in charge of distribution. Emil DeRulle is production manager.

Titles of the eight are: "Deerslayer," "The First Woman," "Daughter of Ramona," "Big Business," "Argentine Takeoff," "Night School," "Lone Star" and "Bet a Million."

Contracts Are Extended

Hollywood, May 20.—Paramount has extended Dorothy Lamour's contract and also pacts with Leif Erikson, Fay Holden and Betty Grable.

M-G-M has given a term pact to Roger Converse, New York stage actor.

Contracts of June Storey and Jayne Regan, 20th Century-Fox stock players, have been extended.

Omaha Will Sue All Operators of B. N.

(Continued from page 1)

in Omaha during last night's drawing, and other investigators a week ago. Points on which he will base his suit include: (1) The winner of Bank Night on May 12 was not announced in the lobby of one downtown theatre, so that only patrons who had purchased tickets had a chance to win. (2) Several houses charge a nickle more for Bank Nights. (3) Trailers advertising Bank Night have been recorded to prove consideration because of matinee arrangement whereby patrons purchasing matinee tickets are eligible for the evening's drawing.

Sues on Sweepstakes

Middletown, O., May 20.—The first suit involving theatre games in this territory has been filed in Common Pleas Court here by Sarah Stein against Southio Theatre Corp., operating the Paramount, and Roy Pefley, manager, to recover $500 exemplary damages and $2.10 for admissions paid.

Sunday Show Vote Is Aim of Penna. Bill

Harrisburg, May 20.—By the action of the Pennsylvania Senate late last night the way was paved for any municipality of the state which has voted down Sunday film shows under the terms of the Local Option Act of 1935 to vote again on the question at the 1937 primaries next September.

The Senate, by a vote of 26 to 18, approved an amendment to the act, already approved by the House, and the new measure now awaits acceptance or rejection by Governor Earle. The act of 1935 provided that after a vote had been taken on Sunday film shows in state, township, borough or city, the question could not be called up for a referendum vote again in such a municipality until after a period of five years.

Under the terms of the amendment just passed by the legislature the five-year clause would be set aside this year only to permit a special election in such municipalities in September.

Selznick Keeps UA As '38 Distributor

(Continued from page 1)

season's schedule will be mapped out on his return to Hollywood and that the new list will be distributed through United Artists. He said that there is no liklihood of any discussion of new distribution arrangements for product beyond the coming season's schedule for at least five months.

The uncertainty of Selznick's distribution plans for "Gone with the Wind," together with its casting problem, encouraged the report that M-G-M might distribute the picture and that new arrangements would be entered into with United Artists for another distributor to handle the balance of his product.

Para. to Have 100 One-Reel Subjects

(Continued from page 1)

scheduled as yet, it was stated, but the company hopes to have as many as it can produce. Plans are expected to be completed shortly for the roadshowing of "Souls at Sea" and "High, Wide and Handsome." The former is expected to be shown at two-a-day on Broadway about the middle of next month. However, no dates will be set until both pictures have been completed.

Following the annual sales meetings at the Ambassador, Los Angeles, June 10-13, there will be a series of regionals with Charles Reagan, western division sales head, and J. J. Unger, eastern and Canadian division manager, conducting them in various key cities. These dates are expected to be set within the next week or two.

Major Signs Bercovici

Hollywood, May 20.—Konrad Bercovici has been signed to do his first screen play, joining Major Pictures to script his own untitled original on the life of Sir Richard Burton of Arabia. Tammy Cotter will collaborate.

Wall Street

Marked Gains Spot Board

	High	Low	Close	Net Change
Columbia	33	32¾	33	+ ⅛
Columbia, pfd.....	40	39½	40	+1½
Consolidated	3⅛	3⅛	3⅛	+ ⅛
Consolidated, pfd..	12⅝	12⅝	12⅝	— ¼
Eastman	164	163⅞	164	+ ½
Gen. T. Equip....	24⅜	24	24¼	— ¼
K.-A.-O., pfd. ...	99½	99½	99½	— ½
Loew's, Inc.	79½	76¾	79½	+3¼
Paramount	20⅛	19⅜	19⅝	.....
Paramount 2 pfd..	18⅜	17⅞	18⅛	+ ⅛
Pathe Film	6⅞	6⅝	6⅝	+ ⅛
RKO	8⅜	8¼	8¼	+ ⅛
20th Century-Fox.	36½	36½	36½	— ⅛
Warner Bros.	12¾	12¼	12½	+ ⅛

Technicolor Still Climbing

	High	Low	Close	Net Change
Grand National ..	2¼	2¼	2¼	.....
Sentry Safety	½	½	½	.....
Sonotone	1½	1½	1½	— ⅛
Technicolor	31	28¼	30	+1⅝
Trans-Lux	4½	4⅜	4½	.....
Universal Crp. ...	5¼	5¼	5¼	.....

Warner Bonds Gain

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	— ½
Loew's 3½s '46...	98¾	98¾	98¾	.....
Paramount Pict. 6s '55	100	100	100	— ⅛
Warner Bros. 6s '39 wd	65	64	65	+1½

(Quotations at close of May 20)

SHE LOVED AS ALL WOMEN
DREAM OF LOVING . . . BUT
AS FEW DARE . . . .

She knew that on earth the price of living in paradise is high. She paid it willingly . . . gladly. Bergner's genius shows you this woman's heart . . . teaches you a new meaning for love!

MAX SCHACH
PRESENTS

Elisabeth
BERGNER
in
DREAMING LIPS

with
RAYMOND MASSEY
and
ROMNEY BRENT

Produced and Directed by
PAUL CZINNER
FOR TRAFALGAR FILMS

Released thru UNITED ARTISTS

Appraisal for New Stock of RKO Is Asked

(*Continued from page* 1)

the equity of the common stockholders."

The committee attacks the proposed payment to Rockefeller Center of 500,000 shares of the new RKO common in settlement of a $9,100,000 claim, asserting that without a valuation of the new common a proper appraisal of the settlement is impossible. Asserting, however, that the new stock will have a value "in excess of $18.30 a share," Schein says that Rockefeller Center will receive more than the face value of its claim under the proposed settlement.

He asserts also that the future earnings of the Music Hall and Center will be inadequate for RKO and that the provision for the management of the theatres, which purportedly gives RKO three of seven representatives, "is unfair and may render it impossible to inaugurate plans of management from the RKO standpoint."

The committee charges that "the value of RKO's assets as shown on the balance sheet in the plan are inaccurate and arbitrary and do not fairly reflect the value of the assets for the purposes of reorganization." It asserts that "those consenting to the plan have not shown what claims or stock they purchased in contemplation of the reorganization proceedings and the circumstances of their purchase, as required under Section 77-B of the Bankruptcy Law."

Called "Discriminatory"

The objectors assert that the plan's provisions for debenture holders "is discriminatory because the allotment of two shares of new common, in addition to a new debenture for each $100 of debenture claims, represents more than the face value of the claims." It is also charged that debenture holders are not entitled to sinking fund provisions "which further enhances the value of the debentures." Declaring next that the value of the new RKO common "will exceed $20 per share," the committee asserts that the provisions for the exchange of a $100 debenture for five shares of common "is unfair." It is also alleged that the conversion of the new RKO preferred at the rate of one share for four shares of common "is unfair." The plan's amended provisions for the treatment of general creditors, which eliminated that group's objections to the plan recently, were also criticized.

The brief asserts that the common shareholders are entitled to receive more than one-half share of new stock for each share of the old; it declares that the Atlas Corp., proponent of the plan, should be paid for its reorganization services in cash rather than in new stock as proposed, and concludes with the assertion that "there is insufficient description of the various issues of securities which the plan proposes to enable the holders to evaluate the new common stock."

William Morris Sued

Los Angeles, May 20.—Freeman Bernstein has filed suit for $5,000 in Superior Court against the William Morris Agency, and William Morris, Jr., John Hyde and Abe Lastfogel, directors, charging that amount is due him for influencing Rex Beach to sign a contract with the agency for theatrical and radio presentation.

Looking 'Em Over

"Gun Lords of Stirrup Basin"

(Republic)

The western fans should be reasonably satisfied with this western. Bob Steele is featured. The story concerns a feud over the building of a dam. A cattle-raising family and a group of farmers are the warring factions.

Steele is in love with the enemy's daughter, Louise Stanley. Their marriage causes their families to renounce the pair. Steele is called back to his home to find his father dying. He has been shot by the hated Dawsons. Steele is skeptical of the murder. He sets out to uncover the source of the trouble. His investigation uncovers the deviltry of Karl Hackett, a crooked lawyer, who has been buying up homesteading claims. The affair comes to its climax when Hackett and his cohorts battle the Dawson clan. Steele arrives with incriminating proof and the sheriff. The difficulties are settled. Hackett gets away, but he is soon done away with by Steele and the outlook is peaceful.

Miss Stanley is attractive and capable. The support includes Ernie Adams, Frank LaRue, Frank Ball, Steve Clark and Frank Ellis. The camera work by Bert Longenecker is a treat. Sam Newfield directed.

Production Code Seal No. 3,152. Running time, 51 minutes. "G."

"As Good As Married," which was previewed at the Roxy last night, was reviewed by wire from Hollywood on April 20.

"Dreaming Lips," now current at the Rivoli, was reviewed by cable from London on Feb. 10.

"Turn Off the Moon," which was previewed by wire from Hollywood on May 1, is now being shown at the Paramount.

"Make Way for Tomorrow," at the Criterion; "They Gave Him a Gun," at the Capitol; "Shall We Dance," at the Radio City Music Hall, and "The Prince and the Pauper" at the Strand, are being held over.

Raise, Union Shop To Utility Workers

(*Continued from page* 1)

pendent studios' acceptance of the F.M.P.C. demands has been extended and decision in the matter is expected some time tomorrow.

Representatives of F.M.P.C. crafts today claimed that Grand National has acceded to their demands but no confirmation could be obtained from Edward L. Alperson, president.

Broadway Again Picketed

Broadway houses were picketed for the first time last night by Local 829, United Scenic Artists, as a demonstration in sympathy with the Hollywood studio strikers. Pickets marched two to a theatre between 7:30 and 9:30 P. M.

Last night was the first time in a week that the theatres were picketed by Hollywood strike sympathizers and the third time since the F.M.P.C. two weeks ago asked for picketing support from theatres throughout the country.

Writers to Set Up Board

Hollywood, May 20.—Machinery for grievance arbitration by producers and screen writers under the screen playwrights' code will be set up this week when the new board of directors, elected Tuesday night, meets to elect officers.

Also to be appointed will be the three writer representatives to the writer-producer code regulatory board.

The directors elected are: Rupert Hughes, Bert Kalmar, Grover Jones, Walter DeLeon, William Conselman, Patterson McNutt, John Lee Mahin, Waldemar Young, Howard Emmet Rogers, Frank Butler and Bess Meredyth.

Exchanges to Get Demands

Oklahoma City, May 20.—Union contracts asking wage increases and hour adjustments will be presented to eight exchanges here early next week by the recently organized union of exchange employes.

The amount of the wage boost to be sought for 70 members, including shipping clerks, postal clerks and film inspectors is yet to be determined, said George Snodgrass, acting president. Snodgrass said a charter for that unit was expected to arrive shortly from the I.A.T.S.E. Permanent officers will be chosen at a meeting tomorrow night.

Music Groups Parrying

Songwriters' and music publishers' committees adjourned discussion of the proposed plan of the writers to reclaim synchronization and recording rights from publishers until May 27, following a meeting of the committees yesterday at which no decisive action was taken. Spokesmen for the publishers declared, however, that they did not expect any change to be made. Songwriters, however, were equally emphatic in their assertions that they would handle their own synchronizing and recording deals after June 1.

G. E. Has Ad Feature

A five-reel feature commercial film, produced for General Electric under the title "From Now On" will be shown Monday evening at the Center in connection with the regular G. E. broadcast. The film was produced by Tri-States Pictures, Inc., of Cleveland, and features Irvin S. Cobb, Alan Baxter, Louise Stanley, Regis Toomey and Jack Mulhall.

Talent Payroll Is $1,750,000 Weekly

Hollywood, May 20.—The talent payroll at the studios has increased from $1,500,000 weekly this time last year to $1,750,000 this year, writes Edwin Schallert in the *Los Angeles Times.* "Increases in pay for bigger stars partly account for this," he states, "but the advent of many new people is responsible for a very large balance."

Actors, directors and writers under contract in toto run to 1,196, he adds, speculating at the same time if the peak has been reached. The current figure, according to this source, is "twice as large as at the beginning of the talkies and a 30 per cent increase over 1936 at the same time. It is also more than double the aggregate in the depths of the depression."

With the article, its writer appends a 10-year chart, tracing the curve of contracted talent:

Year	Actors	Directors	Writers	Total
1928	206	95	143	444
1929	270	152	166	588
1930	301	124	196	621
1931	267	120	230	617
1932	221	118	196	535
1933	267	107	266	640
1934	378	132	273	783
1935	447	119	317	883
1936	479	129	325	943
1937	665	174	357	1196

Brewster an Accountant

Hollywood, May 20.—Harold S. Brewster, appointed comptroller of the Universal studio earlier this week, for 20 years was Hollywood representative of Price, Waterhouse & Co. public accountants. His experience includes familiarity with production audits.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

◀ Radio Personals ▶

JIMMY BLAIR is the new male vocalist set for the Packard program . . . John Huston, son of the noted actor, has been added to the cast of "Backstage Wife" network serial . . . Dick Mooney, of the Earle Ferris office, by plane to Chicago yesterday . . . Batten, Barton, Durstine and Osborn's Chicago office is planning a network series for the Laundryowners' National Ass'n . . . Alexander Cordes has been signed as the guest soloist on "Musical Americana" on CBS May 25 . . . H. Stokes Lott, Jr., creator of many network programs, is dead in Switzerland, it has been learned here . . . Pat Flannigan has been assigned by CBS to broadcast the Golden Gloves bouts from Chicago May 28 . . . Efrem Zimbalist has been engaged for Ben Bernie's program through the Herman Bernie office . . .

+

WMCA and Inter-City will broadcast dance music from the Hollywood restaurant four times weekly, beginning Saturday . . . Trudy Wood will remain on the Packard program throughout the summer . . .

+

Mrs. William Richardson, mother of Ann Richardson, Consolidated Radio Artists executive, is visiting in New York . . . Ralph Kirberry has been signed to sing with Gus Haenschen's orchestra on the new transcription series for Chevrolet . . . Jack Costello, NBC announcer, and Mary Margaret Sullivan, from Sullivan's home city in Minneapolis, will say "I Do" June 19 . . . WNEW will raise funds for the future support of little Jimmy Tiernan, survivor of the murder plot for which mother is held. Twelve pleas for contributions will be broadcast daily . . . NBC will broadcast exclusively the I. C. 4-A track championships May 28-29, with Clem McCarthy at the mike. . . .

+

Hollywood Town Pump

HOLLYWOOD, May 20.—Jerry Cooper finally goes for a blue de luxe coupe . . . Vincent Lopez did it by air. He hopped to Palo Alto for the Stanford prom and hurried back to Hollywood for Grace Moore's last broadcast, then the same night to Santa Cruz for another show and still another at Oakland.

Oppose 5 Programs

Spokane, May 20.—The Federation of Women's Organizations has gone on record as opposed to the presentation of five radio programs. March of Time was called the worst offender; "John's Other Wife" was branded a libel on business men and women. "Twenty Thousand Years at Sing Sing," "Gangbusters" and "Pretty Kitty Kelly" were called offensive.

The federation declared there were other offending programs that will be named later. A committee has been investigating radio programs for two months.

Talks from Shanghai

The first incoming commercial call on the new radio-telephone service between America and China was made yesterday by William B. Benton, founder of Benton & Bowles. Benton, speaking from Shanghai, spoke to Atherton W. Hobler, president of the agency.

The call was received early yesterday noon. Hobler reported the subject discussed was of a business nature, but would not elaborate further.

Two Attorneys Are Accused by the FCC

(*Continued from page* 1)

that the attorneys organized the Palmer Broadcasting Syndicate for the purpose of using it "as a dummy applicant for authorizations from the the commission," and "to hinder or delay other applicants in obtaining or operating under authorizations of this commission." The syndicate filed applications for stations or construction permits at Portland and Lewiston, Me., and Cheyenne, Wyo.

The two attorneys also were charged with other unethical practices, which were set forth in an order issued by the commission calling upon them to make answer and show cause why they should not be suspended from practice before the commission.

Files New Station Request

WASHINGTON, May 20.—Authority to construct a new broadcasting station at Port Angeles, Wash., to operate on 1,420 kilocycles with 100 watts power, has been filed with the F. C. C. by Tom Olsen.

Other applications received by the commission included requests of WJBL, Decatur, Ill., for change of frequency to 1,310 kilocycles; WJAX, Jacksonville, Fla., for experimental increase of power to 5,000 watts; WGRC, New Albany, Ind., for change of frequency to 880 kilocycles; KGNO, Dodge City, Kan., for increase of power to 1,000 watts, and KSEI, Pocatello, Idaho, for increase of day power to 1,000 watts.

FCC Gets Station Pleas

WASHINGTON, May 20.—The F.C.C. has received applications for two new broadcasting stations from the S. I. Slover Corp., Norfolk, Va., for a permit to construct a station to operate on 1,370 kilocycles with 100 watts power at night and 250 watts day, and the Southern Broadcasting Corp., Bogalusa, La., for a station to operate on 1,500 kilocycles with 100 watts at night and 250 watts day.

Frank Kennedy Promoted

LOS ANGELES, May 20.—Frank Kennedy, experimental engineer since 1931 in the Don Lee radio laboratory, has been promoted to chief engineer of KHJ, succeeding Harold G. Peery, resigned.

Carroll O'Meara Leaves KHJ

LOS ANGELES, May 20.—Carroll O'Meara, for three years continuity editor of KHJ, will leave June 1 to join Young and Rubicam as writer-producer.

Television Start Far Off—Sarnoff

(*Continued from page* 1)

the lack of coaxial cables for interconnecting transmitters, the problem of developing suitable programs at a reasonable cost, and the limited range of present television transmitters.

The present range of RCA's experimental transmitter in New York, Sarnoff said, has a maximum of about 45 miles. Until that range is increased, or some system of interconnecting transmitters is developed, the television field will remain limited. Advertisers, he said, are interested only in nationwide television.

Observe Swing Anniversary

The CBS "Saturday Night Swing Club" will celebrate its first anniversary on the air June 12, and, marking the event, Columbia plans a full-hour program that date, from 12 midnight to 1 A. M., E. D. S. T. Pickups will be made from all over the country, and swing artists who will be heard include Bunny Berigan, Red Nichols, Red Norvo, Art Shaw, Raymond Scott, Tommy Dorsey, Casper Reardon, Duke Ellington and Fats Waller. A pickup from Paris, France, is also planned.

Sterling Products Renews

Sterling Products has renewed contracts for two of its NBC script programs, "Backstage Wife" and "How to be Charming." Both contracts are effective June 14.

"Backstage Wife," for Dr. Lyons toothpowder, is heard Mondays through Fridays on the Red, at 11:15 A. M., E.D.S.T. "How to be Charming" is broadcast Mondays, Wednesdays and Fridays at 11:30 A. M., E.D.S.T. on the Red.

Blackett-Sample-Hummert, Inc., is the agency.

Revise Thesauras Continuity

A new and revised continuity schedule for the NBC Thesaurus service of transcribed service will go into effect June 21. The revision will bring the output of transcribed programs up to 15 different shows weekly.

In addition to the usual variety shows, the new schedule will include novel dance presentations, concert programs, periods of sacred music and choral programs.

Mrs. Herrick to Confer

Mrs. Elinore Herrick, regional director of the National Labor Relations Board, will attend today's meeting between officials and technicians of WHN. Prior get-togethers have failed to bring about a settlement. An amicable ending to the negotiations, however, is foreseen with Mrs. Herrick's presence at the meeting today.

Pacific Fisheries Is Signed

The Ass'n of Pacific Fisheries, Inc., through J. Walter Thompson, has signed for a spot campaign on WMCA, effective immediately.

McFadden Signs Fidler

Jimmy Fidler, radio film gossiper, has been signed by McFadden publications to write a monthly column of west coast radio chatter for *Radio Mirror*.

Television to Have Big Appeal—Lubcke

PASADENA, May 20.—Television of the future will combine the more advantageous features of current broadcasting, films, the newspaper, the magazine and the billboard, Harry R. Lubcke, television director of the Don Lee Broadcasting System, told the 600 delegates to the annual convention of the Pacific Coast Electrical Ass'n at the Hotel Huntington here today.

"I envisage," he said, "along with interesting eye-and-ear entertainment, the presentation of the commercial message with a theme picture, a theme song and a single word, rather than the multi-worded commercial announcement in use today. Television programs will be available only a few hours per day, at first. The concept of the 'nightly performance' will follow. Later, following the trend of early broadcasting, more and more programs will be televised, until finally, television will be as continuously available as is radio today."

Grofe Concerts Scheduled

A series of light symphonic music offerings featuring Ferde Grofe's orchestra and the choral group of Ed Smalle will succeed the Philadelphia orchestra on the 10 to 10:30 P. M., E. D. S. T. period on CBS sponsored by the association of banks, effective June 4. The contract is for 10 weeks. The Wessel Co. is the agency.

Maddox on 100th Program

SAN FRANCISCO, May 20.—Dean Maddox will air his 100th amateur broadcast Saturday night over KFRC, with 15 of his outstanding discoveries as guest artists. Maddox conducts the program as "Buddha," a name attached by an amateur during his first program two years ago.

"Cassandra" Once Weekly

HOLLYWOOD, May 20.—Beginning Tuesday, "Cassandra" will be aired to Pacific Coast listeners of CBS in one-half hour period weekly, in place of the three weekly one-quarter periods which have prevailed until now. The new period is 5 to 5:30 P.M. P. S. T.

KYA Starts Transmitter May 27

SAN FRANCISCO, May 20.—KYA will inaugurate use of its new 5,000 watt transmitter May 27, with a special program directed to five stations of the California Radio System.

Jell-o, Everybody!

Switchboard operators at the various General Foods offices are now greeting telephone callers with the salutation:

"Jell-O—General Foods"

The innovation is at the specific instruction of Arthur C. Unger, vice-president and sales manager, who in his letter to district sales managers stated: "Please instruct each operator to say "Jell-O" distinctly, and then pause slightly before saying "General Foods." This will inspire considerable word of mouth publicity and comment. . . . "

Radio

Programs Shifted in "Gold Medal" Series

The program features of the hour-length "Gold Medal Features" on CBS will be readjusted, effective May 24. The new schedule follows:

Mondays through Thursdays: "Betty and Bob," 10 to 10:15 A. M.; "Hymns of All Churches," 10:15 to 10:33 A. M.; "Betty Crocker," 10:27 to 10:33 A. M.; "Modern Cinderella," 10:33 to 10:48 A. M., and "John K. Watkins," 10:48 to 11 A. M.

Fridays: "Betty and Bob," 10 to 10:15; "Betty Crocker," 10:15 to 10:30, and following a three-minute musical interlude, "John K. Watkins," from 10:48 to 11 A. M.

All times are E.D.S.T. The agency is Blackett-Sample-Hummert, Inc.

Arrange Speedway Coverage

Indianapolis, May 20.—Organization of radio coverage of the 500-mile Speedway race May 31 has begun. Ken Fry, NBC central division special events director, has been making arrangements for his network, and CBS and MBS arrangements are expected soon. Both the locals, WIRE and WFBM, will devote at least five hours on race day to the classic and have begun broadcasts of time trials from the track. Peter De Paolo, who was national racing champion in 1925 and 1927 and winner of the 500 in 1925, will join forces with Len Riley, WFBM sports announcer, on race broadcasts. The two are limbering up by announcing the trials over WFBM this week.

Principal Forms Radio Dept.

Hollywood, May 20. — Principal Prod. has organized a radio department under Louis Hyman. Writers already assembled include Gertrude Berg, author and producer of "The Rise of the Goldbergs"; Forrest Barnes and Clay Osborne. Players under contract to Principal for film work include a number active in radio as well and embrace Bobby Breen, Marion Claire, Smith Ballew and Glenn Morris.

Firestone to Stay on Air

The "Voice of Firestone" will not leave the networks, as has been reported. The program has been renewed for 52 weeks through Sweeney and James, the agency handling the account. Richard Crooks, however, will leave the program for the summer months, with Margaret Speaks, the Firestone Chorus and the Wallenstein orchestra carrying on. Crooks will return to the series in the fall.

"Flags" on Lux Program

Herbert Marshall and Olivia de Havilland will enact the principal roles in a radio version of "Under Two Flags" in the Lux "Radio Theatre" May 24. Others in the cast will include Lupe Velez and Lionel Atwill.

Don Martin Leaves WIP

Philadelphia, May 20. — Don Martin leaves the WIP announcing staff this week. Replacing him will fe Kenneth Miller, of WRAW, Reading, Pa.

Short Wave Station Is Planned by G. E.

San Francisco, May 20.—General Electric Co. has plans for a new 20,000-watt international short wave station, to be located at Belmont, 25 miles south of here. Programs would be designed for Chinese and Japanese dialers in the far east. Native languages will be used, with announcements also in French and English. The site chosen is adjacent to KPO's 50,000-watt transmitter in the salt marshes.

KFRC Signs with Union

Los Angeles, May 20.—Lewis Allen Weiss, general manager of the Don Lee network, says a five-year contract has been signed with the technicians of KFRC, San Francisco, granting them a 40-hour week, two weeks' vacation yearly with pay and other concessions.

Predicts Set Sale Gain

Chicago, May 20.—H. C. Bonfig, RCA Victor general sales manager, predicted a substantial increase in sales of radio receiving sets for 1937 yesterday at the annual convention of RCA radio wholesalers. He stated also that production and advertising plans have been increased 25 per cent in anticipation of the increase in business.

Guizar Has Busy Schedule

Tito Guizar, CBS singer, has been set for a busy summer campaign. Guizar will leave for Mexico City next week to begin work on a Mexican film, then on to South America for a concert and radio tour, and thence to California where he will appear in Paramount's "Big Broadcast of 1938."

"Fiesta" Switches to Tuesday

Hollywood, May 20.—"Fiesta," formerly broadcast over KNX and the Pacific network of CBS on Wednesday, moves to a Tuesday night period beginning tonight and will hit the air waves from the CBS Vine St. Theatre instead of the studio. This is a half hour show starting at 10 P.M., P.S.T.

Postpone "ABC of NBC"

The Saturday broadcast of the "ABC of NBC" featuring Roy Witmer's address on the function of the sales department in radio, has been postponed one week, to enable the network to carry a broadcast from the eclipse expedition now in South America.

Fay Wray Fischer's Guest

Hollywood, May 20.—Fay Wray will be guest on George Fischer's "Hollywood Whiskers" show tomorrow. The program runs 15 minutes beginning 6:15 P.M., P.S.T., and is heard over the national Mutual web. The local outlet is KHJ.

Agency Signs Harry Horlick

Harry Horlock, recently returned from a world cruise, has been signed under exclusive management of the Rockwell-O'Keefe Office.

Film Leaders to Be At the AIC Banquet

Hollywood, May 20.—The studios will be well represented at the fourth annual banquet of the American Institute of Cinematography, affiliated with the University of Southern California, next Friday in the foyer of Town and Gown on the Trojan campus. Speakers will include Adolph Zukor, Cecil B. De Mille, Boris Morros, Howard Estabrook, Dr. Lee de Forest and Slavko Vorkapich. Estabrook will be master of ceremonies and Coningsby Dawson, novelist, will talk on "Hollywood, a Post-Graduate Course for Novelists."

Patrons and patronesses of the Institute include Jack Warner, Sam Wood, Dr. and Mrs. A. H. Giannini, William Dieterle, Walt Disney, Albert E. Smith, Frances Marion, Max Factor, Harry Cohn, Paul Kohner, Jesse L. Lasky, Darryl F. Zanuck and Walter Wanger.

Writers See "Galahad"

Warners played hosts yesterday at the home office to a group of New York sports writers and boxing personalities at a screening of "Kid Galahad." Included in the group were Jimmy Johnston, boxing promoter; Benny Leonard, Frank Graham, sports editor, New York *Sun;* Sid Mercer, *American;* Harold Conrad, *Eagle;* Ned Brown, formerly with the New York *World;* Frank Wallace, sports writer and author of the film's story; Arthur Mann, Graeme Lorimer and Dan Morgan.

Weiss Starts 4 Serials

Hollywood, May 20.—Louis Weiss, Columbia producer, has launched the first of a series of four serials for that company with the start of production on "Frank Buck in the Jungle."

The cast is headed by Buck, Reginald Denny, Esther Ralston, Charlotte Henry, William Bakewell, Clarence Muse, Duncan Renaldo, Snub Pollard, Willie Fung and Sacha Sienel, the latter a noted African explorer.

Dick Merrill Is Signed

Hollywood, May 20.—Dick Merrill, transatlantic flyer, has been signed for pictures by Lou Irwin, agent.

Katherine ("Sugar") Kane has been placed with Major Prod and Eddie Garr, comedian, with Universal for "Scoop" which goes into production Friday. These deals were also closed by Irwin.

To Produce Stamp Short

Captain Tim Healy, creator of the Stamp Club of the Air which is heard over the NBC coast-to-coast hookup, has formed Postage Stamp Movies, Inc. The company will produce a series of shorts to be called "Adventures in Stamp Lands." The first release will be ready shortly.

Next Lloyd Film Ready

Hollywood, May 20. — Harold Lloyd plans to start production within six weeks on his next film for Paramount release, "Professor Beware." The screenplay was written by Jack Cunningham from an original by Francis and Marian Cockrell.

Lang to Marry Orsatti

Hollywood, May 20.—June Lang, performer, and Victor Orsatti, agent, will marry May 29.

Variety Club

Cincinnati

Cincinnati, May 20. — The big event of the current week will be the fourth anual supper dance tomorrow night at the Pavillon Caprice in the Netherland Plaza, for which Arthur M. Frudenfeld, main guy of the entertainment brigade promises some unusual talent. Ralph Kinsler, in change of reservations, predicts a sellout.

New members on the local roster include Paul Sullivan, news commentator of WLW, resident; Edwin W. Sonz, Theatre Poster Supply Co., semi-resident, and Lou Lichenstein, auditor 20th Century-Fox, New York, non-resident.

Harry Donau, formerly assistant steward, who recently went with the local Paramount exchange, is back at the tent as steward, succeeding Clarence Williams, resigned. Ray Sanders remains as assistant.

Joe Goetz, has taken up camera work as pastime.

Pittsburgh

Pittsburgh, May 20.—Variety Club is planning a testimonial and farewell dinner in honor of Ben Kalmenson, who has just been made eastern district sales manager for Warners and will shortly move his headquarters from Pittsburgh to New York.

No date has been set for the affair, but it will be announced in a few days by Harry Seed, Warner-First National branch manager here, who is chairman. It will be the second such dinner for Kalmenson here in less than a year. Last July he was similarly honored after quitting as Harry Kalmine's assistant in the theatre department to become sales head in the central division.

Commonwealth Meet Set

Kansas City, May 20.—C. A. Schultz, executive head of Commonwealth Theatres, has set the spring convention for May 25 and 26 at the Blue Hills Country Club. Principal item of discussion will be plans for the circuit's annual King of the Sun contest, which each year starts about June 1 and ends with a fishing and outing trip on the Lake of the Ozarks.

G. N. Adds Sound Stages

Hollywood, May 20.—Two new sound stages are being added to Grand National's current five, now in operation. Five office bungalows to house executives and various departments are also nearing completion.

Glass Production Head

Hollywood, May 20.—Gaston Glass, who was leading man for Victor Schertzinger several years ago, has joined that producer's unit at Grand National as production manager.

Flash Previews

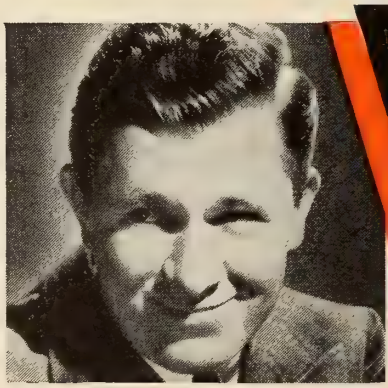
"There Goes My Girl"—Another of those boy-and-girl-newspaper-reporter stories—not the best, and yet not the worst. Gene Raymond and Ann Sothern.

"Come On, Cowboy"—For those who like westerns, an amusing 58 minutes. Enlivened by some good humor.

These films will be reviewed in full in a coming issue of Motion Picture Daily.

IT'S A SCORCHER!

SLIM



Screen's first showing of the 'Hot-Wire Men' of America—the bravest bunch of die-hard-and-love-easy heroes that have hit the celluloid since 'Ceiling Zero'—and they're played to the hilt by

PAT O'BRIEN
HENRY FONDA
MARGARET LINDSAY
STUART ERWIN

J. Farrell MacDonald • Dick Purcell • Joseph Sawyer • Craig Reynolds • John Litel • Jane Wyman • Directed by Ray Enright

The Prince and the Pauper → The Go-Getter → Kid Galahad → Slim → And So On Into 1937-38 with

WARNER BROS.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 120 NEW YORK, SATURDAY, MAY 22, 1937 TEN CENTS

Production to Feature Meet Of S.M.P.E.

Visits to Coast Plants Part of Program

HOLLYWOOD, May 21.—Production technique will be the chief subject of discussion at the annual spring convention of the Society of M. P. Engineers, which will open at the Hotel Roosevelt here on Monday, and will run through Friday, May 28. Studio equipment and new methods in production will occupy a large part of the time of the delegates, including visits to various studios.

Special sessions are planned on television, color, acoustics, sound and laboratory practice, among others. Homer Tasker, past president of the S.M.P.E., and head of the Universal sound department, has arranged an

(Continued on page 4)

Roxy Hearing Put Over Until June 4

A hearing on a motion to confirm the report of Special Master Addison S. Pratt which recommended approval of the amended plan of reorganization for the Roxy with only a minor modification was adjourned yesterday to June 4 by Federal Judge William Bondy. Objectors to the report were instructed to file briefs with the court by May 27.

Indications are that with the adjournment of the hearing, confirmation of the plan will be delayed beyond July 1, the date specified by 20th Century-Fox as a condition of its reorganization offer. It was stated unofficially, however, that the company

(Continued on page 4)

Michigan Allied to Battle Censor Bill

DETROIT, May 21.—Several film bills in the State Legislature will be fought by Allied of Michigan during the closing weeks of the session. One calls for state censorship with a board of three to be appointed by the Governor, salaries of the members to be paid out of a charge to be assessed against distributors.

Another provides for closing all theatres in the state which, by Sept. 1 next, do not have concrete floors, wall bases, entrances and stairways.

A third would bar all advertising reels except trailers, and others are a bill providing for dog racing and one calling for a 40-hour week for women workers.

Jack Connolly Leaves Pathe; Ullman Named

More Changes Believed To Be Impending

Jack S. Connolly, general manager of Pathe News and associated with the company in editorial and executive capacities for the past seven years, resigned yesterday. His duties will be taken over by Frederick Ullman, former head of the Pathe News commercial film department, who was elected vice-president and a director of the company on Thursday. Ullman becomes the active management head of the company.

It was reported yesterday in official quarters that several other changes either were imminent or had occurred already on the editorial staff. Details, however, were not diclosed.

Connolly's resignation followes that of Courtland Smith, former Pathe News president, who was succeeded

(Continued on page 3)

Diplomats to Speak Via CBS Short Wave

Six South American envoys will participate in the CBS salute to Latin America through the facilities of the network's new short-wave station, W2XE, May 25, from 7 to 8 P. M., E.D.S.T. The program will be broadcast over W2XE only.

The envoys, who will speak from Washington, represent Argentina, Brazil, Chili, Mexico, Peru and Columbia. Others who will participate are Xavier Cugat's orchestra, Bidu Sayao, Carlo Morelli, vocalists; Dr. Leo S. Rowe, director of the Pan-American Union and Alberto Salanea, CBS South American commentator.

Big Acts Signed for Cleveland's Exhibit

CLEVELAND, May 21.—An impressive array of radio talent has been booked for performances in Radioland at the Great Lakes Exposition this summer. Art Cook, assistant director of Radioland, has been in New York for weeks booking acts from the major chains.

Acts definitely booked are: Guy Lombardo's band; the Carborundum Band; the "Fireside Recital"; "Stainless Show," with Mario Cozzi; Fibber McGee and Molly; "The Singing

(Continued on page 4)

More Radio—Page 4

WIDE INQUIRY OF FILMS IS SOUGHT

I.A.T.S.E. Promises Strike Settlement

HOLLYWOOD, May 21.—The I.A.T.S.E. today delivered an ultimatum to producers and striking units of the F.M.P.C. that the I.A.T.S.E would settle the strike on its own terms. As regards the jurisdictional dispute, it warned the studios that it would strike on their lots and in the theatres if the F.M.P.C. were recognized without I.A.T.S.E. approval.

George Browne, I.A.T.S.E. president, issued a long statement hitting Charles Lessing, F.M.P.C. secretary, and "Communist agitators." Browne said company union charges against I.A.T.S.E. are libels. "Neither the local painters nor other misguided labor organizations still clinging to the recklessly-called outlaw strike

(Continued on page 3)

Studios Hold Pace In Face of Strike

HOLLYWOOD, May 21.—Production continues to maintain the pace of the last few weeks in the face of strike conditions involving nine crafts. Six new features were started, 40 were shooting, five were completed, 16 preparing and 76 editing. Last week, the comparable figures showed eight under way, 39 shooting, six completed, an identical number in preparation and 71 editing.

Columbia has one shooting, two preparing, nine editing and one completed; Goldwyn Prod. had three, zero and zero; M-G-M, six, two and

(Continued on page 3)

Expect 800 Men at 20th-Fox Sessions

More than 800 delegates are expected to attend the annual sales convention of 20th Century-Fox, which will open at the Ambassador Hotel in Los Angeles on May 31 and run four days.

The men will travel on four special trains, the New York group of 175 leaving here May 26. John D. Clark, general sales manager, will open the meeting on Monday, May 31, with an address of welcome, and the rest of the day will be devoted to conferences on the outdoor series, Movietonews and shorts. E. W. Hammons, Educational president, will disclose next

(Continued on page 4)

Texas Congressman Asks Seven-Man Committee To Conduct Probe

By **BERTRAM F. LINZ**

WASHINGTON, May 21.—An investigation delving into every phase of the film industry is proposed in a resolution introduced in Congress by Representative Dies of Texas.

The inquiry, which would be conducted by a special seven-man House Committee, would investigate particularly whether monopoly or monopolies, unfair trade practices or cutthroat competition exist in the industry and, if so, what individuals, corporation or groups are guilty of such practices.

The committee would also study the activities of members of various organizations of exhibitors, distributors or producers "to monopolize business, to prevent competition, to promote legislation" and would ascertain the

(Continued on page 3)

U.S. Ticket Tax Up To $1,589,682 Mark

WASHINGTON, May 21.—Federal admission tax collections in April reached the highest figure touched since last December at $1,589,682, an increase of nearly $50,000 over the March total of $1,539,408 and $323,000 above the April, 1936, collections of $1,266,425, it was reported today by the Bureau of Internal Revenue.

For the first four months of the current calendar year, collections amounted to $6,108,119 against $5,386,350 for the same period in 1936, an increase of $721,769, while for the first 10 months of the fiscal year ending on June 30 receipts were $16,328,297 compared with $14,261,221, an increase of $2,067,076, the bureau announced.

M-G-M, Randforce Talk Franchise Deal

Negotiations were begun yesterday between M-G-M and Randforce executives on a product deal for next season. Attending the meetings at the M-G-M headquarters were Sam Rinzler and Louis Frisch of the independent circuit and William F. Rodgers and William A. Scully of M-G-M.

The deal being discussed is for one year and will include Randforce's entire Brooklyn circuit.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 22, 1937 No. 120

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year 6 in the Americas, and foreign $12. Single copies: 10 cents.

Separate Reports on Moyne Plan Expected

By BRUCE ALLAN

LONDON, May 21.—It is seen as possible now that three separate delegations will wait upon Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade on May 26, with the opinions relative to the Moyne suggestions for revision of the Films Act of the Cinematograph Exhibitors' Ass'n, the Kinematograph Renters' Society and the Film Group of the F.B.I. Originally it was intended that a joint delegation should confer with Burgin.

It is rumored that the circuits are dissenting from the C.E.A. policy, threatening to break away, but such an action would not affect the council's decision on the quality clause in the quota act, which was carried by a 10 to one majority. The dominating factor lies in the fear of the independents that the K.R.S. plan for cost reduction on the quota would result in a serious shortage of product for the small exhibitor.

"Gun" Tallies $27,000

"They Gave Him a Gun" tallied approximately $27,000 in the first week at the Capitol. The Roxy ended a week of "Talk of the Devil" with $22,000.

◂ Purely Personal ▸

GEORGE WEEKS, general sales manager for G.B., leaves today for Hollywood by car and will attend the 20th Century-Fox convention. He plans to return in time for the G.B. regionals, first of which will be held in New York.

●

SYLVIA FROOS, who has been appearing in vaudeville abroad, returns next week on the *Paris*. She is a sister-in-law of EMANUEL SILVERSTONE, American representative for ALEXANDER KORDA.

●

CHARLES KULLMANN, Metropolitan Opera tenor, has been signed by SAMUEL GOLDWYN for "Goldwyn Follies of 1937." He is due on the coast Sept. 1.

●

JOE WEIL leaves Hollywood by plane today for Galveston. While at the Universal studio he completed exploitation plans for "The Road Back."

●

HAROLD HENDEE, RKO research director, on Thursday addressed the Chiropean, Brooklyn women's club, on the processes of building authenticity into motion pictures.

●

JACK COHN, ABE MONTAGUE and ABE SCHNEIDER return today from the coast to line up plans for the Columbia annual sales convention.

●

MARTY SOLOMON, Indianapolis branch manager for Columbia, left for his headquarters yesterday after a Miami vacation.

●

LINTON WELLS will leave for the coast June 16 to attend the U. A. regional meeting and for conferences with SAMUEL GOLDWYN.

●

NED E. DEPINET will fly to Galveston on Tuesday, to attend the Hoblitzelle-Interstate convention.

●

SAM MARX, scenario head for SAMUEL GOLDWYN, is due from the coast next week.

●

IRVING BRECHER, who worked on MILTON BERLE'S picture for RKO, has returned from the coast.

●

EDDIE CARRIER of M-G-M returned yesterday from Washington.

●

NEIL AGNEW arrives today from the coast after a stopover in Chicago.

HERSCHEL STUART, treasurer of Monogram, will leave for Washington today to close a deal with LOU GOLDER for sub-leasing the latter's Hollywood Film Exchange space for the new Monogram office.

●

DAVID SELZNICK headed a Hollywood-bound party on the Century yesterday, which included MRS. SELZNICK, IRVING and MRS. BERLIN, MRS. JOHN HAY WHITNEY, WILLIAM WELLMAN, BEN HECHT, BARBARA KEON and ROBERT CARSON.

●

HERBERT GRIFFIN, vice-president of International Projector Corp., is en route to the coast for the S.M.P.E. convention. EARLE G. HINES, president of General Theatre Equipment, leaves for the meeting Monday.

●

OSCAR DOOB'S hobby is keeping a collection of telegrams, cables, letters and stories in which his name in misspelled. The wrong names run from Mr. Boob to Mr. Dook.

●

MILTON BERLE, "disguised" by a shock of blond curls, tried thus to duck a mob of admirers at the Penn Station yesterday. The ruse failed.

●

CHARLES SKOURAS, MIKE and MRS. ROSENBERG, have left for the coast. MRS. SKOURAS and daughter are staying on a while longer.

●

HARRIET HOCTOR, dancer, will spend Memorial Day in Hoosick Falls, N. Y., her home town, after which she will come down to Manhattan.

●

LON COX, assistant to ELMER C. RHODEN, Fox Midwest head, is in from Kansas City for a brief visit.

●

KITTY KELLY flew in from the coast yesterday. She is stopping at the Ambassador.

●

HENRY RANDEL of Paramount left for the coast yesterday.

●

SAM ABERMAN will celebrate another birthday today, quietly.

●

HOWARD DIETZ is back from the coast.

●

CARY GRANT is vacationing here.

Dog Racing Bill Vetoed

ALBANY, May 21.—The Hall dog racing bill was vetoed by Governor Lehman today on the ground that the pari-mutuel betting the bill seeks to establish is unconstitutional.

Local major and independent circuit interests expressed satisfaction yesterday over the veto by Governor Lehman of the dog racing bill. During the past few weeks, plans were being made to open tracks in White Plains and Long Island, but these will be discarded now that the bill is dead.

Install 1,148 New Units

Domestic installations of Mirrophonic sound equipment to April 15 totaled 883 units. The new equipment has been placed in 265 foreign locations. The total to date is 1,148.

Paul Price Quits M-G-M

HOLLYWOOD, May 21.—Paul Price of M-G-M's publicity department quits this week to go to New York. Morton Thompson has been added to the department.

Knopf to Return June 1

HOLLYWOOD, May 21. — Edwin Knopf, M-G-M story head, has cabled from Rome that he will return by June 1.

RKO Acquires "Time"

Film rights to the current stage play, "Having Wonderful Time," were acquired yesterday by RKO Radio Pictures at a reported price of $100,000. Pandro S. Berman will produce the picture with work scheduled to start on it early in the fall.

Arkansas ITOA Meet To Start Tomorrow

LITTLE ROCK, ARK., May 21.—"The most important convention of the past five years" was the forecast of J. F. Norman, secretary, for the semi-annual convention of the I.T.O.A. of Arkansas to be held at the Hotel Marion here Sunday and Monday.

Uniform utility and power rates for all theatres and election of officers are expected to be the major subjects before the convention. Harry Brandt, president of the I.T.O.A. of New York, and a representative of Allied, are expected to attend.

L. F. Haven, president, will preside. Registration starts Sunday morning and showing of new films will be held at a local theatre. Business meetings will be held Monday morning with election of officers in the afternoon. A banquet and dance will close the convention.

Michigan Men to Attend

DETROIT, May 21.—Allied of Michigan will be well represented at the national Allied convention in Milwaukee on May 26-28. Among the local members who will attend will be Fred Delodder, Sr., H. M. Richey, Fred Delodder, Jr., J. C. Ritter, Tom Eland, P. C. Schram, Ray Branch, Jerry Schneider, William Steffes, Arthur Robinson, Frank A. Wetsman, Alex Schreiber, George Wilber and Joseph Portell.

Most of them will make the trip to Milwaukee by auto, leaving Tuesday morning, although several, including Richey, intend to fly.

Cinema Arts to Make Appearance in June

Cinema Arts, new monthly film publication, will make its appearance early in June. Published by Albert Griffith Grey, brother of D. W. Griffith, the magazine will be of the size of *Fortune*, and will sell at 50 cents per copy. Paul F. Husserl, former managing editor of "The March of Time," editor, declared: "There is definitely a large, literate film public which wants to read about its favorite star . . . without having to wade through articles, some of which are written for a six-year-old mind."

John D. DeVine is associate editor; Pamela Pratt Forbes, fashion editor; Marion Martone, picture editor, and J. S. Seiden, art director. E. A. Tropp is executive vice-president and general manager, and Bernard Palmedo fills the office of circulation manager.

Bernstein Sells 2,000

WASHINGTON, May 21.—Sale of 2,000 shares of Loew's common by David Bernstein, New York, officer and director, during March, was reported tonight by the S.E.C. in its semi-monthly summary of the stock transactions of corporation officers and directors.

At the close of the month, the report showed, Bernstein held 13,680 shares of the stock.

Rubin Off to Budapest

LONDON, May 21.—J. Robert Rubin, Loew vice-president, left today for Budapest where he is due Sunday. Before leaving here he telephoned Louis B. Mayer in Hollywood on company business matters.

Film Inquiry Is Proposed In Congress

(Continued from page 1)

total membership of such organizations, the amount of money raised by each and the salaries paid to officers, and the amount expended, if any, "for propaganda purposes to bring about discriminatory legislation."

The probe further would consider whether producer ownership of stock or other interest in exhibitor corporations tends to create monopoly and results in unfair competition, and whether producers should be prohibited from engaging in exhibition.

Also to be probed is whether any of the producers and distributors have adopted the uniform contract, withholding of product from independent houses, allocation of product to controlled theatres, unfair and unreasonable zoning and protection, compulsory block booking and blind selling, forcing out of business and acquisition of independent theatres or other unfair practices and, if so, the appropriate steps that should be taken to correct this condition.

Many Incidental Considerations

Other subjects outlined for investigation are the efforts, if any, of certain theatres to cut the price of admission below what is reasonable and fair in order to eliminate competition and whether such cut-throat competition results in inferior quality of pictures and in lower wages to employes; the efforts of theatre-owning producers to regulate the admission prices of independent exhibitors by limitation of contracts and by withholding films for unreasonable periods from low-admission houses; the relations—corporate, contractual and otherwise — between producer-distributors and the manufacturers of reproducing equipment, the music publishing houses and trailer manufacturers; the effect on the independent exhibitor and the public of percentage playing, compulsory designation of playdates and other conditions imposed on the producer-distributors, and the special favors granted to the producer-owned, controlled and affiliated theatres and the discriminations practiced against independent theatres, together with the activities of independents through their associations and organizations to monopolize the business of exhibition so as to be able to dictate to producers on terms and conditions under which their product shall be run and to promote discriminatory legislation.

Production Also to Be Probed

Also to be studied are whether producers must have some dependable outlet for their product in order to insure continuous production on a high-grade basis and whether the present practices of producers tend to stabilize the entire industry and insure to the independent better pictures, a more dependable supply and fairer admission prices; and what legislation, if any, is needed to correct the abuses in the industry and restore fair-competition conditions if it is found that such conditions do not exist.

The special committee would be authorized to request the cooperation of the Dep't of Justice or other Government agencies in the making of investigation, including access to the department's files. Hearings could be held at such points throughout the country as the committee might find desirable and could be conducted during the recess of Congress.

Seeks Extension of Federal Ticket Tax

By CLARENCE LINZ

WASHINGTON, May 21.—A two-year extension of the present Federal admission tax is provided in a joint resolution introduced in the House of Representatives by Congressman Doughton of North Carolina, Chairman of the Ways and Means Committee.

All other "nuisance" taxes also would be continued, as well as the three-cent postage rate for first-class mail other than in the city of mailing.

The introduction of the legislation by the Chairman of the Ways and Means Committee gives it the status of an Administration measure. Under the resolution, the admission tax would be continued until 1939.

Congressman Told of Kansas City Protest

KANSAS CITY, May 21.—The Kansas City, Kan., Chamber of Commerce has forwarded a seven-page brief to Congressman U. S. Guyer reviewing the city's complaint against the clearance which deprives it of first runs day and date with Kansas City, Mo. The chamber is urging Congress to pass a law to prevent discrimination by distributors. The chamber in the brief asks Congressman Guyer to appear personally before the proper Congressional committee to plead the city's cause, promising him, if he wants it, a committee to testify in any investigation.

The protest to Washington followed a letter from Guyer requesting from the chamber a report on the clearance situation.

Pass Missouri Tax Bill

JEFFERSON CITY, Mo., May 21.—The state Senate has passed Governor Stark's two per cent sales tax bill which is designed to raise more than $36,700,000 for unemployment relief, old age pensions and other emergency purposes during the next 19 months. The measure now goes back to the House for concurrence with the Senate amendments.

Two Tax Bills in Florida

TALLAHASSEE, Fla., May 21.—Two amusement tax bills were introduced in the Florida House today. The first proposes a tax of 1½ cents on each 10 cents or fraction paid for admittance to theatres. The second measure levies a tax of 10 per cent on the gross receipts of night clubs, theatres and circuses.

Expect Sunday Film Test

THOMASVILLE, Ga., May 21.—A court test of the Sunday film ban here is expected following the opening of his house last Sunday by Nat Williams. A recent referendum resulted in a vote of 358 for Sunday films out of 399 cast, but opponents declared that the rest of the 2,300 registered voters who refrained from voting on the request of local church groups, should be considered to have opposed the measure.

Studios Hold Pace In Face of Walkout

(Continued from page 1)

three; Paramount, eight, five and 10. On that lot, at the same time "This Way, Please" and "Let's Talk of Love" went before the cameras. Republic had one, one and seven; RKO, four, two and five; Roach, one, zero and one; Selznick International, zero, one and one; 20th Century-Fox, seven, one and one; Universal, two, zero and three; Warners, six, and one and 29.

In short subjects, 12 were being edited, seven preparing and two shooting while two more started. Columbia started one, had one in work, two preparing and four editing; M-G-M, zero, zero, two and four; RKO, one, one, two and three; Roach, zero, zero, one and one; and Warners, nothing in any group.

New features launched were "This Way, Please" and "Let's Talk of Love" at Paramount; "A House in the Country" at RKO; "Haidi," "Too Much Limelight" and "Wild and Woolly" at 20th Century-Fox.

Finish Discussions With Phila. Union

Home office distribution executives yesterday concluded negotiations with representatives of the I.A.T.S.E. and the Philadelphia Exchange employes' union.

Every major company was represented at the union sessions which were continued from Thursday. Representing the I.A.T.S.E. were Louis Krouse, vice-president, and M. Gatley, in addition to a committee for the Philadelphia local.

Talks with representatives for New Haven, slated for yesterday, were put over until Monday.

Form Seattle Theatre Union

SEATTLE, May 21.—Three hundred ushers, doormen and cashiers in local theatres have affiliated with the I.A.T.S.E., according to Basil Gray, business agent of the Stage Employees' Union, Local 15. O. M. Jacobsen, international representative of the I.A., conducted the organization campaign here. Frank P. Hood, theatre executive, was elected president of the new group.

Seek Omaha Exchange Union

OMAHA, May 21.—Two members of the local operators' union have been calling on branch managers here informing them that steps will be taken toward unionizing employes. Actual enrollment and presentation of demands is not expected before next week.

Start Atlanta Union Drive

ATLANTA, May 21.—The I. A. T. S. E. invaded this city this week, calling a meeting of exchange shippers and poster clerks as the opening move in an organization drive.

Plan English Wage Talks

LONDON, May 13.—Laboratory companies will meet a delegation of the Ass'n of Cine-Technicians shortly to discuss wages and working conditions. The conference was arranged by M. Neville Kearney, secretary of the Film Group of the F.B.I., after a strike threat had been made by the A.C.T. on the question of recognition.

Jack Connolly Leaves Pathe; Ullman Named

(Continued from page 1)

by Ned E. Depinet, by one day. Connolly has been associated with Smith for many years. The two were in early newspaper work together and when Smith became the first secretary of the M. P. P. D. A., Connolly also entered the industry as Washington representative for that organization. When Smith became associated with Fox Film Corp. in 1926, and organized Fox Movietone News subsequently, Connolly also became associated with the company and in 1929 was made European representative for the reel. Later, he was made general manager of Pathe News when Smith became president of the company.

Connolly returned from London on the *Normandie* last Tuesday with Pathe's newsreel footage on the Coronation. It was assumed that he would join Smith in a new endeavor, reported to be either in the television or radio field.

I.A.T.S.E. Promises Strike Settlement

(Continued from page 1)

will ever receive the slightest recognition in industry until purged of Comrade Charles Lessing and the inner circle of Communist trouble makers. The I.A.T.S.E, standing on its own proved jurisdictional rights, against the F.M.P.C. ringleader, claims as unsubstantiated the F.M. P. C. rumors and reports of expected support Monday from the A.F.L. These are outright lies issued in an attempt to trick members and the public," the Browne statement concluded.

Joseph M. Schenck, chairman of the Producer Negotiations Committee, also hit Lessing, calling him the chief obstacle to an immediate end of the walkout and claiming that all crafts are deserting him except the painters, scenic artists and makeup men, "whose total number 475." Schenck states that producers have no control over the strike situation now as the issue is primarily one of A.F.L. jurisdiction.

The deadline for the independents' signing of the F.M.P.C. agreement has been extended indefinitely by the strikers, their reason being that the producers asked more time. It is understood that pressure from the majors on the independents' laborers today started a return to work subject to call at 75 cents per hour.

Union Rivalry in France

PARIS, May 13.—Rivalry is seen here as developing between the Film Workers' Syndicate and the Technicians' Syndicate, separate units within the French Trade Unions. There were 80 delegates of the first group at a recent meeting here, said to represent 6,000 workers.

The Technicians, who refused to participate, will hold their own meeting on May 25. The rivalry is believed of political origin.

Radio

CIO and Colonial at Odds Over a Program

BOSTON, May 21.—The C.I.O. and John Shephard, owner of the Colonial network, were at odds today as a result of the network's action in insisting on preceding and following an hour C.I.O. broadcast here with a repudiation of the C.I.O. and its methods.

Because of this action John L. Lewis and other C.I.O. leaders, who had paid for an hour's time on the network, cancelled the broadcast.

In a complaint to be filed with the F.C.C., the C.I.O., it is announced, will test whether radio owners may interject personal opinions into paid radio programs.

The Textile Workers' Organization Committee, C.I.O. affiliate, had contracted for the broadcast with the Colonial network at a mass meeting in Lawrence, Mass., at regular commercial rates. Those who had been scheduled to speak included Lewis, C.I.O. chairman and Sidney Hillman.

Theatre Men to Broadcast

Brock Pemberton, producer, and Lawrence Langner of the Theatre Guild will speak over CBS in connection with the first anniversary of the National Convention of the American Theatre, May 24, from 6:15 to 6:30 P. M., E.D.S.T. Both speakers are members of the advisory board of the American Theatre Council, which is sponsoring the convention.

Hollingshead Joins Morner

Melvin A. Hollingshead, an executive with Campbell-Ewald for the past 15 years, and for the past two years vice-president in charge of radio in the New York office, has resigned to become a partner and vice-president of Morner Prod., local radio production film.

"Plainsman" on Lux Hour

Gary Cooper and Jean Arthur will re-enact scenes from their recent picture, "The Plainsman," on the Lux "Radio Theatre" over CBS May 31. Sidney Skolsky, Hollywood columnist, will speak between acts.

Big Acts Signed for Cleveland's Exhibit

(Continued from page 1)

Lady"; Cleveland's own Betty Winkler, known on the air as "The Girl Alone"; "Sealtest Party," with Tom Howard, George Shelton, Jane Pickens and James Melton; the Cycle Trades program; Ben Bernie, Johnny, the Call Boy, Jr., and a United Broadcasting Co. show.

In addition, stations in the Great Lakes area will offer presentations. The list includes: CFRB, Toronto; WLW, Cincinnati; George Heid's KDKA unit from Pittsburgh, and Joe Ferte's WBNS show from Columbus. Cleveland's stations, WTAM, TGAR, WHK and WJAY, also plan programs.

Ask Two New Stations

WASHINGTON, May 21.—Applications for two new broadcasting stations today were submitted to the F.C.C.

The applications cover the proposed construction of stations at Phoenix, Ariz., by Earl A. Nielson, to operate on 1,210 kilocycles with 100 watts power, and at Los Angeles, by the Hebrew Evangelization Society, to operate on 1,570 kilocycles, with 1,000 watts power.

An application of Martin R. O'Brien for a new station at Aurora, Ill., to operate on 1,500 kilocycles, with 250 watts, daytime, has been amended to provide for a frequency of 1,240 kilocycles.

Waring on Bridge Program

Fred Waring's Pennsylvanians will be heard on CBS in a special program May 26, from 6 to 6:30 P. M., E.D.S.T., to commemorate the opening of the new Golden Gate bridge in California. The broadcast will originate in the studios of KNX, Hollywood.

Five-Day Week at Mutual

The office staffs of WOR and the Mutual network will operate on a five-day week beginning next Saturday, they were notified yesterday.

Radio Personals

JOHN PAT, director of WGAR, Cleveland, and Mrs. Pat are in New York preparatory to sailing to Bermuda for a long delayed vacation . . . Ann Leaf, CBS organist, has been booked for a week's engagement at the Great Lakes Exposition the week of May 29 . . . Wayne Randall, NBS's press chief, returned to Radio City yesterday, brown as a berry after a Florida vacation . . . Margaret McCrea has been booked for a "Showboat" guest appearance next Thursday through CBS artists' bureau . . . Art Jarrett leaves here June 12 for a 10-week engagement in Texas . . . Jack Pearl set for a guest spot on the "9 O'clock Revue" on WOR May 30 . . .

◆

Madge Marley has been added to the Al Pearce troupe for a personal appearance tour throughout the country. The tour starts May 28 in Philadelphia and finishes in San Francisco June 29 . . . Sheila Graham, syndicated film columnist, will be a guest on "Magazine of the Air" over CBS May 31 . . . "Martha and Hal" celebrate their fifth anniversary on the air tomorrow . . . Kay St. Germaine will be Jack Denny's vocalist, beginning this week . . . Bill Robinson has been set for the Ben Bernie program June 28. Herman Bernie handled the placement . . . Ted Weems, Anson Weeks and Bernie Cummings will pinch-hit for Henry Busse when the latter leaves the Mar-O-Oil program for three weeks . . . Swor & Lubin return as guests on the Ford "Watch the Fun Go By" program Tuesday . . .

Production to Feature Meet Of S.M.P.E.

(Continued from page 1)

evening's program at that studio, when the complete mechanics of producing a picture, from story selection to final cutting and scoring, will be demonstrated by the various staff department heads.

Officers and members of the board of directors will be the guests of the officers of the Technicians' Branch of the Academy of M. P. Arts and Sciences Monday night at the Hollywood Plaza Hotel. Officers of the Academy and chairmen of other sections also will attend and later the group will view "The Prince and the Pauper" at Warners' Hollywood.

W. C. Kunzmann is convention vice-president; J. I. Crabtree, editorial vice-president; G. F. Rackett, executive vice-president; K. F. Morgan, chairman of the Pacific Coast Section; G. E. Matthews, chairman of the papers committee, and Peter Mole, chairman of the arrangements committee.

The society's semi-annual banquet will be held at the Roosevelt on Wednesday evening, at which addresses will be delivered by several industry figures. A program of entertainment for women visitors has been arranged.

Wolf to Be in Chair

S. K. Wolf will open the convention following the registration of delegates Monday morning. The reports of the membership, papers, progress and historical committees will be heard thereafter. Industry executives will speak at the informal luncheon following the first morning session. The afternoon will be devoted to papers on studio technique and the evening will be spent at the Universal studio, where the delegates will be welcomed by Charles R. Rogers, vice-president in charge of production, and attend a demonstration of production procedure.

Tuesday morning's meeting will be a color session, and the afternoon will feature an instrument session, with a special demonstration at the M-G-M studio in the evening. Wednesday morning will be featured by the acoustics and sound session, and the 20th Century-Fox studio will be visited in the afternoon. The banquet will be held that evening.

Thursday morning will be open for studio visits, and the laboratory and projection session will occupy the afternoon. In the evening members and guests will attend a meeting of the Research Council and the Technicians' Branch of the Academy. Friday, the final day, will feature the apparatus symposium and manufacturers' announcements in the morning, the sound equipment symposium in the afternoon and the television session in the evening.

Blaze Destroys House

WEISER, Idaho, May 21.—The Wheaton here was completely destroyed by fire today. The loss was estimated at $75,000. The blaze, thought to have been caused by defective wiring, was fought by the fire departments of three towns.

Roxy Hearing Put Over Until June 4

(Continued from page 1)

would consent to an extension of the time if necessary. Aug. 1 is regarded as the earliest possible date by which the plan can be confirmed now.

Objections to Pratt's report were voiced yesterday by virtually all groups, although most of the objections were minor ones with the exception of those of the Class A stockholders for whom no provision is made in the plan. A voluntary offer to stockholders of $1 per share, however, was made by 20th Century-Fox. The stockholders contended yesterday that they invested $4,500,000 of an original $10,000,000 Roxy capital and that they would receive only two per cent on their investment. They contended that the Roxy is solvent, that there should be an equity for the shareholders and asked that the trusteeship be continued.

Payment was also asked for the claims of the receivership administration creditors, who were allowed nothing by Pratt. Objections were voiced to Pratt's allowance in full for the claims of equity general creditors whom, it was contended, should receive only 50 per cent.

Expect 800 Men at 20th-Fox Sessions

(Continued from page 1)

season's short subject schedule, and prizes will be awarded in the S. R. Kent drive.

The second day will be devoted to production, with addresses by Col. Jason Joy, public relations director, and Darryl F. Zanuck, vice-president in charge of production. Clark, Joseph M. Schenck, board chairman, and Sidney R. Kent, president, will speak to the men on Wednesday, which will be occupied with distribution matters. Harry Brand and Charles E. McCarthy will address the delegates on advertising, publicity and exploitation. The group will visit the studio on Thursday, the final day.

Wall Street

Light Gains On Board

	High	Low	Close	Net Change
Columbia	34⅜	33	34⅜	+1⅜
Consolidated	3⅛	3⅛	3⅛	.....
Consolidated, pfd..	12¾	12¾	12¾	+ ⅛
Eastman	164	164	164	.....
Eastman, pfd. ...	151	151	151	.....
Gen. T. Equip....	25	24½	25	+ ¾
Loew's, Inc.	80¾	79¾	79¾	+ ¼
Loew's, pfd.	106	106	106	.....
Paramount	20⅜	19½	19⅞	+ ¼
Paramount 1 pfd..	140	140	140	+1
Paramount 2 pfd..	18½	17¾	17¾	— ⅜
Pathe	7	6¾	7	+ ⅜
RKO	8⅝	8⅜	8½	+ ¼
20th Century-Fox.	36¾	36	36¾	+ ¼
20th Century, pfd.	45½	45½	45½	+1
Warner	13⅜	12⅝	13¼	+ ¾

Curb Moves Fractionally

	High	Low	Close	Net Change
Grand National ..	2⅜	2¼	2⅜	— ⅛
Sentry Safety	½	½	½	.....
Sonotone	1⅝	1⅝	1⅝	+ ⅛
Technicolor	29⅞	29⅛	29¼	— ¾
Trans-Lux	4¾	4½	4¾	+ ¼

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's 3½s '46...	98⅞	98¾	98⅞	+ ⅛
Paramount Pict. 6s '55	100⅛	100	100	.....
Warner Bros. 6s '39 wd	95¼	95	95	.....

(Quotations at close of May 21)

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 121 NEW YORK, MONDAY, MAY 24, 1937 TEN CENTS

Australia Is Firm on Quota Stipulations

N. S. W. Premier Insists Law to Be Enforced

By CLIFF HOLT

SYDNEY, May 2 (*By Air Mail Via London*).—The determination of the Government of New South Wales to force American distributors into production in Australia, in order to effect actual compliance with the quota regulations there, is clearly expressed in a statement from the Premier of the state.

"In introducing the quota legislation in 1935 the Government desired to encourage the film industry," he said, "and certain obligations were placed upon the distributors and exhibitors of imported films. Apparently some doubt existed in the minds of a number of distributors, and for this reason exemptions were granted in 1935. The granting of exemptions for 1936 is not to be construed as a precedent.

"The Government looks to the distributors to see that for this year and subsequent years the requisite number

(*Continued on page* 6)

20th-Fox Close to Half Possibilities

Approximately half of the possibilities for 1937-'38 will be sold before the 20th Century-Fox sales convention opens at the Ambassador, Los Angeles, May 31. Several exchanges are said to have reached the halfway mark with Pittsburgh understood ready to chalk up 62 per cent of its quota. Ira Cohen, branch manager, stated he hopes to increase this figure to 70 per cent by the time he arrives in California.

At least 12 exchanges are expected to report to John D. Clark that salesmen have marked up more than 50 per cent of the possibilities as sold. These territories will embrace situations

(*Continued on page* 6)

"U" and G. N. Forces Are Due Back Today

Home office and eastern branch managers and salesmen of Universal and Grand National will return today from the coast after attending sales conventions last week at the Ambassador, Los Angeles.

In both instances, sales forces will immediately begin selling the new lineups.

First Triple Role

Hollywood, May 23.—What is believed to be the screen's first triple role goes to Leo G. Carroll, veteran character actor. He draws the title role in M-G-M's film version of the Will Scott play, "The Umbrella Man," playing an old man, a young male secretary and an unscrupulous thief.

SMPE Opens Its Convention Today

HOLLYWOOD, May 23.—With approximately 150 delegates on deck from the east, and a number of studio technical men invited, the annual spring convention of the Society of M. P. Engineers will get under way tomorrow morning at the Hotel Roosevelt, with an important series of papers on various technical phases of industry operation on the agenda.

The convention will run from tomorrow through Friday, and a lengthy list of papers are on the schedule for delivery at morning, afternoon and some evening sessions. An important phase of this year's meeting will be the visits to be paid to several of the major studios, for demonstration and lectures on the technical phases in the production of pictures.

S. K. Wolf of Erpi, president, will preside and deliver the opening address of welcome tomorrow morning, immediately after the registration of the delegates. Other speakers of the morning will be W. C. Kunzman, convention vice-president; G. E. Matthews, chairman of the papers committee; J. G. Frayne, chairman of the progress committee; E. Theisen, chairman of the historical committee.

Wolf will read a paper on "Educational Film Progress and Problems," and H. F. Sherwood of the Kodak

(*Continued on page* 5)

Columbia Lining Up Convention Details

As the result of the return of Jack Cohn, vice-president; Abe Montague, general sales manager, and Abe Schneider, treasurer, from the coast Saturday, meetings will get under way at the Columbia home office today for lining up product details in connection with the annual sales convention which is to be held at the Ambassador Hotel, Los Angeles, the week of June 27.

Approximately 250 men from the field and home office will attend the coast sales sessions. The eastern contingent will leave New York on a special train June 21.

Jerome Safron, western division

(*Continued on page* 5)

IATSE-FMPC Row Delays Strike End

HOLLYWOOD, May 23.—The intervention of the I.A.T.S.E. in the studio strike here, condemning the F.M.P.C. and threatening a walkout if the F.M.P.C. is recognized, dashes the Federation's and producers' hopes of ending the strike this weekend. Charles Lessing, secretary of the F.M.P.C., disclosed today that the producers' spokesman phoned him Friday to the effect that the studios were ready to grant a union shop and negotiate further demands for all crafts and that the I.A.T.S.E. intervened before the written proposition could be made to the F.M.P.C.

Federation meetings yesterday and today were postponed, probably until

(*Continued on page* 4)

Majors May Select Wage Scales Group

Major distributors are considering the appointment of a labor negotiating committee which would meet in various parts of the country to negotiate wage and hour agreements with employee committees designated to represent the new exchange workers' unions it was stated Saturday.

The initial negotiations which resulted in agreements being set with Boston and Philadelphia exchange unions were held here. The meeting with New Haven employee representatives will also be held here starting today. The new Cleveland exchange union is the only additional one which has requested a parley with the home office officials up to now, but a date for this meeting is not expected to be set until home offices decide on the procedure to be followed in conducting negotiations with exchange unions situated farther afield. Some believe it would be more practicable to send a small negotiating committee into centrally located cities than to bring the employe delegations in to New York

(*Continued on page* 4)

G. E. Files Plea for 100,000-Watt Sender

WASHINGTON, May 23.—Application for authority to construct a 100,000 watt international broadcasting station at Schenectady, N. Y., was filed with the F.C.C. today by the General Electric Co.

Other applications filed with the commission included requests of WMAZ, Macon, Ga., for an increase in day power to 5,000 watts; KWOS, Jefferson City, Mo., for a change of frequency to 1,210 kilocycles.

More Radio—Page 8

Figure Sales Tax Liability $1,650,000

Little Chance to Escape Penalties Foreseen

City officials yesterday estimated the liability of local distributors on the two per cent municipal sales tax on film rentals for the two years ending Jan. 1, 1937, at $1,650,000. The figure is based on completed audits of the books of half of the major distributors in the city and does not include interest and penalties for nonpayment of the tax while its application to film rentals was being litigated.

A city official stated that distributors had conferred with the city comptroller's office on a waiver of the penalties, but that two such applications had been refused and there was only "a very slim chance" that the decision would be changed at any time. It was stated that the Court of Appeals decision against United Artists, which held that the tax applied to film rentals originating within the city, included a judgment for penalties as well as the tax itself.

"In this way," it was said, "the court's decision practically 'froze' the tax and penalties into a single assessment. If that is to apply to United Artists it must also apply to every other local distributor. The chances of the city waiving the penalties are very slim."

It is estimated, however, that dis-

(*Continued on page* 4)

RKO, Skouras Will Get Springer Spots

Acquisition of the Symphony, Olympia, Stoddard, Carlton, Beacon and 77th St. on upper Broadway by RKO and Skouras from the estate of the late Jack W. Springer is slated to be effected upon the return of George Skouras from the coast in about a week.

Skouras conferred with Nate J.

(*Continued on page* 5)

Asks 10% Gross Tax On Florida Houses

TALLAHASSEE, Fla., May 23.—A proposal for a 10 per cent gross tax on amusement house operators in Florida has been made to the Senate by Senator Henry B. Coulter of Bronson. The tax would be on picture, legitimate and vaudeville theatres,

(*Continued on page* 4)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 24, 1937 No. 121

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publisihng Comapny, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Insiders' Outlook

By RED KANN

Hollywood, May 23.

IT might have looked well in its story form. The script might have been funny enough to make them laugh in gales around the RKO lot, but somewhere between intent and execution "Meet the Missus" found itself on a siding, engine cold and its steam run out. The idea here, as we sense it, was to do a farce drawing on contests, the Great American pastime, as a source for fun on celluloid. . . .

▼

In this there is a competition conducted by the Happy Noodle Co. and in it Helen Broderick enters for fame and $10,000. The power behind her broom is Victor Moore, who is a barber by profession and a sorely beset husband by night. Whatever Miss Broderick knows about cleanliness of home and kitchen she owes to him and his indulgence. Anyway, she wins in the semi-finals and earns a chance to participate in a national melee at Atlantic City. As the wives go completely Babbitt the husbands go into revolt. . . .

▼

Finally Miss Broderick wins after much effort and little success at rib-tickling in the sledgehammer manner. You might imagine that with two such established comics as Miss Broderick and Moore much might come of it. They try, but the one situation given them to play out is too meager for them to continually keep them and their antics going.

It may have been the treatment by Jack Townley, Bert Granet and Joel Sayre. It may have been the direction by Joseph Santley. Our idea is that both are to blame. But regardless of any success in exactly probing where the fault may rest, the sad report to render is that "Meet the Missus" simply hasn't got it. . . .

Legion Approves 21 Of 23 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, approved 21 of 23 new pictures either for general patronage or adults, and classed two as objectionable in part. Thirteen were approved for general patronage and eight for adults. The new pictures and their classification follow.

Class A-1, Unobjectionable for General Patronage — "Angel's Holiday," "Behind the Headlines," "The Go Getter," "Die Grobe Adele," " Gun Lords of Stirrup Basin," "Hotel Haywire," "Kirschen in Nachbars Garten," "League of Frightened Men," "Marry the Girl," "Slim," "Speed to Spare," "Think Fast, Mr. Moto," "Venus Makes Trouble." Class A-2, Unobjectionable for Adults — "Damaged Goods," "Doctor Knock," "Episode," "Forever Yours," "I Met Him in Paris," "The Man in the Mirror," "Woman Chases Man," "The World's in Love." Class B, Objectionable in Part—"Dreaming Lips," "Golem."

Brandt Gets Boston Spot

Harry Brandt has added the Park, Boston, to his circuit. The house is controlled by Sam Hertzig, Inc., of which Brandt is a director.

Fox Wisconsin Men Get Drive Bonuses

MILWAUKEE, May 23. — Several thousand dollars in bonuses was handed out by H J. Fitzgerald, general manager of the Fox-Wisconsin circuit to approximately 40 employes who led in a 13-week business drive.

Circuit shifts, as announced by Fitzgerald, place C. R. Reich, formerly of the Uptown, Chicago, in charge of the Strand, and Charles Conway, treasurer of the Palace, manager of the Miller. They succeed A. H. R. Miller. Floyd Bunker, chief of service at the Palace, has been promoted to treasurer; Elmer Kruke, service captain, has been made chief of service, and Ed Derwin, usher, advanced to captain.

Eschmann Joins 20th-Fox

Edward Eschmann, well known in distribution circles, has joined the 20th Century-Fox sales force in Boston under Edward Callahan, branch manager. Eschmann starts his new duties this morning. He will be among the Hub group attending the company's sales conventions in Los Angeles.

Monogram Drive Now On

Des Moines led Monogram's 30 exchanges at the end of the first week of the company's national sales drive, which will close July 10. Kansas City, Milwaukee, Dallas, Los Angeles and Pittsburgh followed in that order. The drive is expected to net $1,500,000 of the company's $4,333,000 total sales quota for the year.

S. M. Biddell to Produce

HOLLYWOOD, May 23.—Sidney M. Biddell, Grand National story editor and assistant to Edward L. Alperson, will resign May 29. He is working out a plan for independent production and is dickering with Grand National for a releasing arrangement.

Alperson Satisfied With Unit Producing

After a three-month study of production methods, Edward L. Alperson, president, stated that Grand National will continue to produce on the unit system. This plan, he added, makes for a greater diversification of product.

Alperson said that it is his belief that the unit system provides a greater variety of pictures and helps to eliminate a repetition of cut and dried formulas. He added that producers' names on pictures are becoming as important to exhibitors as those of stars, and in time will be well known to the public.

Finney Delays Return

HOLLYWOOD, May 23.—Edward Finney will remain here for another week setting the advertising program for Grand National's next season product. W. J. Neary, another Grand National conventionist, will also remain to work out budgets and financial matters in his post as comptroller.

Grand National Men Promoted

Pat Pinnell, Oklahoma salesman, has been promoted to branch manager of the Grand National exchange in Salt Lake City, and A. H. Day, St. Louis salesman, is now head of the Memphis branch.

Edward J. Peskay, general sales manager for Grand National, announced the promotions before leaving the coast last week. He returns today with the homecoming delegates.

Erwin to Start Second

HOLLYWOOD, May 23.—Stuart Erwin will start production on May 25 on his second starring vehicle for Grand National, "Face the Facts," with Andrew L. Stone producing. Alexis Thurn-Taxis has joined Stone's staff, as assistant director on the Erwin film.

Purely Personal

CARL LAEMMLE, Jr., has cancelled a planned trip to Bermuda in order to be in New York when Laemmle, Sr., arrives from the coast at the end of this week. Laemmle pere sails for a European vacation June 2.

●

Leon Leonidoff took a plane to Hollywood Saturday. Brian Aherne and Claudia Morgan, ditto, the latter bound for the Universal lot.

●

A. L. Pindat, traveling auditor for Republic, has been promoted to assistant contract head at the home office.

●

Dell Goodman, Far Eastern head for 20th Century-Fox, is in Chicago, his home town, and will join the company's convention special Friday.

●

Sam Gross, Philadelphia manager for 20th Century-Fox, is en route to the coast via the *Virginia.* The boat ride is part of his vacation.

●

Al Christie starts shooting tomorrow at Educational's Astoria studio on the final Herman Timberg, Jr., Pat Rooney, Jr., two-reeler for the season.

●

Ozzie Nelson left by plane last night for the Warner studios in Burbank.

●

Catherine Bennett was among the passengers on the American Airline ship leaving for the coast last night.

●

Rube Jackter and Lou Weinberg of Columbia tried to break 150 Saturday on their favorite links.

●

Herschel Stuart returned yesterday from Washington where he closed a deal for Monogram's new offices.

●

William Sussman is back from a swing of eastern exchanges under his supervision.

●

Albert W. Tarbell of Philips and Tarbell has returned from London where he produced several plays.

●

H. S. Yates plans to leave for the coast at the end of the week.

●

Francis Fay flew to the coast last night.

●

Joe Rivkin, Columbia talent scout, arrived from the coast Saturday.

●

Al Sherman's wife is in a local hospital.

●

Linton Wells' book, "Blood on the Moon," has gone into its third edition.

U. A. Statement Today

HOLLYWOOD, May 23.—An important statement relative to future plans of United Artists as a result of the annual meeting held here yesterday will be issued tomorrow, George J. Schaefer, vice-president, stated yesterday.

CINEMATOGRAPHERS

DU PONT

SUPERIOR

PAN

Will lighten your work

DU PONT FILM MANUFACTURING CORPORATION
INCORPORATED

35 WEST 45TH ST., NEW YORK CITY
PLANT . . . PARLIN, N. J

SMITH & ALLER, LTD.
6656 SANTA MONICA BLVD., HOLLYWOOD, CAL.

DU PONT BETTER THINGS *for* BETTER LIVING *through* CHEMISTRY DU PONT

Figure Sales Tax Liability $1,650,000

(Continued from page 1)

tributors collected from exhibitors more than half of the film tax due while the test case was being litigated, and that virtually all of the balance can be collected, as well. This would mean that the distributors' portion of the assessment would be limited to the interest and penalties. These will vary in amount according to the business of each exchange.

The city's audits in connection with the assessments are understood to have been completed at United Artists, Columbia, RKO and several other companies, with the work not expected to be finally completed at other exchanges for several weeks yet.

Theatres outside the city limits were exempt from the levy and most distributors have refunded payments collected from such theatres while the application of the tax was being determined in the courts.

Majors May Select Wage Scales Group

(Continued from page 1)

from all parts of the country for conferences here.

Sales conventions during June probably will delay further negotiations until mid-summer. At the present time, however, it is estimated that not more than a half dozen exchange centers are sufficiently advanced in their organizing to desire immediate negotiations. All of these could be handled in New York, it is said. Organizing is believed to be either completed or under way in about half of the 32 principal exchange cities throughout the country.

The meeting today will be held at the Warner home office. Sessions last week with the Philadelphia union representatives were held at the M-G-M headquarters.

Report Manager Drive on

Hal Oliver, formerly with Warners, is reported behind a move to organize managers, treasurers and cashiers. The new organization is said to have made application for a C.I.O charter in New York.

Asks 10% Gross Tax On Florida Houses

(Continued from page 1)

dance halls, night clubs, athletic contests of all kinds, circuses, carnivals, fairs and expositions.

It would become effective July 1, 1937, and the proposal would require monthly payments to the State Comptroller, who would be given the authority to add 10 per cent as a penalty for non-payment. Revenue from the proposed law, aside from administrative costs, would go to the old age pension fund.

Schwerin to Monogram

Ruth Schwerin, publicist, has joined Monogram, starting today. She was formerly with the Blackstone Agency.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Girl Said No"

(Stone-Grand National)

Hollywood, May 23.—Here's a novel idea possessed of the potentialities promising a surprise hit. Audience stuff every foot of the way in the manner in which it tells a dramatic romantic story and introduces Gilbert and Sullivan music, it is also a showman's show, full of exploitation material. Colorful and lively, moving with an intriguing plot, good situations, clever dialogue and action, with the entire cast giving good performances and Irene Hervey outstanding, the film need fear none but the most sensational competition.

Fleeced by Irene Hervey, taxi dancer, Bookmaker Robert Armstrong plots a cruel revenge on the girl who has trifled with his love. Convincing her that she has the makings of a musical comedy star, he rounds up a group of old Gilbert and Sullivan performers who live in the hope that the great days of the stage will return. Playing the pal of a big shot producer, Richard Tucker, Armstrong, with money wheedled from Miss Hervey plus some garnered from the troupe, plans to present "The Mikado" with Miss Hervey in the leading role. The show goes on, and as the old timers relive the halcyon days, a sudden burst of contrition for his supposed vengeful double dealing overcomes Armstrong. Mounting the stage, he confesses his plot, but the public thinks the show is a success and their reaction means happiness all around.

As 10 or 12 Gilbert and Sullivan numbers are revived in the development of the piece, older members of audiences should be glad to see veteran members of the light opera troupes, William Danforth, Vera Ross, Vivian Hart and Frank Moulan again in character. With Miss Hervey's performance being particularly appealing, Armstrong also is above par. Comedy contrast is effected by Ed Brophy and Harry Tyler and Paula Stone appears to good advantage as Miss Hervey's chum.

Andrew Stone directed his own story, which was adapted by Betty Laidlaw and Robert Lively.

Production Code Seal No. 3,381. Running time, 75 minutes. "G."

"There Goes My Girl"

(RKO)

Hollywood, May 23.—Newspaper reporters who contrive to get themselves into reportorial and romantic difficulties pending the inevitable triumph of love and professional honor, apparently are the current rage of the producers. This latest cannot be termed the best, but it has its laughable moments, exciting moments and murder and attempted murder to add up to a generally satisfactory slice of entertainment merchandise.

Harry Segal's screenplay from the story by George Beck is composed of approximately 50 per cent hokum, and it is extremely doubtful if any editor ever raved and ranted quite in the fashion of the film's character, but it does induce plot excitement, under the head of dramatic license.

The simple story has Gene Raymond and Ann Sothern, ace reporters on rival sheets, and about to be married. But Miss Sothern's editor thinks so much of her ability that he will stop at nothing to prevent her marriage and loss to the paper. He stages a fake murder at the altar, Raymond walks out on her when she goes after the story, and she pursues him and a murder case to another town. There enters drama and mystery. Trailing a clue, Miss Sothern is shot, a suspect killed, Raymond gets the yarn and writes it for her, but her boss sends it to Raymond's paper, losing a scoop to get Raymond in bad. But the truth comes out and Raymond sees that the editor passes out, while romance wins.

Production Code Seal No. 3,259. Running time, 75 minutes. "G."

Opera Singer Is Signed

Charles Kullman, Metropolitan Opera tenor, has been signed for a featured role in "Goldwyn Follies," which will go into production late in the summer.

Mrs. Brokaw at M-G-M

Hollywood, May 23.—Clare Booth Brokaw, novelist, has started her M-G-M term writing deal.

Columbia vs. Sing Sing

Columbia Pictures baseball team will play the Sing Sing nine on June 26. It will be the third contest between the teams. To date each has won a game.

Warner Club Sail Set

The Warner Club, home office organization, will hold its annual boat ride on June 23.

Short Subjects

"Trailer Thrills"

(Universal)

Outside of some rather interesting invention this Oswald cartoon is average stuff. The lively rabbit decides to take his car and trailer to the mountains and he runs into many difficulties. Arriving at his destination, he finds the place not to be what the travel circular advertised. Production Code Seal No. 3,107. Running time, 7 mins. "G."

"Paramount Pictorial P6-10

(Paramount)

A good combination of sport and music. The reel is composed of scenes of sailboating activities, beautiful Technicolor shots of outdoor settings for the rendition of "Twilight on the Trail," and the effects produced by a new magnetic organ. Production Code Seal No. 01,573. Running time, 10 mins. "G."

"Bars and Stripes"

(M-G-M)

Light and snappy entertainment is offered in this Tabloid Musical. The slight story concerns the efforts of a band to land a radio spot. Their ambition is slowed down somewhat because various musicians land in jail. Eventually they are signed for a series of broadcasts from durance vile. It is cleverly handled and youthful stuff. Production Code Seal No. 2,937. Running time, 11 mins. "G."

"Pudgy Picks a Fight"

(Fleisher-Paramount)

Betty Boop's pup gets highly indignant over the intrusion of a furpiece in the household. He tussles with it and then has his conscience to answer. Finally he learns it is only a pelt and he wreaks his vengeance on it. It is well done. Production Code Seal No. 01,345. Running time, 8 mins. "G."

IATSE-FMPC Row Delays Strike End

(Continued from page 1)

word arrives Monday from Cincinnati on the A.F.L. action demanded by the Painters' Brotherhood and the Los Angeles Central Labor Council concerning I.A.T.S.E. activities in alleged proselyting. Feeling among strikers is that should the A.F.L. executive board fail to discipline the I.A.T.S.E., they will join the C.I.O.

Lessing states that the I.A.T.S.E. intervention places that group in the position of dictating the producers' running of the entire industry whereas the F.M.P.C. strike was called for the purpose of forcing a closed shop in crafts not under the basic agreement. Lessing also stated that he regrets the Schenck-I.A.T.S.E. attacks on him, saying that this is not a fight of personalities but one of principles.

William Dalrymple, C.I.O. representative on the coast, said that in the event that A.F.L. rules against the strike request, a C.I.O. organization in the film industry is highly probable.

SMPE Opens Its Convention Today

(Continued from page 1)

Research Laboratories will speak on "Soft X-Ray Motion Pictures of Small Biological Specimens."

Afternoon speakers and their topics include: L. Fermaud and J. Okey, London Films, on "The London Film Studios at Denham, England"; Fred W. Jackman, on "The Evolution of Special Effects Photography from an Engineering Viewpoint"; Walter Strohm, "Special Engineering Problems in a Motion Picture Studio"; G. Gaudio, "A New Viewpoint on the Lighting of Motion Pictures"; E. C. Richardson, "Recent Developments in Motion Picture Set Lighting Equipment"; L. D. Grignon, "Light Weight Stage Pickup Equipment."

Dismiss Gotham Case Against Unions Here

The complaint of the Gotham Amusement Corp. and several other independent exhibitors against Harry Golver as president of the Allied M. P. Operators' Union, Joseph Bassoon as president of Local 306, and others was ordered dismissed on technical grounds by Supreme Court Justice Aaron J. Levy on Saturday.

Justice Levy refused to consider other grounds for dismissal because the ruling on technical phases compelled him to dismiss the suit. He granted the plaintiff 10 days to file an amended complaint. The suit is based upon a contract made between the I.T.O.A. and Local 306 on Jan. 30 which the independents claim was not properly ratified by the board of directors of the I.T.O.A. They ask that the 10-year contract between the I.T.O.A. and Allied made in 1933 be declared valid and that the new contract be voided. An injunction was also asked to restrain the breach of the earlier agreement.

Warner Suit Is Settled

Settlement of the action of Mary Louise Esmonde McFadden, executrix of the estate of Elmer Ellsworth McFadden, who was known professionally as Edward Esmonde, against Warner Bros. Pictures, First National, the Vitagraph Corp. and the Vitaphone Corp. was revealed in Federal Court on Saturday when Federal Judge Murray Hulbert vacated a bond filed by the defendant. The suit charged infringement of the title, "Girl Trouble," in the Warner picture of the same name and asked for an injunction and $15,000 damages. The amount of the settlement was not given.

20th-Fox Wins Legal Point

Federal Judge John W. Clancy on Saturday ordered Morgan Wallace and Lawrence Shubert Lawrence to answer 11 interrogatories propounded by 20th Century-Fox in the suit of Wallace and Lawrence against them which charges piracy of the plaintiffs' play, "Congratulations," also known as "On Missouri Shores and How" in "Thanks a Million." An injunction, damages and an accounting of the profits is asked.

Belwin-Harms Suit Ended

The copyright infringement suit for $50,000 damages and an injunction by Belwin, Inc., against Harms, Inc., was settled in the U. S. District Court on Saturday. The suit alleged that the plaintiff's song "Rococo" was an infringement on the Harms song, "Twenty-Four Hours a Day," which was used in the picture, "Sweet Surrender." The amount of the settlement was not given.

Out Hollywood Way

Hollywood, May 20.—Ernst Lubitsch will start building near Lake Arrowhead when he finishes direction of "Angel."

Arthur Hornblow and the missus (Myrna Loy) back from a short New York vacation . . . Melvyn Douglas contemplating a trip to Europe . . . Ray Memmes, head of M-G-M's insert department, back to lot after a bone operation . . . Al Ashworth of the same studio in Hollywood Hospital for an operation.

Marion Hill, secretary of the Indianapolis Film Board of Trade, visiting the M-G-M plant . . . Florence Fisher Perry, drama critic of the *Pittsburgh Press,* watching Jean Harlow at work on "Saratoga" . . . Elmer Dyer off to London to photograph an impending M-G-M picture there . . . John McManus, manager of Loew's Midland, Kansas City, a visitor . . . Madge Evans to Arrowhead for a short holiday . . . Bruce Gallup advertising manager for *Daily Variety* . . . Florence Thomas, secretary to W. S. Van Dyke, off on vacation until June 1. Will visit Palm Springs and San Francisco . . . Claudette Colbert vacationing at Bishop, Cal., for the skiing . . . Sid Brod, production manager for Samuel Goldwyn, carrying his right hand in a sling. He saved his pet cat from a dog and this is the reward . . . "Ruby" Rosenberg, RKO assistant director, to New York where his mother is critically ill . . . John Stone meets Sol Wurtzel Thursday in San Francisco. Wurtzel is returning from the Orient.

✚

Castings—Robert Spendola, as old as eight, and Robert Grandin in "The Firefly," M-G-M . . . Frank McGlynn, Sr., in "Saratoga," same studio . . . Willie Howard active on "Broadway Melody of 1938." John Boyle, who teaches Eleanor Powell taps, in the same film . . . Karen Morley, Alan Mowbray, Roscoe Karns, Eduardo Ciannelli and Milli Monti top cast of "On Such a Night," new title for Major Prod's "Flood Crest" which starts Monday . . . Mary Boland in "Danger—Love at Work," 20th-Fox . . .

✚

Writers—Harold Lamb and C. Gardner Sullivan on "The Buccaneers," forthcoming DeMille production for Paramount . . . Gerald Geraghty to do original for Dorothy Lamour . . . Robert Wyler to Goldwyn for work on "Dead End," screenplay . . . Edward Justus Mayer, over his illness, back to Paramount for "Midnight" planned for Marlene Dietrich . . . Virginia Van Upp on screenplay for "You and Me" co-starring Sylvia Sidney and George Raft . . . True Boardman busy on script for "Twenty Years" . . . John C. Moffitt helping on "Gambler's Maxim," all assignments at Paramount . . . Gladys Atwater on "Romance to the Rescue" with Joseph Hoffman . . . Viola Brothers Shore on "Perfect Harmony" same lot.

✚

Title Changes—"Meet the Missus" final on RKO's picture starring Helen Broderick and Victor Moore . . . Formerly was "Missus America" . . . "Easy Going" becomes "On Again—Off Again," Wheeler and Woolsey starred . . .

Discontinue RKO Action

The suit of Barnett Binkowitz and Frederick Patrick against Harry Link, John Mercer, Matt Malneck, Irving Berlin, Inc., and RKO, charging infringement of the plaintiffs' copyrighted song, "Eenee Meenee Minee Mo" in an RKO picture was marked discontinued but not settled in the U. S. District Court on Saturday.

Bridgeport Trial Set

Bridgeport, May 23.—The actions of Peter P. Patrofsky against the zoning commission here, and Walter Blank against the board of building commissioners, relative to a proposed theatre to be built by Blank for occupancy by Lon Anger, have been set for trial in Superior Court on Wednesday.

Warwick Suing M-G-M

Hollywood, May 23.—The Earl of Warwick, under contract to M-G-M as Michael Brooke, has started suit against the company for $7,188 for salary and transportation.

Roxy Books "Wings"

"Wings Over Honolulu" has been booked into the Roxy starting Friday.

Delay Examination Of C. C. Moskowitz

Examination of Charles C. Moskowitz, Loew executive, before trial in the injunctive proceedings brought by the Brandt circuit, scheduled for today, has been postponed until Thursday at the request of attorneys for Harry Brandt.

The action is a protest against the split week booking policy recently adopted by the Loew circuit whereby some pictures play five days on the long half and two days on the short half.

Goetz to Sail June 16

Hollywood, May 23.—William Goetz, vice-president of 20th Century-Fox, will leave for New York June 10 to sail on the *Normandie* six days later. He will make a six-week production survey in England and on the Continent. While in England he will confer with Robert T. Kane, production head of New World, and will arrange for the production of the Gracie Fields picture to be directed by Monty Banks. Samuel J. Engel will be assistant producer on the picture. He will leave as soon as "Lancer Spy" is finished at Movietone City.

Now "Life of the Party"

Hollywood, May 23.—The title of RKO's "Three on a Latchkey" has been changed. It is now "The Life of the Party."

RKO, Skouras Will Get Springer Spots

(Continued from page 1)

Blumberg of RKO last Thursday, shortly before he took a plane to the coast with William Phillips to confer with Joseph M. Schenck.

The six houses, when taken over, will be included in a pool involving other Skouras and RKO houses in the same sector.

Sam D. Cocalis had been negotiating for the theatres for some time. On July 1, he will acquire control of the Allerton, Pelham, Yorke, Burke, Laconia and Wakefield in the Bronx as the result of a deal closed for Matty Kutinsky's interests in the six units. made no plans after July 1, but will take a month's vacation before deciding what he will do.

Meanwhile, Cocalis is expecting to complete negotiations today or tomorrow for several sites on the New Jersey shore. The sites are understood to be competitive to Walter Reade situations at Asbury Park and Long Branch.

Columbia Lining Up Convention Details

(Continued from page 1)

sales head, arrived with the home office executives for the purpose of completing arrangements on next season's deal with National Theatres. A tentative pact has been agreed upon except for certain details which will be worked out during Safron's stay here. He will probably return to the coast with the delegates convention-bound.

Coronation Film to King

Hollywood, May 23.—Technicolor will give prints of the Coronation film to King George and Queen Elizabeth, the Archbishop of Canterbury and others who granted special privileges to the crews in London during the filming of the scenes. A print also will be kept in the British archives at Whitehall.

W.B. Spot for Wilmington

Wilmington, May 23.—Stanley Warner is completing negotiations for a new 2,000-seat theatre here at a cost estimated to run into six figures, according to A. J. Vanni, circuit regional manager.

GOLF
BATHING • TENNIS AND RIDING

Championship 18-hole golf course, beautiful pool, riding, tennis courts. Dining and dancing in one of Westchester's show places. Excellent cuisine and orchestra.

MEMBERSHIPS

Associate $25.00
Bathing & Tennis............ $75.00
Golf Single. All privileges...$100.00
Golf Family. All privileges...$150.00

Write or 'phone Membership Secretary. Limited Membership.

WESTCHESTER EMBASSY COUNTRY CLUB

S. S. Krellberg, V.-Pres.
6 miles north of White Plains on Route 22.
Club House:
Armonk Village 971-972.
New York Office:
ELd. 5-4757.

Australia Is Firm on Quota Stipulations

(Continued from page 1)

of Australian-made films is included in his distribution program."

The act provides for a penalty not exceeding £100 for failure to comply with the quota regulations, unless the distributor can prove that the reasons for non-compliance are beyond his control. Under the law the quota goes from five per cent the first year to 15 per cent in the fifth year. Both New South Wales and Victoria have such legislation.

Distributors generally maintain that they did their part in the first year in making an effort to fulfill their requirements, but that there was an insufficient number of local pictures available to enable them to do so. They hold that it is the local producers' job to provide quota footage, not theirs.

Most newspapers declare that the distributors' threats of withdrawal are not taken seriously in official circles, and from Canberra, the seat of Federal Government in Australia, has come the argument that because of the device of making copies from a master film which alone pays duty, American film exporters to Australia are in a much more advantageous position than almost any other foreign manufacturer.

The same source, however, fails to point out that while it is true that distributors pay eight pence a foot duty only on the master negative, the copies from it were made free of duty in order to establish an Australian processing industry, which, since the lifting of the duty from dupes, has flourished

20th-Fox Close to Half Possibilities

(Continued from page 1)

where deals were closed with National Theatres' subsidiaries, the Butterfield circuit, Metropolitan Playhouses, RKO, Fabian Theatres and several other independent circuits.

More than 100 home office representatives and eastern branch managers and salesmen will board the special convention special leaving Wednesday night. At Chicago, the midwest group of about 75 will join the coast-bound train. The Southern Pacific will carry southern and southwestern delegates while the men from the west and midwest will board a Union Pacific train. Delegates from Calgary, Vancouver, Seattle and Portland will go direct to Los Angeles. All trains will arrive Sunday with the first business session scheduled to get under way the following day.

English Group in Today

Twelve members of the Cinematograph Exhibitors' Ass'n., of England, will arrive here today on the *Queen Mary* for a visit to this country. They are led by Nat Cohen. Remaining in New York until Thursday, the group will go to Washington, then visit Chicago before going on to the coast.

Theatre Council to Convene Here Today

The American Theatre Council, newly formed combine of stage organizations and unions, will open the first national convention of the legitimate theatre at a luncheon meeting at the Astor today.

The convention will run for four days and is designed to explore the possibilities of again popularizing the stage nationally. Opening addresses will be made by Helen Hayes, Frank Gillmore, Actors' Equity president; Sidney Howard, Dramatists' Guild president; Marcus Heiman, president, League of N. Y. Theatres; James J. Brennan, vice-president, I.A.T.S.E., and Fred Marshall, business representative, United Scenic Artists.

General sessions will be given over to the various stage groups represented, in turn. This afternoon's session is for producing managers, who will mull over their problems from 2:30 on with Brock Pemberton presiding. The Tuesday morning session is for the stage unions, technical and equipment crafts, with Brennan as chairman. Frank Crowninshield will preside at a critics' forum at the lunch hour, and the afternoon session goes to the actors, with Gillmore in the chair.

The Wednesday morning session will be given over to discussion of problems and antidotes for the road. The Wednesday luncheon goes to the summer, amateur and university theatres, and the afternoon session to the dramatists. On the final day the playgoer and public will have their innings, at both the morning and luncheon sessions with Representative Emanuel Celler presiding. The final business session will discuss Federal aid for the theatre. The convention will close with a midnight supper and entertainment, Thursday night.

The theatre organizations over the weekend completed arrangements for the formation of a permanent body to be known as the Ass'n. Against Censorship in the Legitimate Theatre.

S.E.T.O.A. Meet Set

ATLANTA, May 23.—Birmingham has been selected by the S. E. T. O. A. for the 1937 convention, to be held June 27-29, according to M. C. Moore, president, following a meeting of the directors at the Piedmont Hotel yesterday. William Griffin, vice-president, is general chairman of the convention.

Plan Dinner for Clark

PHILADELPHIA, May 23.—James P. Clark, president of the Horlacher Delivery Service, and Civil Service commissioner will be tendered a testimonial dinner at the Bellevue-Stratford Hotel here on July 12 by his friends and associates in the trade. It will be informal, and stag.

Producing for Korda

LONDON, May 23.—Gunther Stapenhorst is producing a series of films for Alexander Korda of London Films. The first will star Merle Oberon in a story of the Russian ballet directed by Ludwig Berger.

Hill Joins Monogram

BOSTON, May 23.—Jack Hill, former Imperial booker, has joined Monogram of New England. Nathan Ross, recently with G. B., has joined the Grand National sales staff here.

"Horizon" Out Front in 10th Week on Coast

LOS ANGELES, May 23.—"Lost Horizon" continued to maintain its draw with $7,400 in its 10th week at the 4-Star. Average at regular prices is $3,250.

"Captains Courageous," in its first six days at the Carthay, did $12,200. A full week average is $17,000.

Elsewhere business sagged with the weather turning warmer and the local populace taking to the beaches and mountains over a pleasant weekend.

Total first run business was $94,379. Average is $107,750.

Estimated takings for the week ending May 19:

"CAPTAINS COURAGEOUS" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 6 days. **Gross:** $12,200. (Average, $17,000)

"THE HIT PARADE" (Republic)
"CHARLIE CHAN AT THE OLYMPICS (20th-Fox)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $9,393. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days. 10th week. **Gross:** $7,400. (Average, $3,250)

"BEETHOVEN CONCERTO" (Foreign)
GRAND INTERNAT'L—(750), 35c-40c, 7 days, 2nd week. **Gross:** $1,400. (Average, $1,200)

"SHALL WE DANCE?" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days. 2nd week. Gross: $7,200. (Average, $8,000)

"THE HIT PARADE" (Republic)
"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $11,886. (Average, $14,000)

"SHALL WE DANCE?" (RKO)
PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $7,500. (Average, $8,000)

"THUNDER IN THE CITY" (Atlantic-Columbia)
PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: F. & M. revue, Olsen & Johnson. **Gross:** $14,800. (Average, $18,000)

"THE PRINCE AND THE PAUPER" (F.N.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. **Gross:** $11,500. (Average, $14,000)

"THE PRINCE AND THE PAUPER" (F.N.)
WARNER BROS. (DOWNTOWN) — (3,400), 30c-65c, 7 days. **Gross:** $11,100. (Average, $12,000)

To Make Anti-Nazi Film

HOLLYWOOD, May 23.—"The Mad Dog of Europe," much discussed screenplay which has a background of Nazi Germany, will be produced after all, with a new company—New Era Prod., Inc.,—financing and roadshowing the venture without benefit of a Hays production seal.

The company's executive officers are Samuel B. Gach, president; John J. Boland, vice-president; Dr. Eugene Rosenberg, treasurer; J. Frederick Rosen, secretary, and Franklin B. McCarthy, assistant. Gach is president of the City Board of Health Commissioners, and Dr. Rosenberg is a rabbi.

Trendle Names Winners

DETROIT, May 23.—George Ranshaw, manager of the Norwest, has been named by George W. Trendle, president of United Detroit Theatres, Inc., as winner of the Adolph Zukor Silver Jubilee contest conducted in the circuit's theatres for the last 90 days.

Second prize was won by Hyman Bloom, manager of the Rosedale, with third place going to Morgan Creedon, manager of the Alger. These managers showed the largest increase in gross receipts during the contest in comparison with the preceding 90 days.

"Dance" Tops Twin Cities' With $12,000

MINNEAPOLIS, May 23.—"Shall We Dance?" was outstanding in a dull week with a gross of $12,000 at the Minnesota. This was $2,000 over normal.

"Wake Up and Live," continuing at the Century after a week at the Minnesota, brought in $500 over the usual $3,500 and the same show at the Paramount upped the normal $5,500 by $500. Consistently ahead of any Twin City house on the basis of percentage gains, the Tower continued to pack them in. "The Crime Nobody Saw" and "China Passage" brought the take to $2,500. Par for the house is $1,500.

Estimated takings:

Minneapolis:

Week Ending May 13:

"SHALL WE DANCE?" (RKO)
MINNESOTA—(4,000), 25c-55c, 7 days **Gross:** $12,000. (Average, $10,000)

"MARKED WOMAN" (F. N.)
ORPHEUM—(2,900), 25c-40c, 7 days. **Gross:** $5,000. (Average, $6,000)

"WAKE UP AND LIVE" (20th-Fox)
CENTURY—(1,600), 25c-40c, 7 days, 2nd week. **Gross:** $4,000. (Average, $3,500)

Week Ending May 12:

"GREAT GUY" (G. N.)
"LET'S GET MARRIED" (Col.)
STATE—(2,400), 25c-40c, 7 days. **Gross:** $3,500. (Average, $5,500)

"ELEPHANT BOY" (U. A.)
WORLD—(400), 25c-35c, 7 days. **Gross:** $1,000. (Average, $2,000)

St. Paul:

Week Ending May 13:

"WAKE UP AND LIVE" (20th-Fox)
PARAMOUNT—(2,300), 25c-40c, 7 days. **Gross:** $6,000. (Average, $5,500)

"HISTORY IS MADE AT NIGHT" (U. A.)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,000)

Week Ending May 14:

"THE CRIME NOBODY SAW" (Para.)
"CHINA PASSAGE" (RKO)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,500. (Average, $1,500)

Week Ending May 12:

"ONCE A DOCTOR" (F. N.)
"TOO MANY WIVES" (RKO)
RIVIERA—(1,000), 25c-40c, 5 days. **Gross:** $2,000. (Average, $3,500)

Wall Street

Light Stock Rise

	High	Low	Close	Net Change
Columbia	34⅜	34	34	— ⅜
Consolidated, pfd.	13	13	13	.....
Eastman Kodak	164	164	164	.....
Eastman Kodak, pfd.	150	150	150	.....
Loew's, Inc.	80⅜	79½	79½	— ¼
Paramount	20⅜	19⅞	20⅛	+ ¼
Paramount 2 pfd.	18½	18½	18½	+ ¾
Pathe Film	7	7	7	.....
RKO	8⅝	8⅝	8⅝	+ ⅛
20th Century-Fox	38	37	38	+1¼
Warner Bros.	13¾	13½	13¾	+ ½

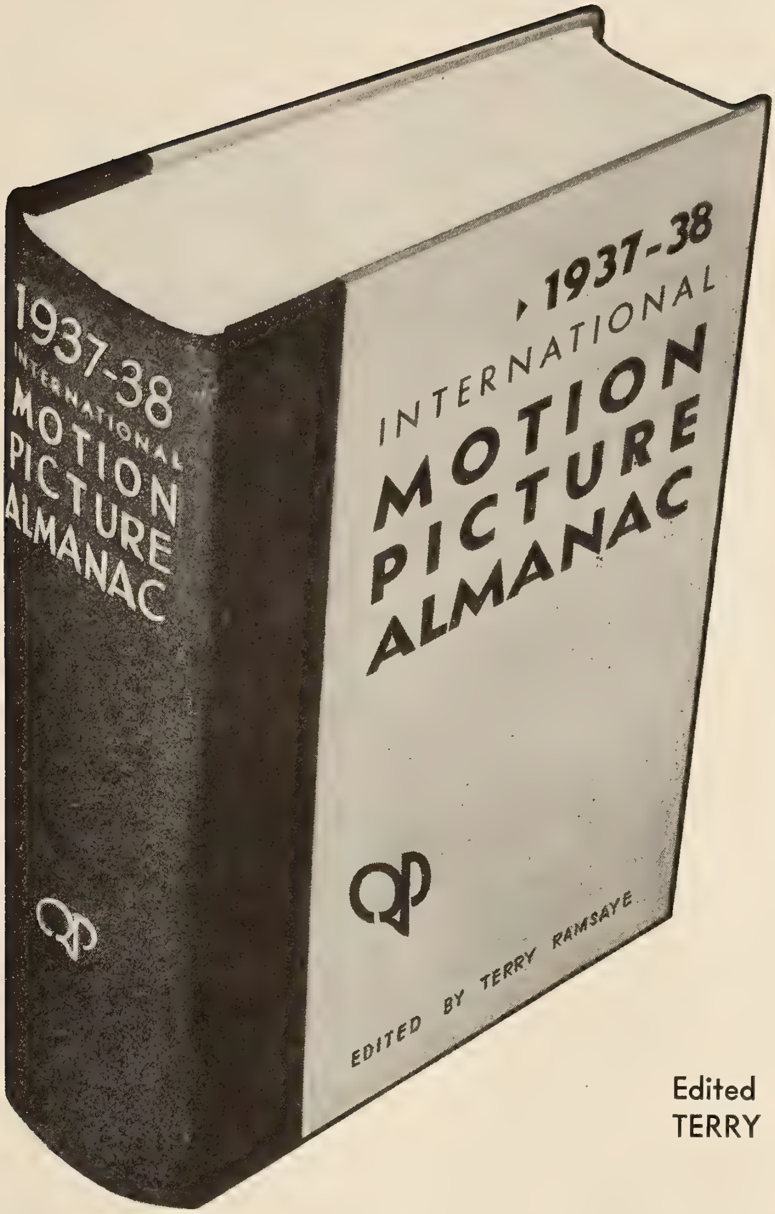
Curb Steady

	High	Low	Close	Net Change
Technicolor	29⅜	28¼	29	.....
Grand National	2⅝	2¼	2⅜	.....
Trans Lux	4¾	4¾	4¾	.....

Little Bond Action

	High	Low	Close	Net Change
Loew's 3½s '46	98⅝	98⅝	98⅝	— ⅛
Paramount Pictures 6s '55	100	100	100	.....

(Quotations at close of May 22.)



Edited by
TERRY RAMSAYE

Who's Who

Complete biographies of more than 15,000 players, directors, artists, writers, technicians and executives—a feature of the Almanac that is valued all over the world.

ADVERTISING FORMS CLOSING

The new 1937-38 International Motion Picture Almanac will soon be on the press. Accepted as the most authoritative and complete reference of the screen, it has established for itself a place of daily importance throughout the motion picture and allied industries. The circulation of this year's issue will be greater than ever before, providing the widest possible audience for its advertisers. Advertising forms close this week.

QP

INTERNATIONAL
MOTION PICTURE ALMANAC

A QUIGLEY PUBLICATION
ROCKEFELLER CENTER NEW YORK

FCC Hearing Schedule for Week Is Set

By CLARENCE LINZ

WASHINGTON, May 23.—The F.C.C. yesterday made public its calendar of hearings for the current week, as follows:

May 24, before an examiner—Applications of Carolina Advertising Corp., Columbia, S. C., for a new 1,370-kilocycle station, 100 watts night and 250 watts day and KGO, San Francisco, for an increase of power from 7,500 to 50,000 watts.

May 25, before an examiner—Application of Nathan N. Bauer, Miami, for a new 1,420-kilocycle, 100-watt station.

May 26, before an examiner—Applications of J. K. Patrick & Co., Athens, Ga., for a new 1,310-kilocycle station, 100 watts night and 250 watts day; John W. Haigis, Greenfield, Mass., for a new 1,210-kilocycle, 250-watt, daytime station and WSMB, New Orleans, for increase of day power from 1,000 to 5,000 watts.

May 27, before the broadcast division — Contesting applications of J. B. Roberts and Virgil V. Evans, Gastonia, N. C., for a 1,420-kilocycle, 100-watt station, and applications of Lawrence K. Miller, Pittsfield, Mass., for a new 930-kilocycle, 250-watt, daytime station; and WELI, New Haven for change of frequency from 900 to 930 kilocycles.

May 28, before an examiner—Applications of Glenn E. Webster, Decatur, Ill., for a new 1,290-kilocycle, 250-watt, daytime station; and WBOW, Terre Haute, Ind., for change of frequency from 1,310 to 1,290 kilocycles and increase of power to 500 watts night, 1,000 watts day.

To Quiz Paley and Luce

William S. Paley of CBS and Henry R. Luce of Time, Inc. were ordered by Supreme Court Justice Phillip J. McCook on Saturday to appear on June 4 for examination before trial in the $100,000 damage suit of Dr. Harold M. Hays against *Time, Life* and CBS. Books, contracts and records relating to the March of Time broadcast on Feb. 4 were also ordered to be presented for examination. Dr. Hays charges a violation of the civil rights law because an impersonation of him was presented in the radio sketch dealing with the splitting of fees between physicians after he refused permission for such impersonation.

Starts Eighth Air Year

LOS ANGELES, May 23.—The Perole String Quartet inaugurated its eighth consecutive year on the air in a coast-to-coast Mutual program of chamber music today from noon to 1 P.M., P.S.T. Joseph Coleman, first violin, directed.

Cooper, Arthur on Lux Hour

HOLLYWOOD, May 23.—The May 31 Lux program will feature Gary Cooper and Jean Arthur in scenes from "The Plainsman," and Cecil B. DeMille interviewing columnist Sidney Skolsky.

Chicago Listeners' Survey Is Finished

CHICAGO, May 23.—The College of Commerce at De Paul University has just completed a survey of a cross section of the Chicago public in order to find out what it thinks about radio. Families interviewed totaled 5,970, and 98 per cent of the answers were from housewives.

Jack Benny's program was found to be the favorite, Wayne King has the best-liked orchestra, Kate Smith is the approved feminine singer and Bing Crosby ranks first among the men. Nelson Eddy took first place among the classical singers, and among the instrumentalists Rubinoff was given the most votes. "Orphan Annie" was approved as first among children's programs, "Homemakers' Hour" among cooking programs and Father Coughlin among religious programs.

Among the conclusions reached were these: Too many stations broadcast the same programs; much orchestra music is too noisy; children's programs should be improved; few know the sponsors of programs; the introduction of a screen star to revive a dead program reacts unfavorably on the listener; not enough people are interested in educational programs.

New Sponsor for Allen

Another sponsor will be added to Mrs. Ida Bailey Allen's list of participating sponsors beginning June 14. Contract has been signed with the Chicago Food Products Co. for 13 weeks. Gotham Advertising Agency, New York, placed the account with WHN.

McHugh Back to Chicago

Ed McHugh, the "Gospel Singer," will shift his broadcasting base from New York to Chicago, effective July 1. McHugh is sponsored by Procter & Gamble for Ivory Soap, and is heard five times weekly, from 11:45 A.M. to 12 noon on the NBC-Blue. The Compton agency handles the account.

In Radiophone Agreement

Radiomarine Corp. of America and the A. T. & T. Co. have entered into agreements for joint participation in providing radiotelephone service with American vessels in the coastal and inland waters of the United States, as well as those in transocean trade.

Form New Savannah Company

SAVANNAH, May 23. — A petition for incorporation as the Colonial Broadcasting Co. has been filed by Dwight Bruce and J. C. Wylly.

Incorporation for a period of 20 years was asked with a capital stock of $20,000, of which 10 per cent is paid in.

Swift Sponsoring Deane

Swift & Co., through J. Walter Thompson, will sponsor Martha Deane's participating program on WOR, Tuesdays and Thursdays from 2 to 2:45 P.M., and Saturdays from 11:45 A.M. to 12:30 P.M., E.D.S.T.

NBC Awards Scholarships

NBC has awarded scholarships to two winners in the National Orchestra contest, held May 15. The recipients are Roy Houser of Iowa and Edward Epstein, Chicago.

"You're the Tops"

"I wish you'd take a number from one to 10, double it and add a million—for then you'll have a pretty good numerical idea of my regard for *Motion Picture Daily.*

"Plenty of its material finds a way (with proper credit, of course) into my column on the *Newark Ledger*, the *Staten Island Advance* and the *Long Island Press.*

"Each time the mailman brings a copy, I go Cole Porter on you and whistle 'You're the Tops.'" — *Jack Shafer*, radio editor.

CBS Wins Again in Radio Golf Tourney

For the second consecutive season the CBS team won the annual radio golf tournament, played at the Rivervale Country Club, Rivervale, N. J., on Friday. Teams representing WMCA, NBC, WOR-Mutual, and WHN provided the competition.

The CBS team score was 589, with WMCA runners-up with 602. Low scorer for the entire tourney was Ira Herbert, of WMCA, with an 85. The CBS team included Nick Lucas, Freddie Rich, Buddy Clark, Howard Phillip, Andre Baruch, and Walter Pierson.

The WMCA team had Ira Herbert, sales staff; John Littlepaige, station's legal representative in Washington; Phil Fuss and Lew Hyams of sales; Tony Leader, production, and Phil Weisman, station attorney.

WOR-Mutual was represented by John Gambling, Harry Carlson, production manager; Jack Poppele, chief engineer; Rudolph Roscoe, staff pianist; Ted Herbert, sales, and S. Clapham, sales promotion.

The NBC players were Carl Hoff, Lyle Van, announcer, George Frey, sales; Ben Grauer and Phil Duey.

Mort Harris, production head; Joe Bolton, announcer; Harold Stretch, sales, and John Murphy represented WHN.

Added prizes, consisting of a dozen gold golf balls, put up by Alfred McCosker, of WOR-Mutual, were won by Phil Duey of NBC and Howard Phillip of CBS.

'Tis said the boys eyed each other suspiciously when they reported in with their scores. Joe Bolton distinguished himself by tossing his clubs further than he was able to drive a ball.

KHJ Has Benefit Show

LOS ANGELES, May 23.—KHJ and other Mutual-Don Lee stations joined with KMTR in picking up the Joe Sullivan benefit show at the Pan-Pacific Auditorium today at which Bing Crosby was "emcee." The broadcast was from 4:30 to 5:30 P.M., P.S.T.

Lee De Forest Is Guest

LOS ANGELES, May 23.—Dr. Lee De Forest was guest of honor on Hal Styles' "Help Thy Neighbor" program today over the Mutual-Don Lee system.

Zasu Pitts on Kraft Program

HOLLYWOOD, May 23. — Zasu Pitts and Rudolph Ganz, pianist, have been set for the Kraft Music Hall May 27.

◂ *Radio Personals* ▸

CONSOLIDATED has sewed up the Million Dollar Pier at Atlantic City for the summer season, with the following dance bands booked: Jan Savitt, Johnny Hamp, Clyde McCoy, Clyde Lucas, Don Bestor, Harold Stern, Jack Denny and Russ Morgan. The pier will have an NBC wire . . . Bob Burns returns to the Kraft series Thursday . . . Jackie Coogan will make his debut as a dance band leader next month . . . The Original Dixieland Jazz Band has been set for a guest spot on the Ben Bernie program June 8 . . .

◆

William Preussner, production manager of Kenyon & Eckhardt, has resigned . . . C. W. Farrier of NBC will discuss the "Present Status of Television" at the luncheon meeting of the Advertising and Marketing Forum of the Advertising Club on Friday . . . Eddie Foy, Jr., Arthur Carron and Alfred Drake will be guest stars on the "Hammerstein Music Hall" tomorrow . . . George Sharp of WMCA is leaving the airways for the summer months . . .

◆

Arnold Johnson will vacation aboard a tramp steamer this summer . . . Marion Melton has returned as the featured vocalist with Don Albert's WHN orchestra . . . Enoch Light will be the featured guest on the "Broadway Melody Hour" over WOR-WHN on Wednesday . . . Benay Venuta is the winner of the weekly Pilot award . . . "The Globetrotter," news commentator heard on WINS at 6:45 P.M., beginning today will be heard nightly at 7:15 P.M. . . . Ina Ray Hutton and her "Melodears" have been held over for a second week at the Paramount . . .

◆

Pittsburgh Town Pump

PITTSBURGH, May 23.—Old Shay Ale has renewed Ed Harvey's "Night at the Inn" program over WCAE for 13 weeks . . . Fred Robinson, golf professional, and Joe Tucker and Claude Haring, WWSW sports announcers, will handle the PGA golf tournament over that station for the Danforth Co. . . . Jack Hollister, sportscaster for KDKA, is also handling publicity for the Great Lakes Exposition in the Pittsburgh district . . . The wife of Jack Gihon, KDKA program director, is the head of the *Sun-Telegraph's* women's department . . . Frank Smith, WWSW manager, is a squash champion and has been licking all comers of late. . . .

Prepares Recordings

NBC Transcription Service is preparing a series of 15-minute recordings for Montgomery Ward through Lord and Thomas. The programs feature old-fashioned musical numbers, and will be used by local Montgomery Ward stores throughout the nation.

Renew Taub Program

Adam Hat Stores, Inc. New York, has renewed its contract with WHN for Sam Taub's "Hour of Champions" broadcast every Sunday from 1 to 1:30 P.M. Renewal is for 52 weeks. Glickman Advertising agency placed the renewal.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 122 NEW YORK, TUESDAY, MAY 25, 1937 TEN CENTS

Teaching Film Gains Told at S.M.P.E. Meet

Wolf Describes Advance During Past Year

HOLLYWOOD, May 24.—Increase of production and sales of educational sound film and sale of projection apparatus for it has more than doubled in this country and Europe during the past year in comparison with any previous year, S. K. Wolf, of Erpi Consultants, Inc., and president of the Society of M. P. Engineers, told the spring S.M.P.E. convention here today at its opening session.

Overcoming a possible crisis in September, 1936, when the International Standards Ass'n adopted and ratified the 16mm. standard, educational films, particularly with sound, have made exceptional progress, Wolf said in his paper, but need the wholehearted support of the entire film industry and most important, of the major producers whose wealth of educational material will give great impetus to educational films.

Despite the advancement made, however, there are many problems confronting educational films, according to Wolf. He listed these as follows:

Need for better mechanical and optical quality; need of a color process,

(*Continued on page* 11)

"Take a Tip" from Films, Stage Told

The stage was pictured to more than 500 of its stoutest adherents by William A. Brady, producer, at the first national convention of the American Theatre Council at the Astor yesterday, as a disorganized institution which has devised no resistance to a "smarter, more modern" Hollywood, where the best things in the theatre eventually go.

Brady urged the producing managers to "take a tip" from Hollywood,

(*Continued on page* 11)

Mayer and Seidlitz Share Levi's Duties

C. C. Moskowitz, in charge of Loew's metropolitan theatres, yesterday promoted Seymour Mayer, manager of the Pitkin, Brooklyn, and Maurice Seidlitz, east side manager,

(*Continued on page* 4)

Radio News—Pp. 10-11

Warners' Net For 26 Weeks $4,040,388

More Than Twice Total For 1936 Period

Warners' 26-week net for the period ending Feb. 27 is more than twice what it was for the same period last year. The total, after deducting all charges, including amortization and depreciation and normal Federal income taxes, was $4,040,388.94. For the same period last year it was $1,976,245.42. The total for this year does not provide for Federal surtaxes on undistributed profits.

The net profit on operations before amortization and depreciation and income taxes, was $7,696,486.27.

The 26-week net for this year is equivalent to $39.18 per share on 103,107 shares of preferred stock outstanding. Dividends in arrears on March 1 totalled $19.25 per share. The earnings, after allowance for current dividend requirements on the preferred, amounted to $1.03 per share on 3,701,090 shares of common outstanding. Shares held in the treasury are deducted from this.

On Aug. 29, 1936, the accumulated deficit was $10,469,148.15. On Feb. 27 this had been reduced to $6,363,301.39.

In the consolidated balance sheet the total assets and liabilities are listed at $174,727,581.18.

Estimate RKO '37 Net at $5,173,174

RKO can expect a net profit for 1937 of $5,173,174, according to testimony presented at a hearing on the company's reorganization plan yesterday before Special Master George W. Alger. The testimony was that of Bernard Bercu of Gottheimer & Co., accountants, who was put on the stand by George L. Schein, attorney for the independent stockholders' protective

(*Continued on page* 8)

Fuller Case May Be Settled Out of Court

NEW ORLEANS, May 24.—The possibility that the Fuller case against seven major film companies will be compromised was seen here today when attorneys for both sides went into conference. Should a compromise result, both sides will win since a trial would be expensive and long drawn out.

Court adjourns in June.

Films, Radio Seen Outside Work Bill

By BERTRAM F. LINZ

WASHINGTON, May 24.—The status the film and broadcasting industries under the hour and wage legislation introduced in Congress today following receipt of a message from President Roosevelt on the subject was tonight still subject to analysis, but it is generally believed they will be little affected.

The bill as introduced is broad in its scope but contains so many exemptions that it is considered probable exhibition and broadcasting may be unaffected as service industries, which are exempted. The measure also carries a provision that it shall not apply to employers of 15 or fewer persons, which would let out most of the film theatres.

No definite hours or wages were written into the bill but will be inserted later. However, there is a provision that no minimum wage shall be set above $1,200 a year or 80 cents an hour, which, it is believed, while high is well under the minimum wages paid by the producers.

Provision is made for the creation

(*Continued on page* 11)

British Group to Ask Import Limit

By BRUCE ALLAN

LONDON, May 24.—It is understood here that the statement to be presented to Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade, expressing the attitude of the Film Group of the F.B.I on the Moyne report for revision of the Films Act, will include a request for a limitation of film imports and will reiterate the trade unit's reciprocity plan.

The Film Group, at a meeting late tonight, completed the final details of the statement. The Kinematograph Renters' Society (distributors) council will meet tomorrow to give consideration to the situation created by

(*Continued on page* 8)

Innovations Planned For Pathe Newsreel

Plans for improvements and innovations in the Pathe newsreel are in work and may be launched within the next few weeks by the new management, headed by Ned E. Depinet, president, and Frederic Ullman, vice-president, it was learned yesterday. Operating plans for the future contemplate a much closer alliance with RKO Radio Pictures than has been the case heretofore.

Frank Donovan, who has been associated with the Pathe commercial

(*Continued on page* 11)

Sales Tax to Affect Deals Outside City

To Fight Circuit Ruling By Comptroller

The city comptroller's office has ruled that film deals closed with national circuits in New York are subject to the two per cent municipal sales tax regardless of how much of the revenue from the contract may be derived from or allocated to the circuit's theatres located outside of New York, it was learned yesterday.

The Court of Appeals decision in the United Artists test case on the applicability of the sales tax to film rentals held that the tax applied only to rentals derived from theatres located within the city limits. A major distributor, however, asked the city comptroller's office for a ruling on deals made with national circuits and was informally advised that that office regarded the entire revenue from a contract closed here as taxable. The comptroller's ruling will be contested, it was stated.

In a second ruling, involving the shelving of pictures bought on a selective contract, the comptroller's office also informally advised a distributor that payments by a theatre made as damages on a rejected picture also are regarded as taxable. Distributors have not regarded such payments as clear rental or revenue, and will also contest the right of the city to levy a sales tax on what is regarded as dam-

(*Continued on page* 4)

Paramount Renews Paris Plant Lease

By PIERRE AUTRE

PARIS, May 24.—Paramount has renewed its lease on the French studio of the company at Saint Maurice, and the future policy of the Paramount Theatre here has been settled, according to Barney Balaban, president of the company, now here.

The lease on the studio, the property of which is owned by Gaumont, has been renewed for six years, in spite of the fact that there is no

(*Continued on page* 11)

Allied Meet to Talk Divorcement, Unions

MILWAUKEE, May 24.—Divorcement legislation, national unionization and returns on a national sales survey are among the major problems slated for airing at the Allied convention May

(*Continued on page* 8)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 25, 1937 No. 122

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Ticket Collections Up Along Broadway

Washington, May 24.—Attendance in the Broadway district increased materially in March, it was disclosed today by the Internal Revenue Bureau in a report on April receipts from the Admission Tax in the third New York district.

Total collections for the month jumped to $587,878 from $511,185 in March, it was stated, straight admissions, including season tickets, accounting for $496,035 against $448,5 .9.

Other collections included free or reduced rate admissions, $11,385 against $2,939; tickets sold by brokers, $27,202 against $13,922; tickets sold by proprietors in excess of the established price, $11, against $2,458; permanent use or lease of boxes and seats, nothing against $29; admissions to roof gardens and cabarets, $53,246 against $43,287.

"Courageous" at $17,200

"Captains Courageous" garnered $17,200 in the second week at the Astor on a two-a-day policy. "Shall We Dance?" is expected to wind up a second week at the Music Hall tomorrow night with approximately $75,000.

Insiders' Outlook

By RED KANN

Hollywood, May 24

THE secretariat employed by William Goetz, vice-president of 20th Century-Fox and executive assistant to Darryl F. Zanuck, is busy these days answering protests by the hundreds which have been lodged over the appearance of Louise Hovick, recently Gypsy Rose Lee, recently America's premiere stripteaser, in films. Having had something to say on several occasions about this matter, the employing studio rates a full exposition of its own point of view. Therefore, the text. . . .

▼

In full, now:

> Your communication regarding Gypsy Rose Lee has been very carefully considered.
>
> I realize the sincerity of your motives in writing. I want to assure you that we are not seeking to exploit her through sensationalism.
>
> Miss Lee was given screen tests in which she demonstrated definite ability as a dramatic actress. That her origin was the burlesque theatre is an undeniable fact, and we propose to do all we can to counteract the publicity arising from this fact.
>
> It is the intention of the company to present her solely on her merits as a dramatic actress. We believe that the American public, in the spirit of fair play, will disregard whatever publicity attached to her past, and judge her on her worthiness as an actress in the future.
>
> Moreover, to make the dissociation from her past complete and unalterable, the name of "Gypsy Rose Lee" has now been dropped entirely from all advertising, exploitation and publicity, and there will be no mention of that name on the screen.
>
> Were we intending to exploit her and present her to the public in the light of sensationalism, the question of her appearance on the screen would rightly be a matter of protest. I can give you full assurance, however, that her screen roles for this company will in no way be reminiscent of anything in which you would find offense.
>
> In view of these intentions, to enjoin her from the right to an attempt at a dignified demonstration of her talents as an actress would be less a penalty than a persecution. While giving full credit to your motive in protesting, I also believe you want at the same time to be perfectly fair to Gypsy Rose Lee. I am sure that justice and toleration were as strong as any other factor in the motives for your letter; therefore, in view of the pledge of extreme care to dissociate her screen roles from those of her past we are asking that you judge her worthiness as a screen artist solely in the light of future appearances.

▼

Who was it in New York the other day that remarked: "Will a Rose by any other name be as sweet?"

Briskin Eliminating Gradation of Films

Hollywood, May 24. — Samuel J. Briskin today moved to eliminate the gradation of pictures at RKO, giving Executive Producer Lee Marcus, his production assistant, an annual budget for a group of pictures, making for elasticity in setting up cast, story and production values.

Briskin said that the number of pictures forms "a substantial amount of product." There are believed to be about 20. Individual budgeting of group has been entirely eliminated.

RKO, Brecher Deal Near

RKO is expected to close this week with Leo Brecher for the Roosevelt, at 145th St. and Broadway. The circuit is taking the house because of the new development in that section.

Degree for Stokowski

Hollywood, May 24.—Leopold Stokowski has left here to receive an honorary doctor of laws degree at the University of California at Berkeley.

CEA Party Arrives For American Visit

Headed by Nat Cohen, 10 members of the C.E.A. of England and their wives who arrived yesterday on the *Queen Mary* for a vacation, spent the day visiting and shopping. In the party are Mr. and Mrs. Lever, W. and Mrs. Eckart, Mr. and Mrs. Napolsky and daughter and Mrs. King.

Cohen and Eckart visited the Hays organization, Quigley Publications and Erpi. At Erpi arrangements were made for a reception to the visitors at the Trocadero in Hollywood.

This morning the group will go sightseeing and in the afternoon inspect Radio City.

On Thursday the party will leave for Washington and then to Chicago and the coast. It is planned to spend five days in Hollywood during which the English visitors will tour the M-G-M, 20th Century-Fox and Warner studios.

From Hollywood the C.E.A. party will go to San Francisco. It is also planned to visit Toronto, Niagara Falls, Quebec and Buffalo.

◀ Purely Personal ▶

BEULAH BONDI, featured in "Make Way for Tomorrow," is touring New England by automobile. She will be in New York shortly to look over the new shows.

•

Y. Frank Freeman and Leon Netter left for Galveston over the weekend to attend a meeting of Hoblitzelle circuit managers.

•

George Weeks, G.B. general sales manager, and Mrs. Weeks stopped in Memphis yesterday on their automobile tour of the coast.

•

Stanton Griffis, chairman of the Paramount executive committee, returned yesterday from a Florida fishing trip.

•

John Ludwig, theatre operator in Monroe and Milwaukee, Wis., left for the latter city yesterday.

•

Bernard Waldman has returned from Hollywood, where he saw a number of pictures in work.

•

Charles Caballero, manager of the Plymouth, Worcester, was in town yesterday for a brief visit.

•

Jack Savage, G.B. artist, returned to his desk yesterday after three weeks in the hospital.

•

Charles Moses, former Century circuit executive, is back from a trip to Bermuda.

•

Ben Kalmenson is now making his headquarters at the local Warner exchange.

•

Joe Rivkin will spend the next month here looking for new talent for Columbia.

•

J. Cheever Cowdin is remaining on the west coast for another week or 10 days.

•

J. J. O'Connor was back at his desk yesterday, recovered from the grip.

•

Fay Bainter has arrived from the coast for a brief vacation.

•

Leo Spitz will leave Chicago this morning for the coast.

•

Max Gordon returned from the coast yesterday.

•

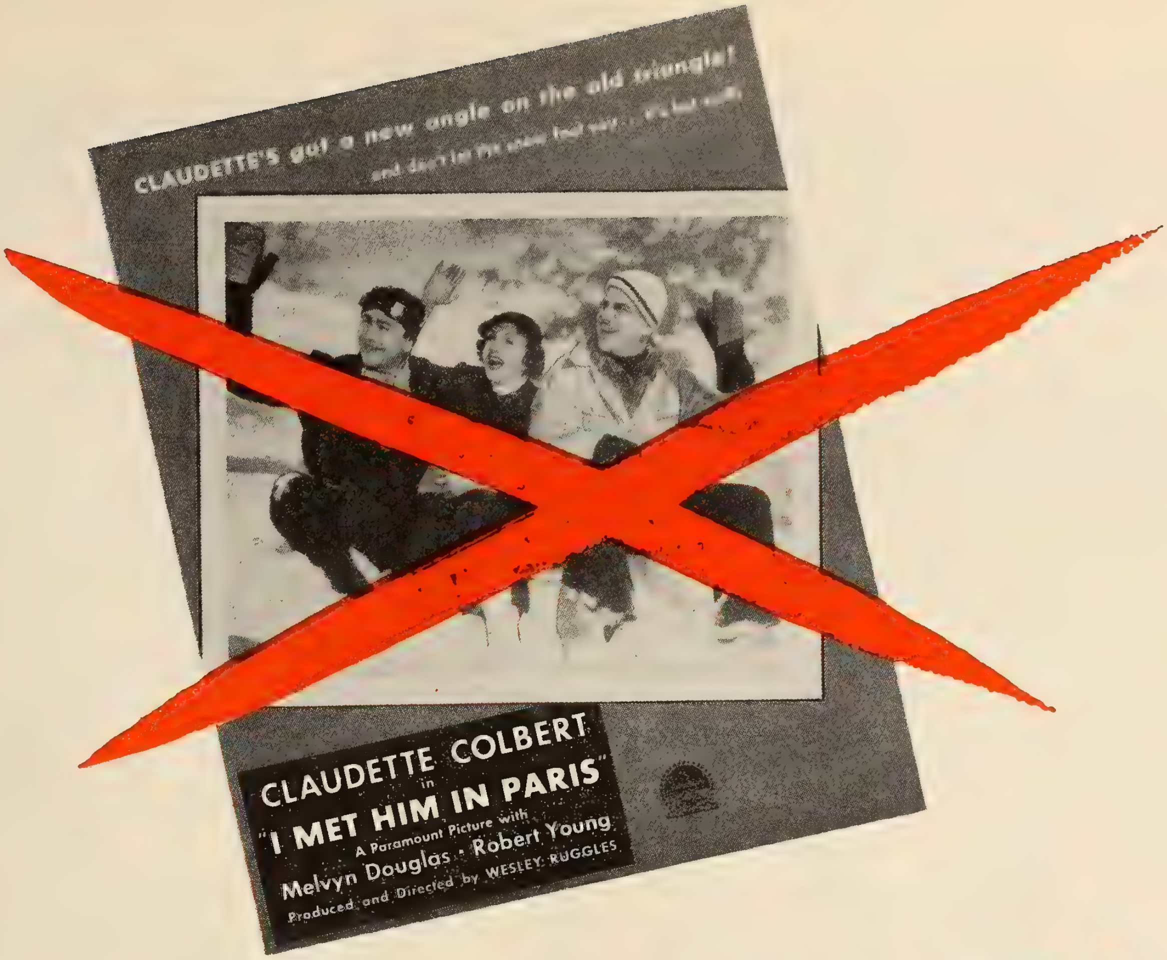
. . . Washington

Joseph Makover, president of the Globe Amusement, whose Calvert (operated by Warners) recently opened, has moved to his new home.

J. William Root, manager of Warners Tivoli, and Margaret R. Mathiot, Warners' executive office attache, will be married June 5.

William R. Fischer, one-time manager of Loew's Columbia, is now booker with the A. E. Lichtman theatres.

Charles H. Olive and A. E. Lichtman have been named as the Allied Theatre Owners' delegates to the Allied convention in Milwaukee on May 26, 27 and 28.



CLAUDETTE'S got a new angle on the old triangle!

CLAUDETTE COLBERT
in
"I MET HIM IN PARIS"
A Paramount Picture with
Melvyn Douglas · Robert Young
Produced and Directed by WESLEY RUGGLES

THAT'S OUT!

No more trade advertising on "I MET HIM IN PARIS." Everybody in the business knows it is a box-office smash and customers, the country over, have gotten wind that here is a swell entertainment! From now on we are shouting about "THE LAST TRAIN FROM MADRID"—the last word in "front page" pictures; the first picture about the Spanish Civil War!

Paramount Pictures

Sales Tax to Affect Deals Outside City

(Continued from page 1)

ages. The ruling applies to payments received from a theatre which has shelved a picture included in a selective contract. Such payments usually represent the difference between the contract price and what the distributor is able to get for the picture's first run in another theatre.

City officials also have stated that there is very slight chance of the city waiving the two-year interest and penalties on the tax for which distributors are liable. United Artists has until June 13 to appeal from the Court of Appeals decision but decided some time ago not to carry the case farther. A company official said yesterday that the decision has not been altered.

Propose Kansas Tax Handling

KANSAS CITY, May 24.—The Kansas-Missouri Theatres Ass'n, as the result of exhibitor suggestion, has proposed a method by which Kansas exhibitors can collect the two per cent sales tax which becomes effective June 1, without the trouble that goes with handling mills.

Exhibitors, as other retailers, are required to pass on the tax to the public. The K.M.T.A. suggests that exhibitors charge 9.8 cents admission. The tax would bring this to 10 cents. On the 15-cent, 20-cent, 25-cent, 30-cent, and 35-cent admissions, the exhibitor organization suggests the exhibitor change the admission to 15.6 cents, 20.6 cents and so on. Addition of the tax brings these admissions to 16c, 21c, etc. In case of the 40 cent admission, the recommendation is to charge 39.2 cents, the sales tax bringing it to 40 cents.

The method is being recommended to exhibitors as the best method of handling the collection.

Ask Wisconsin Chain Levy

MADISON, WIS., May 24.—John Grobschmidt, Milwaukee Assemblyman, has introduced a chain store tax bill to conform with the Louisiana law, recently declared constitutional by the U. S. Supreme Court.

The new bill would levy a tax ranging from $10 on stores in chains of from one to 10 to $600 on stores in chains of more than 500 outlets no matter where the stores are located.

Ask 4 Philadelphia Taxes

PHILADELPHIA, May 24.—Four of the seven taxes recommended by the Finance Committee of the City Council would affect the industry. They are: (1) A tax of one cent on each 25 cents of admissions; (2) a tax on films; (3) a levy on advertising billboard space, and (4) a tax of $5 on each vending machine, at least one of which is in almost every theatre.

New Sunday Bill Filed

CONCORD, N. H., May 24.—A measure has been introduced in the Senate to permit New Hampshire theatres to open at 4 P. M. on Sundays, with the exception of the period from May to September. The bill replaces a similar plan recently killed in the House.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Border Cafe"

(Radio)

HOLLYWOOD, May 24.—This is a B release which makes no pretense at being anything else. In its classification, "Border Cafe" is a satisfactory bit of entertainment.

Hollywood has been rehashing this story for years. John Beal, scion of an old and proud Back Bay family, rebels against the future outlined for him by family tradition and seeks to float off on bottled goods. Fed up, he repairs to a small Texas town near the Mexican border. There, he meets Harry Carey, who turns out to be a Harvard school chum of his father's, and Armida. Plot mutterings are added through the appearance of a group of New York gangsters who organize a cattleman's protective association and give Carey's herd the works when the owner refuses to join up. Comes the final expose, the full regeneration of Beal and his troth with Armida whose ancestry is discovered to contain as much blue blood as Beal's own family.

Performances are standard. Production values good, the pace is occasionally turned into a stroll through song interludes and plot incident arranged in strict accordance with the formula. Lew Landers directed from a screenplay by Lionel Houser under production guidance of Robert F. Sisk. Nicholas Musuraca's photography is commendable.

Code-approved. Running time, 65 minutes. "G." KANN

Open New Drive on Games in Nebraska

LINCOLN, May 24.—Attorney General Hunter has charged all county attorneys in Nebraska with the immediate job of filing suits against all Bank Night operators in their districts, gaining permanent injunctions, and stopping the practice.

Hunter feels the Bank Night legal battery has gone back on him, because it was verbally agreed before the trial that should the test case against the Beatrice Theatre Corp. go either way, it would be appealed immediately to the State Supreme Court. The Bank Night users have not done so.

Gets "Ecstasy" Injunction

Eureka Prod., Inc., yesterday was granted a permanent injunction by Justice Isidore Wasservogel in N. Y. Supreme Court against Metropolis Pictures and Martin J. Lewis, restraining the defendants from using the word "Ecstasy" in the title of the film, "Ecstasy of Young Love."

Approves Roxy Lobby Rent

Federal Judge William Bondy yesterday authorized Howard S. Cullman, Roxy trustee, to pay the monthly rental due May 15 and monthly thereafter for the lobby lease of the Roxy. The Taft Hotel has agreed to a 10½-year lease at $46,000 for the first three years and $50,000 thereafter until its expiration on Nov. 15, 1947.

Files Roxy Plan Approval

The Fletcher American National Bank of Indianapolis whose claim of $265,069 has been allowed in the Roxy Theatre reorganization, yesterday filed acceptance of the proposed amended plan of reorganization in U. S. District Court.

Set Columbians' Outing

The annual outing of the Columbians, social club of Columbia Pictures, will be held June 12 at the Berkshires Country Club, Wingdale, N. Y. Lillian Stark is in charge of arrangements.

Disney to Use Depth Device on Cartoons

HOLLYWOOD, May 24.—Walt Disney has developed a device to obtain third dimensional effect in his cartoons, and will use it in his new RKO releases.

The process consists of placing the celluloid strips on which the characters are inked on different, movable planes under the cameras. As the action takes place, the strips move for the different motions, but the planes move together or recede against the stationary background to give the impression of depth on the screen.

Heretofore, cartoons have been shot with the celluloid strips placed directly upon each other.

"Galahad" Going Big

"Kid Galahad" has beat "Green Light" by $2,421 in the first four days at the Fox, San Francisco, according to word received at the home office. The take was $16,742.

Skouras to Miss Meet

Spyros Skouras, operating head of National Theatres, will not attend the annual meeting of 20th Century-Fox on the coast starting next Monday. Skouras yesterday was conducting his business from the St. Moritz where he is abed with a swollen foot. Charles Skouras, F.W.C. head, will represent his brother as well as F.W.C. theatres.

Canty on Job for "U"

George R. Canty, former European attache of the Dep't of Commerce, has been named Continental European manager for Universal, and will take up his new duties on June 1. The appointment, reported some time ago, was confirmed by the Universal home office yesterday.

Buck Jones to Quit "U"

HOLLYWOOD, May 24.—Buck Jones will quit his producing-starring contract at Universal after his next three pictures have been completed, due to his unanswered plea for a higher negative cost deal.

Seven on G. N. List Finished—Alperson

Seven of next season's Grand National lineup of 65 have been completed and are now awaiting release, Edward L. Alperson, president, stated yesterday upon his return from the coast. The pictures are "Love Takes Flight," "Sweetheart of the Navy," "Bank Alarm," "Trailing Trouble," "Boots of Destiny," "Frontier Town" and "Small Town Boy."

In production are "Something to Sing About," "Face the Facts," "Gorgeous," "Flash Casey," "Wallaby Jim in the South Seas" and "Renfrew of the Mounted."

Alperson stated that Eric Linden has been signed for four pictures, George Huston, four; Rod LaRocque, four; Conrad Nagel, four; James Cagney, three; Anna Sten, three.

Sam Schumer has been appointed editor, succeeding Sidney M. Biddell, who resigned last week to produce independently. Schumer will make his headquarters at the home office.

A meeting of the board of directors is slated to be held later in the week. Plans are being made to hold a trade showing of "The Girl Said No" on Friday. Alperson will return to Hollywood in about a week.

James Winn, western division manager, is now visiting the northwest. Edward Finney will return in about a week while Ann Rosenthal, counsel, is due June 7 by boat. William Neary, comptroller, is remaining at the studio for a week.

Sales Drive Awards By U. A. Announced

Winners of prizes in the George J. Schaefer Drive which closed May 1 have been selected as follows:

Grand prizes of three radio bars go to Robert Mochrie, southern district manager; Ewen MacLean, Los Angeles manager, and A. J. Jeffery, Montreal.

Four weeks' salary go to the following salesmen: Jack Groves, Dallas; Frank Eisenberg, Minneapolis; Guy Gunderson, Los Angeles; Elmer Donnelly, Indianapolis; T. L. Davis, Philadelphia, and David Burkan, New York. The two last named tied for first place and will split the prize.

Bookers in leading branches who will receive two weeks' pay are E. Schrider, Montreal; Roy Sachs, Dallas; Harry James, Chicago; W. B. Pollard, Los Angeles; L. Dowdell, Cleveland, and Herbert Richeck and Ben Levine, New York.

There also were awards of 13 watches to bookers and managers for increase in Disney product. Joe Johnson of Toronto and E. Zerga of San Francisco won an extra week's pay in the accessory sales contest.

Mayer and Seidlitz Share Levi's Duties

(Continued from page 1)

to be district managers, dividing between them the duties handled by the late Carl Levi.

Mayer will supervise the Pitkin, Palace, Premier, Warwick, Willard, Hillside and Valencia, while Seidlitz will have charge of the Commodore, Hollywood, Avenue B, Delancey, Apollo, Canal, Broadway and Gates.

Al Weiss, who has been at the Oriental, Brooklyn, is now at the Pitkin.

"NINE MEN OUT OF TEN ARE EITHER KNAVES OR FOOLS"

So boasted a man who ruled his world of shame and avarice by the sheer force of his dominating will—and who faced his doom at the hands of the woman whose life he had made unbearable. A dramatic story unique in its compelling power!

The TENTH MAN

The Tenth Man **is the wise showman who knows that an action melodrama without a dull moment is the key for box-office profits — and "The Tenth Man" is that kind of a picture!**

SOMERSET MAUGHAM'S famous play
with JOHN LODGE
ANTOINETTE CELLIER
Athole Stewart • Aileen Marson • Iris Hoey
Clifford Evans • Directed by Brian Desmond Hurst

Canada Distributors
Empire Films, Ltd.

An Alliance
Production

WELCOME TO

AND "THE ACADE

CAROLE LOMBARD · CLAUDETTE
ARTHUR · FRED WARING · CH
Courtesy Columbia
and The Pennsylvanians
BRIAN AHERNE · HENRY FON
BAKER · ETHEL MERMAN · BASI

YOU'RE JUST IN TIME TO GUARANTEE MORE STAR POWER THAN EVER BEFORE

In 19

ERROL FLYNN · BETTE DAVIS · KAY FRANCIS
EDWARD G. ROBINSON · FERNAND GRAVET ·
PAT O'BRIEN · RUBY KEELER · LESLIE HOWA
ANITA LOUISE · HUMPHREY BOGART · RUDY VAL

WARNER BROS.

Y AWARD STUDIO"

LBERT · GINGER ROGERS · JEAN

Courtesy RKO-Radio

RLES BOYER · MIRIAM HOPKINS

Courtesy Samuel Goldwyn

A · WARNER BAXTER · KENNY

Courtesy 20th Cent-Fox

RATHBONE · BENNY GOODMAN

and His Swing Orchestra

37-38

THINK OF IT—ALL THESE OTHER WORLD-FAMED FAVORITES TO KEEP YOU COMPANY!

ICK POWELL · MARION DAVIES · PAUL MUNI

RGE BRENT · THE MAUCH TWINS, Billy and Bobby

· OLIVIA DE HAVILLAND · JOAN BLONDELL

· IAN HUNTER · DICK FORAN · BORIS KARLOFF

"Dance" Gets Big $13,400, Kansas City

KANSAS CITY, May 24.—"Shall We Dance?" was worth $13,400 to the Mainstreet, good by $5,400, and the best in a fair week for first runs.

The weather was good and outside competition was slight. "Midnight Taxi" and Major Bowes' girl unit took $8,700, $1,700 over the line, at the Tower. Other first runs were weak.

Total first run business was $38,300. Average is $36,500.

Estimated takings:

Week Ending May 12:

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
"DAVID HARUM" (20th-Fox)
UPTOWN — (2,000), 25c-40c, 5 days. **Gross:** $2,200. (Average, $3,000)

Week Ending May 13:

"SHALL WE DANCE?" (RKO)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $13,400. (Average, $8,000)

"NIGHT MUST FALL" (M-G-M)
"I PROMISE TO PAY" (Col.)
MIDLAND — (4,000), 25c-40c, 7 days. **Gross:** $10,000. (Average, $11,500)

"MOUNTAIN JUSTICE" (W.B.)
"MURDER GOES TO COLLEGE" (Para.)
NEWMAN — (1,900), 25c-40c, 7 days. **Gross:** $4,000. (Average, $7,000)

"MIDNIGHT TAXI" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Major Bowes' all girl unit, featuring Sara Berner, Ann Palmer and the Tri-City Trio. **Gross:** $8,700. (Average, $7,000)

Lukan Heads Circuit

SEATTLE, May 24.—L. O. Lukan has been named president of the Lake Theatre Corp. here.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

Estimate RKO '37 Net at $5,173,174

(*Continued from page 1*)

committee, in an attempt to show that forecasts made by proponents of the plan do not represent a fair earnings expectancy for the year.

Bercu, who was the only witness of the day, also testified that, in his opinion, RKO's assets are carried on the company's books at much less than their actual value due to the fact that no revaluation of assets has been made since 1932 when the American Appraisal Co. completed a revaluation which resulted in appreciable write-downs.

Bercu declared that RKO Radio Pictures and Pathe should show a profit for 1937 of $2,543,570 before taxes but after interest; that the theatre operating subsidiaries should show a profit of $2,173,849, and that RKO, the parent corporation, should show a profit of $1,058,116. He estimated taxes at $1,055,000 and adjustments at $350,000, leaving a net of $5,173,482.

Tells Source of Figures

That figure, Bercu said, should leave $3,696,174 available for distribution to common stockholders after providing $1,477,318 for fixed charges. Bercu said he had been working on the RKO books since September, 1935, and that his estimates are based on that study and on figures given by the proponents of the reorganization plan.

Schein is expected to complete his objections to the plan on behalf of the independent stockholders at the next hearing before Alger, which was set for Thursday morning. George A. Stover, representing holders of old RKO Class A stock, is expected to follow Schein.

A tentative hearing date on the RKO reorganization which had been scheduled for yesterday before Federal Judge William Bondy was postponed to June 22.

Cocalis Takes House In New Jersey Town

Sam Cocalis has closed a deal for the Parker, Long Branch, N. J. Work on the new theatre had been stopped before completion. Cocalis plans to finish the 1,000-seat house and have it ready for occupancy July 4.

Acquisition of the structure marks the first move by Cocalis to move into Walter Reade territory. Reade recently purchased a site at Hudson, N. Y., following which Cocalis threatened retaliation.

"Born" in Fifth Week

"A Star Is Born" will enter its fifth week at the Aldine, Philadelphia, on Friday, according to the U.A. home office. This will mark a new record, the last having been chalked up by "The House of Rothschild," which ran four weeks at the theatre.

Talley, Thomas Return

Truman Talley, producer of Movietonews, returned yesterday on the *Queen Mary* after supervising the filming of the Coronation. He stated he was not ready to announce plans for the Technicolor shots of the crowning of King George VI and Queen Elizabeth. Lowell Thomas, commentator, returned with Talley.

British Group to Ask Import Limit

(*Continued from page 1*)

the insistence of the Cinematograph Exhibitors' Ass'n on the inclusion of a quality clause in the proposed new quota regulations.

Arthur Jarratt and A. S. Moss, circuit representatives on the C.E.A. delegation, are threatening to withdraw. It is believed now that a joint deputation to Burgin will be made on Wednesday, stating the opposing views of the three trade groups. The three separate policies are seen as marking a greater disagreement than before Burgin's call for a joint policy on the Moyne suggestions.

The general opinion is that the Government will accept the industry suggestion for a joint trade committee and arbitration through the Board of Trade in place of an official Government commission. The Government is said also to recognize the fundamental disagreement on the quota and is expected to make its own decision, probably tending in the direction of the producer viewpoint.

N. H. Talks Delayed

Home office distribution executives and representatives of the New Haven union for exchange employes did not meet yesterday, as scheduled, because some of the men had to leave town on other matters. No date has been set when the parties will get together.

Picket Milwaukee Houses

MILWAUKEE, May 24.—Picketing has started at three neighborhood houses operated by George Fischer by the Building Service Employes' union, Local 150, an A. F. of L. affiliate. William Cooper, business agent for the union, charges that Fischer has refused to sign an agreement with the union, which now has agreements with 52 theatres in Milwaukee.

According to R. A. Tesch, business manager of the Independent Theatres Protective Ass'n of Wisconsin, of which Fischer is a member, most of the employes of the three houses belong to the C.I.O. and the management, in accordance with the "majority rule" of the state labor disputes act, plans to deal with that group.

Burkett Heads K. C. Union

KANSAS CITY, May 24.—Frank Burkett, projectionist at the Fox Rockhill, has been elected business agent of operators' union, Local 170, replacing Robert Dillon, who held the position several years. The change accompanied a disagreement between Dillon and some of the members over policies of the local.

I. A. in Pittsburgh Drive

PITTSBURGH, May 24.—Representatives of the I.A.T.S.E. have been here for the last two weeks setting plans to organize all theatre ushers, cashiers and porters. The work has been done quietly and the formation of a union is expected shortly. Organizers are meeting no opposition from the theatre owners.

Unionize Chicago Bookers

CHICAGO, May 24.—The A. F. L. is organizing bookers in the exchanges here, despite the declaration of the exchange heads that unionization of that group will tend to handicap promotions among the bookers.

Allied Meet to Talk Divorcement, Unions

(*Continued from page 1*)

26-28 at the Pfister Hotel here. Opening session speakers will include President Nathan Yamins, E. R. Geib of National Carbon Co. and Richard T. Turner of Dictograph Products Co. Abram F. Myers will discuss Allied's case on the law and the facts Thursday afternoon. He will be followed by W. A. Steffes on divorcement legislation, E. T. Gomersall, Universal's western sales manager, on the producers' side of selling, and Niles Trammel, vice-president of NBC, on the effect of television upon theatres.

The Thursday night banquet speakers will include Governors Philip F. LaFollette of Wisconsin, Elmer Benson of Minnesota, William Langer of North Dakota, M. C. Townsend of Indiana, O. S. Loomis, Wisconsin attorney general, and Mayor D. W. Hoan.

The closing business session is scheduled for Friday morning. P. J. Woods, convention chairman, declares that the attendance will surpass that of any previous national meeting of the last 10 years.

Newbury Leaves Today

Lee Newbury, president of Allied of New Jersey, will head the northern and southern New Jersey delegation leaving today for Milwaukee and the national Allied convention which gets under way tomorrow afternoon at the Pfister Hotel. The New York contingent will leave on the Pennsylvania and pick up member exhibitors at Newark, Trenton and Philadelphia. About 20 are expected to be on the train. Sidney E. Samuelson, former president of the local unit, left yesterday for the convention.

Arkansas ITOA Asks Power Rates Survey

LITTLE ROCK, Ark., May 24.—A survey of current power rates for Arkansas theatres which showed a wide variation today led the annual convention of the Arkansas I.T.O.A. to order a power rate survey. With a view to obtaining a minimum uniform rate, a committee was named to consult with Arkansas power officials. G. Sterling, of Gurdon, is chairman of the committee and is aided by Robert Yancey of Cotter, J. M. Ensor of Little Rock and J. F. Norman of England. The Arkansas Power and Light Company is the biggest utility firm involved.

Representatives of manufacturers of Diesel and other types of individual power generating plants were on hand to demonstrate their equipment. J. F. Norman, secretary of Arkansas I.T.O.A. since its organization was elected president today by acclamation. Other officers elected were: O. W. McCutcheon of Blytheville, vice-president R. V. McGinnis of Hope, secretary-treasurer. Board members elected were: J. M. Ensor and "Hy" Saunders of Little Rock, W. E. Blume, Searcy; G. Carey, Paris; W. E. Malin, Augusta; D. E. Fitton, Harrison; Charles Bonner, Pine Bluff. A drive for full membership in the state was voted.

Approximately 75 delegates attended. The convention ended tonight with a banquet and dance at the Hotel Marion.

THE ONLY ORGANIZED JUVENILE PROGRAM SERVICE IN THE INDUSTRY!

COLUMBIA

"HAPPY-HOUR"

(*Trade Mark Registered*)

ENTERTAINMENTS

Leading national organizations sponsoring the "Happy-Hour" movement include . . . N. Y. State Federation of Women's Clubs; Better Films Councils, Chicago, St. Louis, Buffalo; New Haven Council of Theatre Patrons; Phila. General Federation of Women's Clubs; Cleveland Cinema Club; Mass. General Federation of Women's Clubs; Greater Detroit Films Council; N. Y. C. Federation of Women's Clubs; Federation of Jewish Women's Organizations.

ANNOUNCING SPECIAL "HAPPY-HOUR" UNIT No. 22

Featuring

"THE OLD WOMAN IN THE WOODS"

(*3 reels*)

A MAGNIFICENT PHANTASY! Adapted and Told by UNCLE DON! This Unit . . . endorsed by the International Federation of Catholic Alumnae (Pittsburgh) . . . includes also "Skiing Is Believing" (1 reel), "Birds In Love" (1 reel), "Krazy's Newsreel" (1 reel) . .

All Units are made up of six reels, with a running time of about 60 minutes; hence the name "Happy-Hour."

"THE GOOSE GIRL" and "ALADDIN AND HIS WONDERFUL LAMP"

For further details write Columbia Pictures Corp., 729-7th Ave., N. Y. C.

Radio Personals

ELDER SOLOMON LIGHTFOOT MICHAUX, colored revivalist from Washington, was a weekend visitor at the Mutual office here. Said the Elder to Mutual officials: "You make me and I'll make Mutual". . . Bert Lynn, novelty musician, has signed with NBC's artists service . . . Sam Harris, producer of "You Can't Take It With You," will accept the radio critic's award for the best play of the year before a WMCA mike tomorrow at midnight . . . T. Woodroffe, BBC announcer who authored the now famous phrase "the fleet is all lit up" will be heard by American listeners over the NBC-Blue network in a description of the action in the Fred Perry-Ellsworth Vines pro tennis game in London . . . Jack Benny will be back on his program Sunday, he wired from the coast . . . Eddie Duchin opens at the Palmer House in Chicago June 1, with an exclusive Mutual wire . . .

+

Johnnie Green flew back to the coast Sunday . . . "Witch's Tale" becomes the oldest serious dramatic series in radio this Thursday when it celebrates its sixth anniversary on WOR . . . Olsen and Johnson will be Jack Oakie's guests tonight . . . Frank Black's May 28 program on NBC will be relayed to Italy . . . "Robin Hood," an original radio dramatization, will be presented by NBC May 31 over the Blue at 8 P. M., E.D.S.T.

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Hollywood Town Pump

HOLLYWOOD, May 24.—Earle C. Anthony, owner of KFI-KECA, is back from a couple of weeks' holiday in Honolulu . . . Smilin' Frankie Gordon has purchased six spot announcements over KFI at the rate of one a week. They have started . . . George Belsey Co., Ltd., of Los Angeles has bought 13 one-quarter hour periods on Mondays from 3:30 to 3:45 P. M., P.S.T., over KFI. "Bess Meals" is the program designation . . . Glan Heisch, production manager at the Anthony station, smashed a fingertip in his desk the other day. Minor surgery and a couple of weeks out, the results.

Sign Penner for 39 Weeks

HOLLYWOOD, May 24.—Ruthrauff and Ryan have signed Joe Penner to a straight 39-week contract to start Oct. 31. Penner will leave the air June 27 for 13 weeks, and the agency is undecided whether to replace him temporarily with a musical show built around Gene Austin or to use a name band.

N. W. Gregg to Open Office

CHICAGO, May 24.—Norman W. Gregg, for the past 10 years publicity director of Erwin, Wasey & Co's. local office, has resigned to establish a publicity organization under his own name.

LEO SAYS:
Greetings to Dodge Brothers — WHN's new sponsor on the air each Wednesday night!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

NBC Coast Quarters Shift Is Still Anybody's Guess

The slightly bewildering game of affirmation and denial played for the past few weeks by Lenox R. Lohr and Don E. Gilman relative to a transfer of NBC west coast headquarters from San Francisco to Hollywood, was taken up again yesterday in a statement by Lohr.

In effect, the statement said that NBC will, and then again will not, change its base of activities from the Golden Gate City to Hollywood.

The game began about three weeks ago, when Gilman, vice-president in charge of NBC's west coast activities, announced that the transfer from San Francisco to Hollywood would be effected before the summer season expired.

A day or so later, from Chicago, where NBC's president was attending a broadcasters' conference, came a denial of the Gilman story from Lohr. A week or so later followed a re-affirmation of the San Francisco to Hollywood yarn by Gilman, which was capped yesterday by Lohr's "yes, and then again, no" statement.

The fine hand of offended San Franciscans is detected behind all the uncertainty. San Francisco does not relish the prospect of playing second fiddle to Hollywood, and its leading citizens have conveyed this impression to Lohr, which resulted in yesterday's ambiguously worded statement. At least that is the interpretation offered by those close to the situation.

Lohr's statement follows:

"The rise of Hollywood as a source of national network programs and NBC's contemplated building project there have made it necessary that Don E. Gilman, vice-president of NBC's western division, be located at the film capital.

"This does not mean that Mr. Gilman will abandon his San Francisco offices. NBC has no intention of curtailing its San Francisco activities, and Mr. Gilman will continue to spend a considerable portion of his time in that city.

"San Francisco is one of the four cities in the United States in which NBC operates two broadcasting stations, and the major part of our sales and accounting activities for west coast operation is centered there.

"The great increase of radio program production in Hollywood, however, has made it advisable that Mr. Gilman establish his residence there. This will enable him to devote a greater amount of personal attention to the interests of the millions of listeners NBC now serves from Hollywood, and to our plans for providing the finest broadcasting facilities to keep pace with the program production in that city."

From Pittsburgh

"My congratulations on the excellent radio department in *Motion Picture Daily.*

"Your news seems exclusive, in fact it *is* most of the time and I sometimes wonder how you keep it that way with all the press agents and agencies trying to beat you to the gun."—*Darrell V. Martin,* radio editor, *Pittsburgh Post-Gazette.*

Programs of "Time" Recorded for France

The "March of Time" air show is now being transcribed in half-hour recordings for broadcast over Radio Luxembourg, France, it was learned yesterday. The arrangements were handled by Jean Masson, representative of Radio Luxembourg, in cooperation with Time, Inc.

The French transcriptions will be continued permanently if reception warrants it.

Ed Jerome, Dwight Weist and Stephan Schnable are some of the regular "March of Time" actors who are working on the transcriptions. Other radio actors, proficient in the French language, have been drafted for the series.

Merrill to Describe Race

Dick Merrill and Jack Lambie have been signed by NBC to broadcast a description of the running of the Indianapolis race. The fliers will follow the progress of the race from an Eastern Airliner, broadcasting from the plane. They will be heard from 2:30 to 2:45 P. M., E.D.S.T., on the Blue network, May 31.

WHN to Start "Millstream"

A new weekly series called "Millstream" will be broadcast over WHN beginning tonight from 8:45 to 9:15 P. M., E.D.S.T. The program is a sustainer.

NBC Seeks to Sell Opera Group Direct

NBC, it is learned, will stage a concentrated drive to sell direct the commercial rights to the Metropolitan Opera broadcasts for the coming season. Departments cooperating in the drive are program, artists' service and time sales.

Commercial rights to past opera broadcasts have been sold through outside agencies. The agencies are Lambert & Feasley for Listerine, and Lord & Thomas for Lucky Strike cigarettes and RCA.

Colby to Be Guest on CBS

Chester M. Colby, president of General Foods Corp., will be the guest speaker on "Labor and Industry Today," a CBS feature, on Friday, May 28, from 10:45 to 11 P. M., E.D.S.T.

Garbisch Joins Ruthrauff

Edgar W. Garbisch has joined Ruthrauff and Ryan here in an executive capacity. Garbisch was formerly a vice-president of J. Sterling Getchell. He is a son-in-law of Walter P. Chrysler.

H. S. Gardner Finishes Cruise

H. S. Gardner, chairman of the board of the Gardner Advertising Co., arrived here yesterday on the *Queen Mary,* completing a round-the-world tour begun last January.

CIO Picketing WIP Philadelphia Plant

PHILADELPHIA, May 24.—C.I.O. pickets began a parade about the premises of WIP today following the station's refusal to permit William Leader, a union organizer, to broadcast a 15-minute talk scheduled for 10:30 P. M., E.D.S.T., last night.

United Hosiery workers, who are on strike here, had contracted for the address. Station attorneys, however, checked the script today and advised that the speech was too dangerous to broadcast. The cancellation followed.

The union had contracted for the broadcast to present the strikers' side of the walk-out, and had advertised the forthcoming broadcast in paid ads in the newspapers.

The pickets, eight in number, carry signs reading: "WIP is unfair to labor." "WIP won't let labor speak its mind."

The action marks the second time a local station has been picketed by a labor group. During the recent longshoremen's strike WCAU was picketed because of remarks made by Boake Carter on one of his broadcasts.

Speed Network Union

LOS ANGELES, May 24.—C. H. Jordan, organizer for the American Radio Telegraphists Ass'n, C. I. O. affiliate, is here to speed a drive for the organization of independent radio station employes. He will meet tomorrow night with worker representatives of various local stations. It is understood that the drive against the networks will be held in abeyance until the independent station movement is in full swing.

Paley Award Presented

The Paley Amateur Radio Award was presented to Walter Stiles, Jr., at a luncheon yesterday afternoon in the Waldorf-Astoria. Stiles, a 24-year-old railroad employe of Coudersport, Pa., was chosen for the honor for his services during the flood emergency in the Alleghany River valley last year. Among those who paid tribute to Stiles at yesterday's luncheon was Anning S. Prall, chairman of the F. C. C.

Postal to Have WINS Series

A new series of broadcasts sponsored by the Postal Telegraph Co. will be heard daily over WINS and the New York Broadcasting System, starting today.

The series is divided into three different types of programs. "The Meade Family" will be heard Mondays, Tuesdays, Thursdays, Saturdays and Sundays from 6:45 to 6:50 P. M. Wednesdays, from 6:45 to 7 P. M., "Melodigrams" will be presented. Fridays, from 6:45 to 7 P. M. the presentation will be "Forward America." Time is E.D.S.T. The contract is for 52 weeks.

Royal Baking Series Set

SALT LAKE CITY, May 24.—The Royal Baking Co. here has arranged for the broadcast of the "Adventures of Jimmie Allen," over KSL. The program will be heard on five 15-minute periods weekly. The account was placed by Ed Broman. It is handled by the Gilham agency.

Russell Baker Back at WOW

OMAHA, May 24.—Russell Baker, who has been in New York the last year doing character parts for various NBC shows, has rejoined WOW as a staff announcer.

Films, Radio Seen Outside Work Bill

(*Continued from page 1*)

of advisory boards, on which employers and labor shall be equally represented, to aid the five-man board which is to administer the bill in dealing with particular industries. Thus it is probable that wages and hours for the producers will be recommended by a film board.

So far as the distributors are concerned, it is possible they may be affected to some extent by the legislation but in general their wages are said to be above any minimum which may be set.

Basic NBC-Red Gets Pimlico

Baltimore, May 24.—WFBR, basic NBC-Red network outlet here, has signed a contract with the Maryland Jockey Club for exclusive air rights for the running of the Preakness and Futurity races at Pimlico.

The past few years the Preakness and Futurity races have been broadcast over the Blue network, but it is expected that next year these two races will be broadcast on the Red. In the past the races have been under the sponsorship of the American Oil Co., using only an Atlantic seaboard hookup, but the Jockey Club is anxious to have a national sponsor so that the races will be carried over the full NBC-Red.

New Announcers Named

Memphis, May 24.—Three new announcers have been added to the roster of local radio stations. Aubrey E. Guys, Jr., formerly with WHBQ in Memphis, is the new announcer at WMC. He replaces Joe DuVal, veteran announcer, who recently departed for the West Coast to enter radio dramatic work. Harold Russey and Eugene Grissom, Jr., are new additions to the WNBR staff.

"Amateur Hour" to Migrate

WHN's "Amateur Hour," which has originated on the stage of Loew's Ziegfeld for the past several years, will visit a different Loew theatre in the metropolitan area each week, effective immediately. Each theatre will exploit the program, and in turn the theatres will be plugged on the air.

Kelly Anthony Back on Job

Los Angeles, May 24.—Kelly Anthony, assistant manager of KFI-KECA, has returned from a Hawaii vacation. This week, he will sail for England on a combination business and pleasure trip.

Switch Don Lee Program

Los Angeles, May 24.—Following listener requests for the shift Mutual-Don Lee switches the "House Undivided" serial from 11:15 A.M., P.S.T. to 10:15 A.M. P.S.T.

Latonia Race to CBS

CBS will broadcast exclusively a description of the running of the Latonia Derby from Covington, Ky., June 12, from 6 to 6:30 P. M., E.D.S.T.

Power, Young in Program

"Hollywood Hotel" will offer Tyrone Power and Loretta Young in scenes from their recent picture, "Cafe Metropole," May 28, over CBS.

No Plagiarism

Joe Glaston, who is Charlie Martin's press agent, recently brought into Martin's office a young man who had some story material to sell. Martin, who is an official at the Biow agency, and author of the dramatizations heard on the Philip Morris programs, listened to a plot outline by the visitor, and hit the ceiling.

"Young man," he shouted, "the one thing we in radio never tolerate is plagiarism! The story you've just outlined is contained in a book I have in my desk at this very moment." Martin opened a desk drawer and removed a volume, authored by a James Street.

"B-but Mr. Martin," stuttered the embarrassed press agent. "This young man *is* James Street." ▮

"Take a Tip" from Films, Stage Told

(*Continued from page 1*)

to organize as the film industry is organized, to adopt Hollywood's methods and use them to the stage's advantage instead of "sitting back and wondering what Hollywood will do next or complaining when it takes something new from the stage."

The film industry is up to the times and the stage is not, was the gist of Brady's address. He pointed out that Hollywood can obtain the best from the stage or other talent sources because it offers more. Until producers organize and are able to guarantee good actors a decent living and regular employment their complaints against Hollywood will be of no avail, he said.

Paul Hollister, executive vice-president of Macy's, advised the managers to adopt modern merchandising methods in selling their plays to the public. He urged them to be "on the level" with the public and suggested that it might be better to ask only $1.50 or $2 admission to a known "turkey," instead of the Broadway theatre's inevitable $3.

A. Raymond Gallo of Quigley Publications told the managers that "It appears that the stage producer is more concerned with what he can get out of the business than what he puts into it." He declared that "if Hollywood is sending the stage to the dogs, the managers are accessories to the crime for being so short-sighted" that obvious protective measures are never attempted. He urged an apprenticeship in the theatre for the new and the younger managers, many of whom, for lack of opportunity, are turned away from the stage, he said.

Exchanges Surprised At Clearance Drive

Kansas City, May 24.—Some of the distributors here have expressed surprise at the action of the directors of the Kansas City, Kan., Chamber of Commerce in appealing to Congress through Representative U. S. Guyer to remedy the local clearance situation between the two cities so that Kansas City, Kan., can have first run pictures. The drive is continuing with unabated vigor.

It is said that no representatives of the Chamber of Commerce had approached the distributors since officials and civic leaders launched what amounts to a community drive for first run releases. Exhibitors, members of the T.O.A. there, talked with individual exchange managers, but, it is said, they presented no formal plan, and confined themselves to telling what city officials have asked for in the way of clearance. In brief this is day and date first run with Kansas City, Mo., first runs for the Electric and Fox Granada, and second instead of the present third run for the remaining Kansas City, Kan., houses.

Apparently distributors could do nothing about the matter until present season contracts expire.

Educational Films Gain, Says SMPE

(*Continued from page 1*)

thus far not available; better lighting resources for projection; simplification of projection equipment, especially to reduce noise; more adequate systems of distribution.

Wolf was the principal speaker of the opening session at the Hollywood Roosevelt Hotel, which also heard W. C. Kunzmann, convention vice-president; E. R. Geib, chairman of the membership committee; G. E. Matthews, chairman of the papers committee, and E. Theisen, chairman of the historical committee, read reports and H. F. Sherwood, of Kodak Research Laboratories, Rochester, N. Y., and J. G. Frayne, chairman of the progress committee, deliver papers.

Frayne reported that in the last year, the industry had further renovated obsolete sound and picture equipment, and continued expansion of studio floor space and facilities. Push-pull recording has made great inroads against previously employed systems, and the Fletcher two-way horn development is in widespread use. The three color subtractive process, he said, has aroused new interest in color. In the process, a multi-layer emulsion contains components in the three separate layers which react with the developing solution to produce dye images in the layers. A move to use less general illumination and more effect, or spot, lighting also was reported.

X-ray Images Described

Sherwood told of the use of soft X-ray images on films by use of a special emulsion having a high sensitivity to the soft X-rays.

The afternoon session was devoted to papers on studio improvements, with L. Fermaud, of London Film; F. W. Jackman; Guitano Gaudio, Walter Strohm, E. C. Richardson and L. D. Grignon presenting papers on the various lighting, portable recording, and intramural engineering equipment.

Tomorrow's program will be featured by the session on color in the morning, including the report of the color committee by J. A. Ball, chairman, an instruments session and a symposium on transmission meters in the afternoon and a visit to the Universal studio for a demonstration of the making of a picture in the evening.

Paramount Renews Paris Plant Lease

(*Continued from page 1*)

activity there at present with the exception of dubbing and newsreel work. As last year, the stages will be rented to independent French producers. It was explained that the lease was renewed in anticipation of a possible Government decree which would make production here necessary in exchange for the importation of American films.

The Paramount Theatre here will remain in the hands of the company, but an agreement for film programs has been made with the Siritski Circuit, which operates 25 first run houses in leading French cities. The Paramount will head the Siritski Circuit for French and Paramount films, beginning May 27. The Paramount will drop its permanent orchestra and stage staff, and they will be replaced by bands and various acts booked for each change of program.

Innovations Planned For Pathe Newsreel

(*Continued from page 1*)

department for the past three years, yesterday was named production manager for Pathe News and Pathe Topics. The post is a new one, created by the management to handle the bulk of the innovations for the reels which are being developed.

Depinet, RKO Radio Pictures vice-president, succeeded Courtland Smith as president of Pathe News last week. With the subsequent resignation of Jack Connolly as general manager, Ullman becames the operating head of the reel.

Musical Shorts Formed

Musical Shorts, Inc., has been formed here to produce a series of short subjects for independent release. The first group will be a series of four two-reelers, to go into production next month.

Wall Street

20th-Fox, Eastman Gain on Board

	High	Low	Close	Net Change
Columbia	33¾	33¾	33¾	— ¼
Consolidated, pfd.	12⅞	12⅞	12⅞	— ⅛
Eastman	165	165	165	+1
Eastman, pfd.	151	151	151	+1
Gen. T. Equip.	25	25	25	.....
Loew's. Inc.	80¼	79½	80	+ ½
Loew's, Inc., pfd.	106	105½	106	.....
Paramount	20⅛	19¾	19⅞	— ¼
Paramount 2 pfd.	18	18	18	— ½
Pathe	7¼	7	7¼	+ ¼
RKO	8⅝	8⅜	8⅜	— ¼
20th Century-Fox.	38½	37½	37½	— ½
20th Century, pfd.	47⅛	47⅛	47⅛	+1⅝
Warner Bros.	13¾	12⅞	13⅛	— ⅝

Light Curb Rise

	High	Low	Close	Net Change
Grand National	2⅜	2¼	2⅜	+ ⅛
Sentry Safety	⅝	⅝	⅝	+ ⅛
Technicolor	30	28⅝	29½	+ ½
Trans-Lux	5	4¾	5	+ ¼

RKO Bonds Drop a Point

	High	Low	Close	Net Change
Loew's 3½s '46	99	98¾	99	+ ⅛
Paramount B'way 3s '55	69¼	69¼	69¼	.....
Paramount Pict. 6s '55	100⅛	100	100	.....
RKO 6s '41 pp.	114	113	114	—1
Warner Bros. 6s '39 wd	95¼	95¼	95¼	s7

(Quotations at close of May 24)

Heart-throbbing, dramatic story of one man's family

Gene Stratton-Porter's

"Michael O'Halloran"

with WYNNE GIBSON · WARREN HULL · JACKIE MORAN

CHARLENE WYATT · SIDNEY BLACKMER · HOPE MANNING

Directed by CARL BROWN · Screen play by Adele Buffington · Associate Producer Herman Schlom

REPUBLIC

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 123 NEW YORK, WEDNESDAY, MAY 26, 1937 TEN CENTS

20th-Fox Men Leave Tonight For Sessions

Arrive on Coast Sunday For 4-Day Meeting

Approximately 105 20th Century-Fox home office executives, branch managers and salesmen from the east will leave at midnight tonight for the coast en route to the Ambassador Hotel, Los Angeles, and the four-day convention. There will be 44 men from the home office and the rest will comprise representatives from New York, Boston, Albany, New Haven, Washington, Philadelphia and St. John, Canada.

One special train will go directly from New York to Chicago, which will carry all the delegates from eastern United States and the eastern part of Canada. The men from the southern area will travel directly to the coast, as will the delegates from western Canada. The groups from the midwest will join the special train at Chicago, which will travel from there to the coast on the Santa Fe.

Sidney R. Kent, John D. Clark and Charles E. McCarthy are on the

(Continued on page 7)

Republic Staff to Start West Today

The Republic delegation from the east to the meeting of the company's franchise holders at the Roosevelt Hotel in Hollywood June 1 and 2 will leave today. From the home office will go J. J. Milstein, vice-president in charge of sales; Edward M. Schnitzer, eastern sales supervisor, and Sam Hacker, manager of the contract department.

Max Roth, central sales supervisor, and H. H. Everett, southern sales supervisor, head the field sales staff. On the train will be three franchise

(Continued on page 7)

RCA Intervenes in Suits Over Records

Los Angeles, May 25.—Seeking to establish a precedent preventing radio stations from making unauthorized use of platters, the RCA Mfg. Co. today filed a motion to intervene in the Federal Court suit of Wayne King, orchestra leader, against Warner Brothers' Broadcasting Co. in

(Continued on page 6)

More Radio—Page 6

CEA Members Back Quality Clause Stand

Meeting Indicates Split On Quota Issue

By BRUCE ALLAN

London, May 25.—The action of the council of the Cinematograph Exhibitor's Ass'n in pressing for a quality clause in the proposed revision of the British Films Act quota was unanimously endorsed today at the semi-annual meeting of the London and Home Counties Branch of the C.E.A. The decision came after an outspoken discussion which clearly indicated the split within the trade organization on the quota question.

A. J. Gale and Theodore Fligelstone in long speeches explained their withdrawal with Arthur Jarratt of G. B., A. S. Moss of A.B.P., Oscar Deutsch

(Continued on page 7)

New Michigan Bill Is Aimed at Ascap

A bill which would prohibit Ascap from operating in Michigan was introduced in the state legislature at Lansing yesterday by Carl S. Delano of Kalamazoo and was referred to the Senate Committee on State Affairs,

(Continued on page 8)

Prints Made Abroad

London, May 25.—Dr. Herbert T. Kalmus, president of Technicolor, declared here today that all Technicolor positives of American films in England are processed here. The British color negative capacity is six features per year, he said.

The three-reel Technicolor film on the Coronation will be released in June, he declared.

Allied Meet Opens Today in Milwaukee

Milwaukee, May 25.—The national convention of Allied opens here tomorrow morning at the Hotel Pfister and will continue until May 28.

The first session will start at 2 P.M. tomorrow with a meeting of the national board. This will have followed the registration of members which will take place in the morning.

Aaron Saperstein, president of Allied of Illinois, will head a delegation of 50 arriving tomorrow morning. A large group from Milwaukee is expected at the same time.

Delegates will hear addresses by Nathan Yamins, Abram F. Myers, A. W. Steffes, E. T. Gomersall, western sales manager of Universal and Niles Trammel, vice-president of N.B.C.

The Thursday night banquet will be attended by the governors of Wis-

(Continued on page 8)

Theatres Need Something, Council Agrees, But What?

Delegates to the first national convention of the American Theatre Council in session at the Astor yesterday agreed that the stage is in dire need of a hypodermic. Discussion of the prescription and the manner in which it should be administered will occupy the clinic for another two days, however.

The convention will take no action on any of the proposals which may be advanced during the business sessions. Suggestions which are regarded as practical, however, may be acted upon later if either the council or some other theatre organization is established on a permanent basis with the participation of all stage elements. At present, the American Theatre Council is without officers and the projected constitution has been rejected by several important stage groups.

Yesterday's three business sessions were given over to stage labor organizations, dramatic critics and actors. James J. Brennan, I.A.T.S.E. vice-president presided at the first session, which included technical addresses by Herman Seid of Carrier Engineering Co., who spoke on theatre air conditioning, and J. T. Stanton of Erpi, who discussed the advantages of sound amplification for legitimate theatres.

Theresa Helburn of the Theatre Guild, speaking at the actors' afternoon session, urged an endowed or subsidized theatre in small as well as larger communities, declaring that the maintenance of the stage deserved civic backing equally as much as opera companies and civic orchestras. She advocated repertory for cities outside New York.

"If the theatre is to live," Miss Helburn concluded, "some way must be found to make acting in the theatre as stable, if not as lucrative a profession, as it is in the pictures."

Reorganizing Bill Backed By President

SEC Suggested Measure After Para. Study

By BERTRAM F. LINZ

Washington, May 25.—The full support of the Administration today was thrown by President Roosevelt behind the legislation, recommended by the Securities and Exchange Commission on the basis of its investigation of the Paramount and other receiverships now pending in Congress, to take the racket out of corporate reorganizations.

In letters to the heads of Senate and House committees interested in the legislation, the President expressed the belief that consideration of the pending measures is "appropriate" at this time.

The action of the President automatically adds the bankruptcy legislation to the list of "must" measures, which also includes the Supreme Court reorganization, extension of the admission and other nuisance taxes and the labor bills introduced yesterday.

In a report to Congress on May 10 the S. E. C. recommended legislation requiring that control of reorganizations be placed with bona fide security holders and their direct representatives: that emphasis be placed upon the fiduciary responsibilities of the

(Continued on page 8)

Color Progress Is Discussed by SMPE

Hollywood, May 25.—A session on the latest developments in color photography featured today's activities in the second day of the annual spring convention of the Society of M.P. Engineers at the Roosevelt Hotel here.

J. A. Ball, chairman, read the report of the color committee, in which

(Continued on page 8)

Reade Beats Cocalis To 2 Hudson Houses

Competitive bidding for theatres took a new spurt yesterday when Walter Reade outbid Sam D. Cocalis for two theatres, the Playhouse and the Star at Hudson, N. Y. Cocalis had a deal on for the houses, but Reade closed the contract before his rival.

In addition, Reade is building a

(Continued on page 7)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 26, 1937 No. 123

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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ROME: Viale Goribia; Vittorio Malpassuti Representative.
SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Keeler Quits Warners

Hollywood, May 25.—Ruby Keeler has received a release from her contract with Warners, and is negotiating with RKO and Universal. It is understood the release involved no financial consideration. She had two more films to make on the contract. It is said RKO wants her to play opposite Fred Astaire, and Universal would like her for Buddy De Sylva's "Merry-Go-Round of 1937."

U.A. Men to Galveston

George J. Schaefer, vice-president of United Artists; A. W. Smith, Jr., sales manager and Monroe Greenthal, director of advertising and publicity. left last night by plane for Galveston and the Interstate-Texas convention.

Pathe Board to Meet

Pathe's board of directors will hold a meeting today. Routine matters only will come up, it was stated yesterday by an executive of the company.

Technicolor Board Elects

The annual election of officers of Technicolor Corp. is scheduled for today at the company's offices here. The reelection of all officers is expected.

Purely Personal

O. HENRY BRIGGS, president of Pathe, has been elected to the board of Bright Water Paper Co. of Adams, Mass. Robert R. Young, a director of Pathe, also is a director of the paper firm.

•

Harry Cohen, western division sales head for RKO, has arrived from Los Angeles to work on preliminary negotiations with National Theatres for next season's lineup.

•

Harry Mersey and Ted Shaw left for Chicago yesterday on special business and will join the coast-bound 20th Century-Fox train there tomorrow.

•

Max Roth, midwest district manager for Republic, left for Chicago yesterday and will join the home office group convention-bound tomorrow.

•

Maurice Conn, independent producer, plans to leave by air for the coast tomorrow and return in a week and a half.

•

Herman Dolinsky, formerly of Loew's Premier, Brooklyn, is now at the Coney Island, another unit in the same circuit.

•

Edward Golden, general sales manager for Monogram, left yesterday for Milwaukee to attend the Allied meetings.

•

Manny Reiner, formerly at M-G-M, has joined Monogram's publicity and advertising department.

•

Charles Stern, U.A. district manager, returned yesterday from Philadelphia.

•

Mort Shea has gone to his country home for a month's vacation.

•

George Gerhard is back from a tour of key cities for RKO.

•

Fred Niblo is in town.

NED E. DEPINET of RKO Radio and Ralph Rolan of March of Time left yesterday for Galveston to attend the Hoblitzelle circuit managers' meeting here.

•

Herb Morgan has returned from the coast after a two-week vacation and is now lining up animators to work at the studios on M-G-M's new cartoon series to replace Harman-Ising.

•

Charles Curran is back from a two-week trip to the coast where he worked on two Walter Wanger pictures and one for M-G-M.

•

E. J. Smith, Imperial's general sales manager, left yesterday for the west. He will visit Chicago, Omaha, Kansas City and Dallas.

•

J. H. Hoffberg has returned from a trip to the middle west. He was traveling on "Wedding of Palo" business.

•

Winfield Sheehan, who has been here for the last two weeks, plans to leave for the coast on Saturday.

•

Burgess Meredith will leave for the RKO Radio studio immediately following the close of "High Tor" on June 5.

•

William Fitelson will sail for London next month.

•

. . . Denver

Harry Huffman, Fox city manager, was reelected president of the Denver tourist bureau for another year.

Paul Hoppen is remodeling the front of the Palace.

Joe Gundy has resigned as assistant and booker for Harry Huffman.

Duke Dunbar, secretary of the Film Board of Trade, has been named to the convention committee of the Denver Elks, for the 1937 national convention to be held here soon.

CIO Picketing Taken To Milwaukee Court

Milwaukee, May 25.—On complaint of Fox Wisconsin Theatres charging illegal picketing of the Tower and Grace by the CIO Building Service Employees' Union, the Circuit Court has ordered a hearing for May 29 to show cause why the CIO should not be restrained.

Fox charges the CIO picketing is in retaliation for A. F. of L. picketing of the National and Milwaukee Theatres where George Fischer is negotiating with the CIO.

Ampa Sets Final Meet

A bountiful entertainment program is promised by Ampa for its final meeting of the season, to be held at Sardi's at 12:45 tomorrow. Milton Berle will head the cast and also will act as master of ceremonies. Others on the program are Patsy Kelly, Mitzi Green and Jeanne Madden.

Reade Jersey Opening

Walter Reade will open the new Community in Toms River, N. J., tomorrow.

Disney Now at Work On Three Features

Hollywood, May 25.—Walt Disney is busy on three features, all of which are expected to be released by RKO. Nearing completion after two years is "Snow White," which probably will be ready in Technicolor the latter part of the year. Disney is not discussing the other two features, but is is understood they will supplement the regular program of 18 miscellaneous shorts.

Selznick to Make Eight

Hollywood, May 25.—David O. Selznick, back from New York, declared yesterday that he will make eight instead of 12 films, at a total cost of $12,000,000. Five of the eight will be "Nothing Sacred," "Adventures of Tom Sawyer," "Of Great Riches," "Earl of Chicago" and "Gone With the Wind."

Warners Win Third

The Warner home office baseball team won its third straight victory Monday when it beat the Coty team, 7-6.

Hearings Next Week On Wage, Hour Bill

Washington, May 25.—The effect of the proposed new wage and hour legislation introduced in Congress yesterday by Senator Black of Alabama and Representative Connery of Massachusetts, chairman of the Senate and House Labor Committees, is expected to be more thoroughly explored during hearings which will be held by the two committees next week, it was said here today.

While many who have studied the measure believe that exhibition is exempt as a local service industry, there are indications that an effort will be made to bring theatres within the scope of the act. These efforts, it is said, may come from members of Congress who have in the past attempted to "bait" the integrated companies, and who will contend that theatres owned or operated by producers should be considered an integral part of the latter's organization and thus engaged in interstate commerce.

Every effort is to be made to put the measure through Congress with a minimum of delay, but there is some doubt as to the attitude of organized labor, both of A. F. L. and C. I. O. Many labor leaders in the past have disapproved of minimum wage legislation for industry on the ground that the minimum tends to become the maximum. They are, however, in favor of Congressional control of working hours.

John Clymer Is Dead

Hollywood, May 25.—John Clymer, 50, screen writer, was found dead in bed at his home here yesterday. Among his screen writings were "A House Divided," "Night Waitress" and "Forget Me Not."

Lewis A. Browne Passes

Englewood, N. J., May 25.—Lewis Allen Browne, 61, newspaper man, author and dramatist, who did considerable writing for the screen, died yesterday in Englewood Hospital after an emergency operation. He joined Selznick Pictures Corp. in 1919

Virginia Censor Dies

Richmond, Va., May 25.—Richard Cassius Lee Moncure, member of the State Division of M. P. Censorship, died this afternoon in a local hospital. He formerly served in the Virginia House and Senate.

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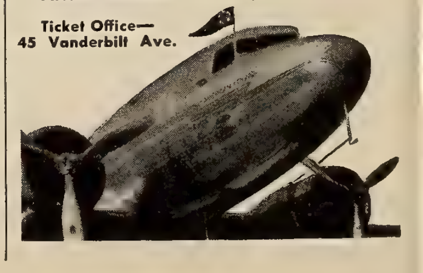

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VOL. 41. NO. 124 NEW YORK, THURSDAY, MAY 27, 1937 TEN CENTS

Schaefer Says U. A. to Spend $26,000,000

Will Have 20 Features Outside Korda List

Hollywood, May 26.—United Artists' production budget for the 1937-'38 season will total $26,000,000, George J. Schaefer, vice-president, said today after the close of the stockholders' meeting.

The list will include 20 American films in addition to the London Films output of Alexander Korda.

Dr. A. H. Giannini, chairman of the board, presided at the sessions and they were attended by Mary Pickford, Douglas Fairbanks, Charles Chaplin, Korda and Samuel Goldwyn.

Two regional sales conventions will be held, Schaefer said, one early in June in New York and the other in Chicago.

Goldwyn's list will include "Dead End," "Stella Dallas," "The Hurricane," "The Adventures of Marco Polo," "Goldwyn Follies" and others. The first three from Selznick International will be "Prisoner of Zenda," "Nothing Sacred" and "Adventures of Tom Sawyer." Walter Wanger will have "Vogues of 1938" in Technicolor, "52nd Street," "Carelessly," "Personal History" and others.

Chaplin will produce one under his name.

Korda's list will include: "Knight

(*Continued on page* 13)

Painters Ask A. F. L. Strikebreaking Halt

Cincinnati, May 26.—The International Brotherhood of Painters, through L. P. Lindlof, chairman, has submitted to the A. F. of L. conference session here a resolution asking the executive committee to issue a cease and desist order against the I. A. T. S. E. from hiring strikebreakers for film companies on the coast.

Fred J. Dempsey, Washington president, has denied that the members of his organization are usurping the jobs of others.

Thomas to Broadcast On Convention Trip

Lowell Thomas will leave New York by plane today to attend the annual 20th Century-Fox sales convention in Los Angeles, but will keep his broadcast schedule intact by broadcasting from convention headquarters

(*Continued on page* 12)

More Radio—Pp. 12-13

Plan Holding Firm On British Plants

London, May 26.—It is reported here that a new holding company is being considered for three studios, Pinewood, Denham and Amalgamated, which would have the effect of standardizing service charges and providin for the exchange of staffs, equipment and the like. Economy is the obvious explanation of such a move.

H. George, secretary of London Films, of which Alexander Korda is the head, and which produces at Denham, has admitted discussions with the operators of Pinewood looking to the possibility of cooperation as a means of reducing operating expenses, and declaring that Amalgamated is involved.

However, R. Norton, managing director of Pinewood, has declared the discussions have been limited to Denham and Pinewood, and has disclaimed any knowledge of a plan which also would involve the Amalgamated

(*Continued on page* 13)

Buffalo News Stirs Stage Clinic Pulse

A ripple of excitement ran through the convention of legitimate theatre diagnosticians yesterday, the third day of their deliberations at the Hotel Astor clinic over what brought the pallor to the stage's cheek. The excitement originated with a report, which arrived via Buffalo, where the Scripps-Howard *Times* got out a theatre convention extra on the subject, that 2,000 Buffalonians had clamored for tickets to a legitimate roadshow at $2.00 per.

The diagnosticians read the news avidly, if a little skeptically, and reported at the end of the convention's luncheon session that the patient had "eaten a hearty meal" and its pulse had quickened by two throbs per

(*Continued on page* 13)

Hearing Set on N. Y. Theatre Zoning Plan

A public hearing has been scheduled for June 4 by the Board of Esmate and Apportionment of New York on a proposed amendment to the city zoning laws which would prohibit the construction of theatres, either legitimate or film, and other places of amusement, in certain areas on 5th, Madison and Park Aves.

The amendment followed an order of the Appellate Division requiring the city license commissioner to issue a permit for a new theatre at 53rd St. and Park Ave. Exhibitors, theatre architects and real estate operators are organizing a protest against

(*Continued on page* 11)

Gov't Has No Suits Planned By Cummings

Halts Reports of Trust Actions on Films

By **BERTRAM F. LINZ**

Washington, May 26.—Department of Justice officials today put a period to repeated rumors that immediate action was to be taken against film companies on anti-trust charges with the flat statement that neither civil nor criminal suits are contemplated at this time.

Discussing the subject at his weekly press conference, Attorney General Homer Cummings expressed ignorance of reports from New York that cases against Loew's and RKO were to be laid before a Brooklyn grand jury, and said that no such intent had been brought to his attention.

The Attorney General was asked about statements made by Joseph B. Keenan in California regarding the possible need of criminal action to rid the film industry of its evils, but made no comment other than to point out that the anti-trust division is in

(*Continued on page* 11)

Acoustics Subject At SMPE Meeting

Hollywood, May 26.—A discussion of acoustics and sound occupied the attention of the delegates to the Society of M. P. Engineers' annual spring convention at the Roosevelt Hotel here today. Leading the session was the talk of V. O. Knudson, professor of physics and dean of graduate study at the University of California, who spoke on "Recent Progress in Acoustics."

The other speakers of the session, and their subjects were: "Mathematical Relations Between Grain, Background Noise and Characteristic Curve of Sound-Film Emulsions," by

(*Continued on page* 11)

"Kid Galahad" Gets Big Start at Strand

Approximately 5,500 admissions were chalked up at the Strand from 9:30 A.M. to 1 P.M. for the opening performances of "Kid Galahad," it was stated yesterday by the management. The take for the first three and a half hours was within $31 of "Anthony Adverse," which was said to hold the record.

The second week of "Prince and

(*Continued on page* 13)

Allied Is Told Majors Asking Higher Rental

Indicated in Exhibitor Study, Says Richey

By **RED KANN**

Milwaukee, May 26.—Eighty per cent of the exhibitors replying to Allied States' national buying survey reported that distributors were asking increased rentals this season, H. M. Richey, director of the survey, told the independent exhibitors' organization at its opening session in the Hotel Pfister here this afternoon. A good attendance heard him.

The convention opened immediately following a meeting of the national directors of Allied at which reports were received from regional officers. A special executive conference scheduled for today to discuss labor organizing of theatre employes was postponed until Thursday in order to permit Richey to report on the buying survey which, he said, covered all distribution centers but Chicago where he said a special situation existed. Describing this Allied convention as a buyer's convention and appealing to exhibitors to delay their film deals, Richey declared:

"There isn't such a thing as a national sales policy. Every deal is different. Eighty percent of exhibitors report increased rentals being asked this year. The greatest single weakness is in the competitive situation. This is the biggest factor playing into the hands of the distributors. Other elements of weakness are lack of bargaining skill, the inability to hold off and to say "No" and lack of efficient

(*Continued on page* 10)

Independents Given Casting Service Aid

Hollywood, May 26.—The nine independent producers who have signed Screen Actors' Guild contracts have been offered the services of Central Casting in hiring extras for the month of June as a courtesy trial period. The move has been made because the guild contract specifies that the new

(*Continued on page* 13)

Consolidated Wins Union Pact Dispute

After four weeks of arbitration, Consolidated Amusements has been awarded a decision by Ben Golder in the dispute between Local 306 and the independent circuit on the validity of a master contract I.T.O.A.

(*Continued on page* 13)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 27, 1937 No. 124

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Lutherans Study Films

Church use of films for publicity and other purposes is to be studied for the National Lutheran Council by Theodore Stump of Absarokee, Mont., who has been named director of motion pictures by Dr. Ralph H. Long, executive director of the council.

Stump will make a collection of 16mm films of Lutheran activities and institutions for showing in churches. Outstanding films will be evaluated for Lutheran church members. Stump will remain in Montana for the present.

Gold's Division Leads

United Artist's eastern sales division headed by Harry Gold shaded Jack Schlaifer's western exchanges at the close of the George Schaefer Sales Drive, it was announced by A. W. Smith, Jr., general sales manager.

Both groups exceeded their quotas by a considerable margin and it was not until the last stage of the campaign that Gold's forces intrenched themselves in first place.

Hal Grady Passes

Lubbock, Tex., May 26.—Hal Grady, manager of the Lubbock here, died suddenly following tonsil operation. Grady was the winner of the Quigley Silver Award for January.

Insiders' Outlook

By RED KANN

Hollywood, May 26

TALES from the receding Hollywood Hills:

"Good morning, Mr. Moskowitz," greeted the arrival as a Beverly Wilshire bellhop picked up the bags. Three minutes later, the same bellboy:

"Your laundry, Mr. Moskowitz."

The situation is well in hand now. Joe Mankiewicz has moved to another hostelry. . . .

▼ ▼

They've taken care of the name plate situation at the 20th Century-Fox studio. Permanently now, it reads:

S. R. Kent
John D. Clark
J. H. Moskowitz

The competition in extended playing time is now ended. . . .

▼ ▼

This has a vaguely familiar ring, but if reissues can get playdates why not a pertinent remark?

A local observer: "The picture business is the only industry I know that charges its customers for boring them.". . .

▼ ▼

Berlin has barred "Charlie Chan at the Opera" by officially ruling it had "too many murders."

The sissies. . . .

▼ ▼

Arthur Caesar writes and writes well.

"I sometimes wonder about that," he remarks. "There is my brother, Irving, the songwriter. He rhymes 'sky' with 'fly' and makes a lot more money than I do.". . .

▼ ▼

A producer and a well known columnist finally meet.

Producer: "So you're the fellow who writes those nasty things about people."

Columnist: "I've never written anything nasty about you."

Producer: "You haven't reached the Z's yet.". . . .

▼ ▼

Hollywood versus New York, an old and traditional situation, finds countenance again in the failure of one of the major lots to include the telephone extension of its president in the official studio directory.

The head of the makeup department makes the grade, however. . . .

▼ ▼

Much sound and fury accompanies the rush construction of a large sound stage for one of the topline producing companies.

"Know what they're doing?" asked the press agent. "They're permanently nailing in one of our B companies."

▼ ▼

Liberty is reported to have lodged protest because all of Zanuck's new product is reviewed first in *The Fox Dynamo*. . . .

'Maytime' Champion Grosser for April

"Maytime" heads the list of outstanding films as compiled in the Box-Office Champions for April in *Motion Picture Herald,* out today.

"Marked Woman" is second and "Wake Up and Live" is third. The other successful films in the listing are "Waikiki Wedding," "Internes Can't Take Money," "A Star Is Born," "History Is Made at Night" and "The King and the Chorus Girl," in that order.

Name Technicolor Slate

All officers of Technicolor Corp. were reelected at the annual meeting of the board of directors of the company here yesterday. Officers are Dr. Herbert T. Kalmus, president; J. A. Ball, George F. Lewis, F. R. Oates and G. F. Rackett, vice-presidents; F. F. Bryant, treasurer-secretary.

Establish Writers' Fund

The Dramatists' Guild will establish a fund to finance needy playwrights in an effort to encourage new talent for the stage, Sidney Howard, guild president, said yesterday. The fund will be available to about 15 or 18 playwrights annually, who qualify.

Fred Schwartz Made Buyer for Century

Fred Schwartz, son of A. H., operating head of Century Circuit, has been appointed buyer for the local string of theatres, and Joe Springer and Sam Goodman will handle operation of the houses, it was stated yesterday. The appointments follow the resignation of Charles Moses and Edward Hyman.

Up to the time Moses resigned, Fred Schwartz assisted in the buying of film for the Century group.

Warns of Collectors

Foreign publicity heads of major companies have sent out warnings to be on the lookout for two imposters seeking funds, one of whom claims to be a cousin of Alexander Korda.

Dave Blum of M-G-M was the first visited by the pair and gave the men $5. He signed his name in an album which the men carried with them. The following day, Albert Deane of Paramount was approached and called the matter to Blum's attention. It was learned then that the men had changed Blum's donation from $5 to $15. When Deane advised the men he would call Korda on the phone and tell him his relatives were in town, the visitors became panicky and left.

Little Chance For Giveaway End Foreseen

Despite elimination of games by major circuits, independent theatres continue the practice and show no signs of an intention to drop the policy.

Several independent circuit heads were contacted yesterday. They expressed a willingness to oust games, but contended that numerous efforts had been made to get competitive houses to do away with them without result.

Theatre owners holding to the policy asserted that games mean a certain amount of business and that the stimulant is necessary at this time. In some instances, it was pointed out, theatres have game night seven evenings a week with the result that competing houses will not drop the practice unless all exhibitors agree to do likewise.

Distribution of dishes and other chinaware at local theatres is again coming back with many small exhibitors planning to give away crockery on nights when there are no games on the program.

Buffalo Legalizes B. N.

Buffalo, May 26.—In a rather odd opinion, Corporation Counsel Gregory U. Harmon ruled Bank Nights in Buffalo legal if customers sign a register book. He wrote a letter to Police Commissioner James Higgins today expressing the opinion and based it on two recent Court of Appeals decisions. Judges handing down the first decision said that customers putting their names in a book did not pay for the privilege. Therefore, when the drawing is made it is absolutely free and is no lottery.

The second decision involved tickets handed out along with admission ducats. The customer kept one half, the theatre the other. Prizes were awarded according to a spin of a wheel. The judges ruled this a game of chance, hence illegal.

Higgins ordered copies of the letter sent to all precinct captains. Apparently this throws doors open to the unlimited use of Bank Nights, since most houses use the registration book method.

"Road" Ready for Globe

Hollywood, May 26.—With "The Road Back" dated into the Globe, New York, on a roadshow basis starting June 17, replacing "Lost Horizon," Universal's studios here are putting the finishing touches on the film which is a picturization of Erich Maria Remarque's novel of Germany's reconstruction days following the Armistice in 1918.

Rabbis to See "Golem"

"The Golem," French film, which recently finished a run at the 55th St. Playhouse, will be screened for 250 rabbis at the convention of the Reformed Rabbis of America at Columbus today. Martin J. Lewis, general manager of Metropolis Pictures, the distributor, will be present at the screening.

K.C. Dual, Giveaway Problem Off to Fall

Kansas City, May 26.—With summer coming on and failure of the I.T.O. to get together a united front in opposition, little hope is held for a reduction in money and merchandise giveaways here before fall. Also, doubling goes on unabated in Kansas City, with practically every theatre using two features for every change, and four or five independent subsequent houses tripling regularly one change a week.

Most independents would like to see a reduction in such promotions, accompanied by a raise in admission prices. If crop prospects, now threatened by a plague of grasshoppers, materialize on the basis of present conditions, or anything like them, business should show an improvement next fall, and independents are expected to renew their efforts to cut down on giveaways and multiple features and to raise admissions.

Doubling has increased among Kansas theatres due to the ban on money giveaways by the attorney general, which followed the recent decision of the Kansas Supreme Court holding Bank Night to be a lottery. Some Kansas theatres have turned to doubling on weekend changes, after having found that doubles during the midweek sag, when they used to give their money away, did not stimulate attendance.

Warner Men to Meet

Pittsburgh, May 26. — The first convention of all Warner theatre managers in Harry Kalmine's Pittsburgh zone will be held here at the William Penn hotel June 2 when more than 60 house operators will come into town for a discussion of the new season product.

Among those coming on from New York for the meeting will be Joseph Bernhard, S. Charles Einfeld, Roy Haines and Robert Smeltzer.

Kalmenson Party June 4

Pittsburgh, May 26.—June 4 and the William Penn Hotel have been set as the time and place for Film Row's testimonial dinner to Ben Kalmenson, who was recently made Warners' central district sales manager.

Guild Eyes Publicists

Los Angeles, May 26.—The Los Angeles Newspaper Guild will present at the guild's national convention in June at St. Louis a resolution which would create a division of the guild for publicity men. The move followed numerous requests of studio press agents here to be included in the organization's setup.

M. P. League Showings

RKO and Columbia, respectively, lead the current team standings of the M. P. Baseball League. Skouras, Paramount and Consolidated follow. The field is trailed by M-G-M, NBC and Apeda Studios, in that order. Friday night's game between Skouras and RKO resulted in victory for the latter with a score of 6 to 5.

Koerner Is on Coast

Boston, May 26.—Charles W. Koerner, RKO division manager, will be on the coast for the next five weeks. Mrs. Koerner accompanied him.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"It Happened Out West"

(20th Century-Fox)

Hollywood, May 26.—Based on a Harold Bell Wright story, "It Happened Out West" is a novel action romance drama. It is compact and fast moving with plenty of humor to amplify the love interest and hokum-tinged melodrama. The story was cleverly adapted by Earl Snell and Robert Brooks and directed by Howard Bretherton to permit Paul Kelly, Judith Allen, Johnny Arthur and LeRoy Mason to present pleasing performances.

In the yarn, Kelly, big business engineer, is sent west to get control of a dairy ranch, which, under the management of Miss Allen, is not a successful enterprise. Knowing little about the milk business, he hires Arthur, whose knowledge of the game is also sketchy as an expert adviser. With Kelly and Arthur, overtly doing everything possible to make the ranch a failure so it can be bought at a low price, complications ensue. Aware that his employers are trying to bamboozle Miss Allen out of the ranch, he further learns that local interests headed by Mason are after the ranch for the valuable ore deposits located on it. Falling in love with the girl, he thwarts the plot of his bosses and in an exciting action climax in which the hero and heavy alternately chase each other, he frustrates Mason's plan. With everything straightened out, Kelly decides to stay in the west and marry Miss Allen.

The kind of picture that generally satisfies in the outlying and secondary houses, it seems to be sufficiently strong to be worthy of a spot as a sustaining feature on many urban theatre programs.

Production Code Seal No. 3,308. Running time, 60 minutes. "G."

Mahin Playwright Head

Hollywood, May 26.—John Lee Mahin has been elected president of the Screen Playwrights, Inc., which recently negotiated a code governing writers' working conditions with the producers. He succeeds Grover Jones. Other officers are: William Conselman and Bess Meredyth, vice-presidents; Bert Kalmar, secretary, and Walter DeLeon, treasurer. The three writer representatives on the producer-playwright code regulatory board are Jones, Howard Emmett Rogers, and Waldemar Young.

Mike Marco Goes to "U"

Mike Marco of Fanchon & Marco has been signed by Universal as a producer. His first picture will be "The Daughter of Rosie O'Grady" with Pat Rooney, Sr., his son and Herman Timberg in the leading roles. Deanna Durbin also may be cast.

Fanchon Simon, the first member of F. & M., is a producer for Paramount, having recently completed "Turn Off the Moon."

New Credits Listing Out

Hollywood, May 26.—The eighth quarterly issue of the Academy Technical Credits Bulletin, just issued, will contain individual credits for 530 technicians for the 140 productions completed between Jan. 1 and April 30 this year. The technicians listed are for art direction, camera, film editing, special photographic effects and sound recording.

To Operate for Summer

Pittsburgh, May 26.—For the first time since it was launched as a Mort Shea house several years ago, the Fulton plans to remain open all summer this season, despite the fact that it is the only first run house downtown without a cooling plant.

Open Winnipeg Office

Toronto, May 26.—The establishment of a complete Western headquarters for Famous Players Canadian Corp., at Winnipeg has been concluded with the appointment of Sylvester Gunn, formerly manager of the Royal, Fort William, Ont., as chief booker at Winnipeg. With the exception of the Alberta district, which will continue to be supervised by John Hazza at Calgary, western theatre activities will be directed from Winnipeg under the direction of Frank Kershaw who has been brought back from Vancouver.

To Show "Girl Said No"

Grand National will hold a special trade show tomorrow at the Astor of "The Girl Said No." This will be one of the "A" pictures on next season's program. All local exhibitors have been invited to attend.

Tarbox Gets Imperial

Charles Tarbox has acquired a five-year franchise for Imperial pictures for Albany and Buffalo. The exchanges operating in those cities will be known as Imperial Pictures Exchanges.

Shift Houston Manager

Houston, May 26.—Raymond Hay, former manager of the Metropolitan, has been made manager of the Tower, Interstate suburban theatre, succeeding Lloyd Finlay, who died recently.

"Horizon" in 13 More

Columbia has set 13 additional dates for "Lost Horizon." The film is now in its 12th week at the Globe here.

Carl Goe to New Haven

Carl Goe, G.B. Albany branch manager, has been transferred to the New Haven office.

Variety Club

Indianapolis

Indianapolis, May 26.—More than a few out-of-town barkers are expected for the Indianapolis tent's annual Speedway party in the club home Saturday night. Barkers in town for the annual Memorial Day 500-mile automobile race usually swell the crowd.

A floor show is planned, with an elaborate musical program. General admission tickets to the race will be given as door prizes. Carl Niesse, chief barker, and Marc J. Wolf, chief barker emeritus, are heading the committee on arrangements.

Kansas City

Kansas City, May 26. — Sister Mary Remigia and Sister Maria Theresa and 35 of their young charges from St. John's Orphanage, Kansas City, Kan., saw "Penrod & Sam" and a Popeye at the Paramount screening room here and then had ice cream and cake at Variety Clubrooms. The children, from four to 14 years, had a grand time, as did their hosts, Frank Bowen, Finton Jones, Arthur Cole, George Baker, R. R. Biechele, and their hostess, June Metcalf.

One of the lads who enjoyed the picture most was a blind boy, about 14, who followed story by the sound.

Pathegrams Revived For Home Use Films

Pathe has revived Pathegrams after a number of years and is back in the non-theatrical field with 16mm and 8mm films for home consumption. The idea, according to O. Henry Briggs, president of Pathe, is to get out as many important special news events for home projectors as possible.

"Hindenberg Explodes" is the first subject and is now being sold over the counters of every big store in New York City, it was stated yesterday. The subject is available on both silent and sound prints. The second is "England's Coronation" and it also is now being released.

Briggs plans to sail for Europe next month on several deals. There are no definite number of releases scheduled for Pathegrams, but it is planned to make special features of all unusual news events, as well as regular releases of short subjects.

Penser Joins Monogram

Charles Penser has been added to the local Monogram sales staff under Joe Felder, manager. He will cover Manhattan. Jerry Wilson is handling Long Island; Sid Kulick, New Jersey, and William E. Raynor, Brooklyn.

R. A. Kissack on Coast

Hollywood, May 26.—Robert A. Kissack, Jr., director of visual education at the University of Minnesota, and his aide, P. G. Went, have arrived here on a survey of the industry sponsored by the Rockefeller Foundation.

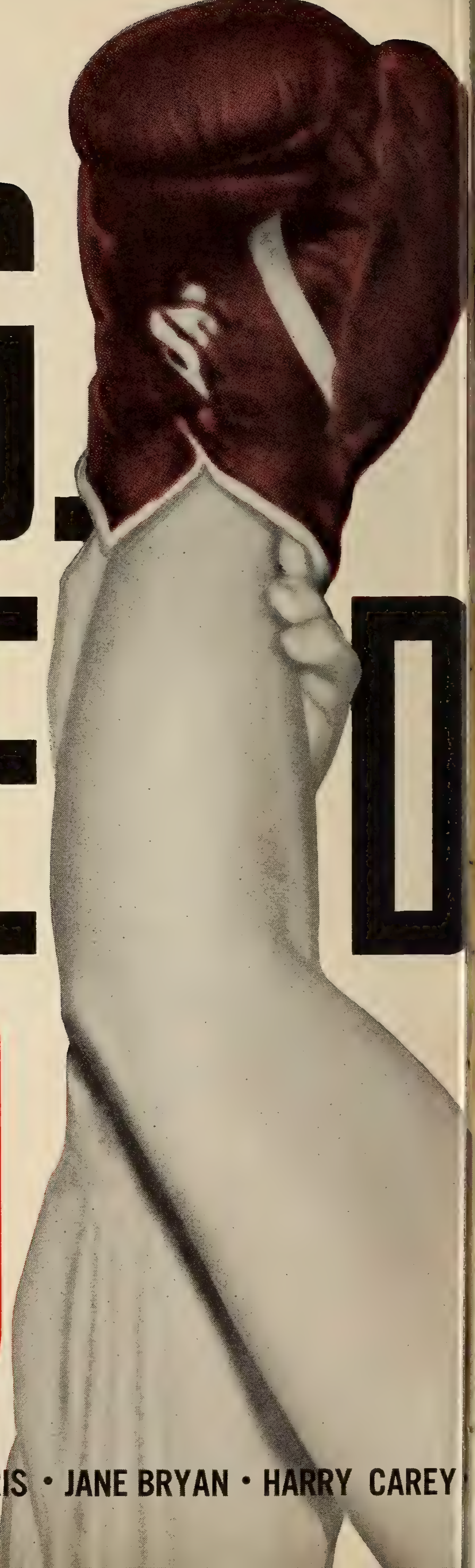
Waverly Plans Approved

Plans for the new Waverly, to be located at 323 Sixth Ave., have been approved. Luxor Bleecker Amusement Co. will build from plans by Harrison G. Wiseman.

EDW. G.

BETTE D

"KID



ALSO: HUMPHREY BOGART • WAYNE MORRIS • JANE BRYAN • HARRY CAREY

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GALAHAD"

A DOUBLE KNOCKOUT IN FIRST TWO ENGAGEMENTS!
Already $1900 over "Marked Woman" in Frisco—terrific at Penn, Pittsburgh—and all set for more smash winnings everywhere—this week from
WARNER BROS.

SONGS BY M. K. JEROME AND JACK SCHOLL • DIRECTED BY MICHAEL CURTIZ

"Dance" Hits $15,000, Top In Pittsburgh

PITTSBURGH, May 26.—The town's leader last week was "Shall We Dance?" at the Penn with $15,000. This bettered par by $4,000. It was the first time one of the Astaire-Rogers musicals failed to get a second week.

"Wake Up and Live" continued its fast pace at the Alvin, doing around $8,000 on the second week and holding for a third, the first time a film has stayed that long at this house. Phil Regan and Benny Meroff's orchestra on the stage bolstered "The Woman I Love" at the Stanley to $18,500.

Total first run grosses were $49,200. Average is $44,000.

Estimated takings for the week ending May 20:

"WAKE UP AND LIVE" (20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days, 2nd week. **Gross:** $8,000. (Average, $5,500)

"FIRE OVER ENGLAND" (London Films)
FULTON—(1,750), 25c-40c, 7 days. **Gross:** $3,800. (Average, $4,500)

"SHALL WE DANCE?" (RKO)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $15,000. (Average, $11,000)

"THE WOMAN I LOVE" (RKO)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Phil Regan and Benny Meroff's Band. **Gross:** $18,500. (Average, $18,000)

"OUTCASTS OF POKER FLAT" (RKO)
"DON'T TELL THE WIFE" (RKO)
WARNER—(2,000), 25c-40c, 6 days. **Gross:** $3,900. (Average, 7 days, $5,000)

"Dance" is $8,000 Spokane Grosser

SPOKANE, May 26.—In spite of the competition of the annual Sportsmen's Show "Shall We Dance?" was held for 11 days and grossed $8,000 at the State. Normal for seven days is $4,800.

Business was good all along the line. "The Good Earth" grossed $3,500 in three days on a roadshow basis, and "The Good Old Soak," with "Racketeers in Exile," was in the profit column at the Orpheum.

Total first run business was $19,800. Average is $13,200.

Estimated takings:

Week Ending May 17:

"INTERNES CAN'T TAKE MONEY" (Para.)
"FIFTY ROADS TO TOWN" (20th-Fox)
FOX—(2,300), 25c-40c, 5 days. **Gross:** $4,100. (Average, 7 days, $5,200)

"THE GOOD OLD SOAK" (M-G-M)
"RACKETEERS IN EXILE" (Col.)
ORPHEUM — (1,200), 20c-30c, 5 days. **Gross:** $3,000. (Average, 4 days, $2,200)

Week Ending May 20:

"THE GOOD EARTH" (M-G-M)
FOX—(2,300), 58c-87c-$1.15. Roadshow, 3 days. **Gross:** $3,500.

"SHALL WE DANCE?" (RKO)
STATE—(1,000), 30c-40c, 11 days. **Gross:** $8,000. (Average, 7 days, $4,800)

"NANCY STEELE IS MISSING" (20th-Fox)
"STEP LIVELY, JEEVES" (20th-Fox)
ORPHEUM — (1,200), 20c-30c, 3 days. **Gross:** $1,200. (Average, $1,000)

Republicans Name Harris

PITTSBURGH, May 26. — Former State Senator Frank J. Harris, president of the Harris Amusement Co., has been named Republican chairman for Allegheny County. Harris was defeated in his race for reelection in the Roosevelt landslide last November after serving in the state Senate for more than 10 years.

"Star" Second Week Leader, Philadelphia

PHILADELPHIA, May 26.—"A Star Is Born" finished its third week with $11,500 at the Aldine and was held a fourth, best record of the season at this house.

"Cafe Metropole" built to a good $16,000 at the Fox, normally enough to hold, but because the stage show policy has been abandoned for the summer, Warners feared to risk a second week. They shot it for a second run at the Karlton and booked "They Gave Him a Gun" at the Fox.

"The Prince and the Pauper" grabbed $15,500 at the Boyd, topping average and winning a second week.

Total first run business was $82,850. Average is $81,960.

Estimated takings for the week ending May 20:

"A STAR IS BORN" (U.A.)
ALDINE—(1,300), 40c-55c-65c, 7 days, 3rd week. **Gross:** $11,500. (Average, $8,160)

"INTERNES CAN'T TAKE MONEY" (Para.) (2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. **Gross:** $2,250. (Average, $2,800)

"PRINCE AND THE PAUPER" (F.N.)
BOYD — (2,400), 40c-55c-65c, 7 days. **Gross:** $15,500. (Average, $14,000)

"WAY OUT WEST" (M-G-M)
EARLE—(2,000), 25c-40c-55c, 7 days. Stage: Guy Lombardo and orchestra. **Gross:** $15,000. (Average, $14,000)

"CAFE METROPOLE" (20th-Fox)
FOX—(3,000), 40c-55c-65c, 7 days. **Gross:** $16,000. (Average, $14,000)

"23½ HOURS LEAVE" (G.N.)
KARLTON—(1,000), 25c-35c-40c, 7 days. **Gross:** $2,000. (Average, $4,000)

"WAKE UP AND LIVE" (20th-Fox)
KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd week. **Gross:** $2,600. (Average, $4,000)

"SHALL WE DANCE?" (RKO)
STANLEY—(3,700), 40c-55c, 7 days, 2nd week. **Gross:** $12,500. (Average, $14,000)

"KING OF THE GAMBLERS" (Para.)
STANTON—(1,700), 30c-40c-50c, 7 days **Gross:** $5,500. (Average, $7,000)

"Maytime" Grosses $5,600 at Lincoln

LINCOLN, May 26.—"Maytime" was handed the most regal box-office reception of any picture in months, wrapping up $5,600 on the week, which was $2,500 above par.

"Cafe Metropole" took $2,900 on the week, up $700.

Total first run business was $12,600. Average is $9,000.

Estimated takings:

Week Ending May 19:

"PUBLIC ENEMY'S WIFE" (W. B.)
"IT HAPPENED OUT WEST" (20th-Fox)
LIBERTY—(1,200), 10c-15c, 7 days. **Gross:** $800. (Average, $850)

Week Ending May 20:

"THAT I MAY LIVE" (20th-Fox)
"MEN ARE NOT GODS" (U. A.)
"CHINA PASSAGE" (RKO)
ORPHEUM — (1,350), 10c-15c-20c-25c, 7 days. Stage: "Greenwich Village Gambols," 1st 3 days. **Gross:** $2,300. (Average, $1,750)

"CAFE METROPOLE" (20th-Fox)
LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $2,900. (Average, $2,200)

"SILENT BARRIERS" (G. B.)
"MOTOR MADNESS" (Col.)
VARSITY—(1,100), 10c-20c-25c, 7 days. **Gross:** $1,000. (Average, $1,100)

Week Ending May 21:

"MAYTIME" (M-G-M)
STUART—(2,000), 10c-25c-40c, 7 days. **Gross:** $5,600. (Average, $3,100)

Labor Bill Hearings To Be Begun Tuesday

WASHINGTON, May 26.—Hearings on the Administration's new wage and hour legislation will begin next Tuesday before a joint Senate and House committee, it was announced today by Representative Connery, chairman of the House Labor Committee.

Efforts will be made to conclude the hearings within two weeks, in order that an early vote on the measure may be sought in the House and Senate. The first witness will be Robert Jackson, assistant Attorney General, who will discuss the legal phases of the legislation and explain its provisions. Secretary of Labor Frances Perkins is expected to follow, after which representatives of industry and labor will be heard.

Georgia Theatre Tax Is Declared Invalid

ATLANTA, May 26.—A Georgia county may not levy an occupational tax against a motion picture theatre, according to a ruling made by the Georgia Supreme Court.

The high court held that the county has the right to levy a license tax to operate a theatre, but as the state already levies an occupational tax against amusement houses, the county cannot levy a similar tax.

The court did not point out the distinction between a license tax and an occupational tax.

The ruling was in answer to questions certified to the Supreme Court by the Court of Appeals in the case of Brooks County, against the Llex at Quitman.

Tax Sunday Shows $5

NEWPORT, Ark., May 26.—Declaring the exhibition of motion pictures in Newport on Sunday a privilege, City Council has adopted an ordinance levying a tax of $5 per Sunday.

Monogram Plans Party

Joe Felder, manager of the New York Monogram exchange, will hold an all-day house warming next Thursday at the opening of the office. Charles Penser, formerly with G.B., has joined Felder's sales staff. A number of home office executives and local circuit heads will attend the party.

Plan a Golf Rodeo

CLEVELAND, May 26.—Cleveland Variety Club will hold a golf rodeo—first tournament of the season—to take place at the Beechmont Country Club June 21. Arrangements are in the hands of Henry Greenberger, chairman, and Jack Shulman, Eddie Johnson and P. E. Essick.

International Has Loss

An operating profit of $4,039.82 with a net loss of $15,500.68 following deduction of interest, discount and financial expenses for the fiscal year ending Feb. 28 is reflected in the balance sheet of International Cinema, Inc.

Pathe Meeting Delayed

Pathe's board of directors' meeting, slated for yesterday, was postponed until this afternoon because several members of the board attended a directors' session of Bright Water Paper Co.

"Star Born" $18,000 2nd Chicago Week

CHICAGO, May 26.—Continuing at a fast pace, "A Star Is Born" in its second week grossed $18,000, well over average at the United Artists.

At the Palace "Shall We Dance?" was most satisfactory for a third week and grossed $19,800.

"Wake Up And Live" at the Garrick and "The 13th Chair" at the Oriental did good business in what was generally a bad week. The Chicago with "Turn Off the Moon" was way below average and with several other Loop theatres, found business the poorest in months.

Total first run business was $122,600. Average is $128,000.

Estimated takings:

Week Ending May 20:

"CAFE METROPOLE" (20th-Fox)
APOLLO—(1,400), 35c-55c-75c, 7 days, 2nd Loop week. **Gross:** $6,400. (Average, $6,500)

"TURN OFF THE MOON" (Para.)
CHICAGO — (4,000), 35c-55c-75c, 7 days. Stage: Sybil Jason and revue. **Gross:** $24,000. (Average, $32,000)

"THE 13TH CHAIR" (M-G-M)
ORIENTAL — (3,490), 35c-55c, 7 days. Stage: "Slums Of Paris" revue. **Gross:** $15,400. (Average, $15,000)

"SHALL WE DANCE?" (RKO)
PALACE—(2,509), 35c-55c,75c, 7 days, 3rd week. Stage: "Swing for Sale" revue. **Gross:** $19,800. (Average, $19,000)

"NIGHT KEY" (Univ.)
STATE-LAKE — (2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $12,800. (Average, $13,000)

Week Ending May 21:

"WAKE UP AND LIVE" (20th-Fox)
GARRICK—(900), 35c-55c-75c, 7 days, 5th Loop week. **Gross:** $6,700. (Average, $6,500)

"GOOD OLD SOAK" (M-G-M)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days. **Gross:** $10,500. (Average, $11,000)

"A STAR IS BORN" (U. A.)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. **Gross:** $18,000. (Average, $15,000)

Week Ending May 22:

"CAPTAINS COURAGEOUS" (MGM)
ERLANGER—(1,200), 50c-$1.50, 7 days, 2nd week, 2 shows daily. **Gross:** $9,000. (Average, $10,000)

"Dance" a $13,400 Smash Buffalo Hit

BUFFALO, May 26. — "Shall We Dance?" turned in a smashing $13,400, over par by $6,100, at the Great Lakes.

"Call It a Day," with Horace Heidt and his band on the stage at the Buffalo, also were in the money with a take of $18,000. This was $6,000 to the good.

Total first run business was $49,400. Average is $38,400.

Estimated takings for the week ending May 22:

"CALL IT A DAY" (Para.)
BUFFALO—(3,000), 30c-50c, 7 days. **Gross:** $18,000. (Average, $12,000)

"NOBODY'S BABY" (M-G-M)
"FIRE OVER ENGLAND" (U. A.)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $5,500. (Average, $7,300)

"SHALL WE DANCE?" (RKO)
GREAT LAKES—(3,000), 25c-40c, 7 days. **Gross:** $13,400. (Average, $7,300)

"TIME OUT FOR ROMANCE" (20th-Fox)
"HER HUSBAND LIES" (Para.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,300. (Average, $5,800)

"WE HAVE OUR MOMENTS" (Univ.)
"GIRL OVERBOARD" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $6,200. (Average, $6,000)

2 DOLLAR TOP!

THE NEW UNIVERSAL'S

THE ROAD BACK

WORLD PREMIERE, GLOBE

THEATRE, NEW YORK, JUNE 17th

Allied Is Told Majors Asking Higher Rental

(*Continued from page* 1)

regional organization to supply needed information, assistance and advice.

"For several years there has been a persistent and determined movement on the part of all distributors to increase their revenues both by enlarging percentage playing and by increasing flat rentals, and while this has been marked by considerable irregularity as between theatres and territories, the results are plainly discernible in the reports. Thus the benefits of a returning prosperity have been diverted entirely to the distributors, the mounting grosses of the exhibitors being more than offset by increased film rentals. Mounting film rentals, increased percentage, compulsory block booking, admission price control, designation of playdates, etc., constitute a real menace to exhibitors. Present tendencies, if prolonged, will result in the complete monopolization of the business by the big eight."

Wood, on Profits

P. J. Wood, Ohio, cited Paramount, Warner and Loew profits and intimated that the major companies' desire to maintain and increase them was behind the demands that exhibitors pay larger rentals for next season. Wood cited a wire to Abram F. Myers from Robert M. Gray of the S.E.C. in answer to a query if Adolph Zukor owned Paramount stock. The wire demonstrated that Zukor did not own a single share of Paramount issues, according to the last available S.E.C. report on file. He urged exhibitors to bear these profits in mind when salesmen came around demanding higher rentals next year.

P. J. Harrison of Harrison's Reports was the next speaker, declaring that circuits were buying theatres right and left all over the nation. He went into a variety of subjects, including his analysis that the Paramount contract was so written that the company can deliver only the product it wishes to. He urged Nathan Yamins to name a committee to wait on Paramount and Columbia to seek an explanation why these distributors indulged in this practice.

Suggestive Themes Hit

Harrison also hit the weekly payment of shorts practice and said many smaller exhibitors could not afford to do so and urged that action by taken to eliminate the plan. "Night Must Fall" and "Marked Woman" were named by Harrison as current attractions which stressed need for passage of Neely-Pettengill Bill. Admitting that both were excellent films, Harrison concluded that the effect on the juvenile mind was injurious and pointed out that the enactment on suggested legislation would prove sufficient to rule out the production of such themes.

The score charge and distributors' work sheets were branded as "rackets" by Nathan Yamins, Allied president, in his address at the opening session. He said the defenseless exhibitor pays for both but gets nothing from either. He urged all independent exhibitors to organize into state units, to support their leaders and and contribute to their individual groups.

It was revealed that Neil F. Agnew, general sales manager for Paramount, had wired Wood telling him that Zukor has been asked to explain why "Souls at Sea" was pulled from the company's schedule for roadshow release. Yamins said no reply has been received yet, granting it might arrive before the convention closes.

To Talk Unionization

Worry over unionization entered the last phases of the first convention session. It was determined to hold a special closed session with independent exhibitors only present at 10 A. M. Thursday to discuss the situation. Myers suggested a special labor committee composed of Fred Herrington, Pennsylvania; F. J. McWilliams, Wisconsin; Aaron Saperstein, Illinois; Martin Smith, Ohio, and Frank Wetzman, Michigan, to pore over communications containing suggestions on labor matters which Myers reported in his possession. These will be discussed prior to the Thursday special session.

A committee to act on the Richey survey also was named. It consists of Sidney Samuelson, New Jersey; M. A. Rosenberg, Pittsburgh; Fred De Lodder, Michigan; P. J. Wood, Ohio, and A. Kaplan and will report the findings later in the week.

Cole to Head Committee

A third committee named today will handle resolutions and other business which do not reach the convention floor. H. A. Cole, Texas, is chairman and his running mates are Lee Newberry, New Jersey; E. L. Peuslee, Minnesota and I. R. Holycros, Minnesota.

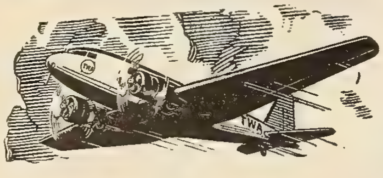
Myers told Motion Picture Daily he had submitted the Wagner Act decision to careful study from its legal angles and as it pertained to unionizing of theatre personnel. He stated, "Exhibitors must find some way to accommodate themselves to the labor situation." He refused to predict Allied's decision.

Two hundred and fifty exhibitors were registered by late this afternoon. Tonight the delegates held a Monte Carlo Night party at the Pfister.

Thursday A. W. Steffes, Minnesota, will speak on the chain tax situation. He has a draft of a bill here which, with changes, he says could be presented to various state legislatures and fit into their current programs with perhaps minor changes to conform with existing tax statutes.

P. J. Wood of Cleveland will address the meeting on pictures which have been held back from exhibitors by producer-distributors and may ask the convention to adopt resolutions against both Paramount and Columbia in this respect.

The convention opened with indications of being the largest in Allied's history. The Pfister exhausted its accommodations and an overflow of delegates is registered at the Milwaukee Athletic Club. The city is plastered with welcome banners to the delegates and an elaborate entertainment program has been prepared by the local organization.



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GENERAL AIR EXPRESS

And Now, Liquor

Philadelphia, May 26.—Exhibitors here are mulling over a clause discovered today in the new Beer and Liquor Control Bill slated for final passage at Harrisburg which will permit the sale of liquor in theatres. The amendment really abolishes the 1881 law which forbade such sales. Film houses are not mentioned since they were not in existence in 1881 but legal experts are of the opinion that the bill will pertain to them.

Localities are wondering if marquees are big enough to advertise "double Scotch and double feature."

Frontier Films, New Company, Is Formed

Frontier Films Corp. has been formed here by a group of writers, directors, playwrights, actors and cameramen, as an "independent, non-profit organization devoted to the production of realistic films of American life." The production facilities of the company will be placed at the disposal of labor unions, educational groups, social welfare units and the like for the making of "progressive pictures" at a cost not exceeding the actual production expense.

There are no stock or bondholders, and any profit will be used for the company's own reel, "The World Today," according to Lionel Berman, executive director and the only paid employe working on full time. Paul Strand, photographer, is president. Ralph Steiner, writer, and Leo Hurwitz are vice-presidents; John H. Lawson, playwright, is secretary, and Bernard J. Reis, accountant, is treasurer.

Garrison Films is handling the distribution on the first issue of "The World Today," which is patterned after "The March of Time," but succeeding issues are to be handled by Frontier. All films produced by the company will be made in 35 mm. and 16 mm.

◂ *Purely Personal* ▸

Sam Eckman, head of M-G-M's English exchange, will arrive Monday on the *Normandie*. Ditto Kay Kamen and William Levy of Walt Disney Enterprises.

•

Jules Eckert Goodman's play, "The Great Romancer," has been sold for London production to Bronson Albery. The deal was closed by the Florence Strauss agency.

•

George Dembow has gone to Milwaukee to attend the Allied convention. Charles Casanave was slated to go, but canceled plans the last minute.

•

Spyros Skouras yesterday spent the third day in bed at the St. Moritz with arthritis. He's conducting his business from a suite there.

•

Eugene Picker, Irving Wormser and Arthur Gottlieb will leave today for Montreal where they will spend the holiday weekend.

•

Kitty Kelly, who was in New York to witness the ordination of her cousin, Rev. Wilfred T. Riordan, will leave for the coast next Wednesday.

•

Carl Laemmle, Sr., is expected here from the coast tomorrow and willl sail June 2 for a vacation.

•

Maryverne Jones will open the Starlight at Pawling Monday night with a tryout of "Across the Blue."

•

Jerry Safron has gone Hollywood. He came in from the coast this trip with smoked glasses.

•

Arthur Dickinson of the M. P. P. D. A. returned yesterday from a tour of middle western exchanges.

•

Sidney Piermont, vaudeville booker for Loew's, is being bothered with an infected gland.

•

Percy Phillipson, president of General Register Corp., arrives Tuesday on the *Aquitania*.

•

Alexander Korda and David Rose flew in from the coast yesterday.

•

W. Ray Johnston will leave for Hollywood tonight by plane.

•

Henry Brown has gone to Hershey, Pa., for a brief vacation.

•

Laurence Bolognino is back at his desk again after a short illness.

•

Dave Palfreyman is in Milwaukee for the Allied States convention.

ITO Guests at Studios

Hollywood, May 26.—The I.T.O. of Southern California held the first of a series of social gatherings at various studios as guests of Charles R. Rogers at Universal. The organization plans to hold each month a luncheon at one of the studios.

President Jack Berman has informed members they may attend, in advisory capacities, the meetings of the board of directors—a new departure.

Gov't Has No Suits Planned By Cummings

(Continued from page 1)

charge of Robert Jackson. Other officials of the department explained that there are a number of complaints pending involving film companies, some of which are several years old and date back to 1932, apparently having been revised after the death of NRA.

However, it was said, several men are kept busy at all times on picture matters and there was no great increase of activity nor any intention to undertake a crusade against the industry.

Ampa to Wind Up Season

Ampa will wind up its meetings for the season today when a number of personalities will be on hand at Sardi's for the last session. Among the entertainers will be Milton Berle, Mitzi Green, Bert Gordon, Patsy Kelly, Lowe, Hite & Stanley and Jeanne Madden. Gordon, Lowe, Hite & Stanley appeared with Berle in "New Faces" for RKO. A large turnout is expected.

Waldron a Candidate

Boston, May 26.—Charles Waldron, M. & P. projectionist, who is also head of the M. P. Operators' Union in Portland, has been nominated as a candidate for Commissioner of Labor on the Republican ticket.

Morey Marcus Is Here

Morey Marcus, M-G-M manager in Shanghai, is now visiting his family at Paterson, N. J., having been called from the coast to attend the funeral of his sister who was killed in an automobile accident.

Wall Street

Eastman, Columbia Stocks Gain

	High	Low	Close	Net Change
Columbia	34¼	34	34¼	+ ¼
Columbia, pfd. ...	42⅛	42⅛	42⅛	+2⅛
Consolidated	3⅜	3⅜	3⅜	+ ¼
Consolidated, pfd..	12⅞	12⅝	12¾	.....
Eastman	172	166	172	+7
Eastman, pfd.....	151	150	151	+1
Gen. T. Equip....	24½	24	24	—2
Loew's, Inc.	80	79	80	+ ½
Loew's, pfd.......	106	106	106	.....
Paramount	19¾	19⅛	19¼	— ⅜
Paramount 2 pfd..	17¾	17¾	17¾	.....
Pathe Film	7¾	7⅝	7⅝	— ⅛
RKO	8½	8¼	8¼	.....
20th Century-Fox.	37½	36⅝	37⅜	+ ¼
Universal, pfd.....	70	70	70	—2
Warner Bros.	13⅜	13¼	13⅜	+ ⅛

Little Curb Movement

	High	Low	Close	Net Change
Technicolor	29¼	28⅜	28⅝	— ⅞
Trans-Lux	4¾	4⅝	4⅝	.....

Bonds Decline

	High	Low	Close	Net Change
Paramount B'way 3s '55	68¾	68¾	68¾	— ¼
Paramount Pict. 6s '55	100⅛	100	100	— ¼
RKO 6s '41 pp....	113	113	113	—1
Warner Bros. 6s '39 wd	95½	95¼	95¼	— ¼

(Quotations at close of May 26)

Hearing Set on N. Y. Theatre Zoning Plan

(Continued from page 1)

the zoning amendment. Amusement construction would be prohibited under the amendment on 5th Ave., between 26th and 59th Sts.; Madison Ave., between 23rd and 84th Sts.; Park Ave., between 32nd and 59th Sts., and the side streets from 26th to 59th Sts., between 5th and Madison Aves.

File Suit Against Atlantic

Atlantic Film Prod., Ltd., of London is named defendant in a $30,000 suit filed in the N. Y. Supreme Court yesterday by George McLeod Baynes. The plaintiff states that on Jan. 15, 1936, he executed a contract with the defendant whereby he was to arrange for distribution of the Atlantic picture, "Thunder Over the City," and for his services get 10 per cent of the gross income derived from the distribution.

Baynes asserts that he arranged for distribution of the picture in this country through Columbia. The amount he is suing for is based on an alleged statement by Columbia officials to the effect that receipts on the picture will exceed $500,000. Baynes not only asks $30,000, but also seeks an accounting of the income of the picture and an attachment on the film until his suit is settled.

Windsor Sues Keller-Dorian

Hollywood, May 26.—Windsor Prod., Inc., a Delaware corporation, and Leo Lipp and S. C. Grimson, color experts, have filed suit against Keller-Dorian, for $7,800, charging breach of contract. The plaintiffs alleged that Keller-Dorian had broken a contract under which Lipp and Grimson were to have each received $300 a week for their services in connection with the use of Keller-Dorian color for two Grand National productions.

Fuller Case Delayed

New Orleans, May 26.—Hearing on the anti-trust injunction action brought by George Fuller, exhibitor, against seven major companies and two Saenger executives, has been put over until the latter part of November. It is anticipated, however, that a compromise settlement will be reached.

New Orleans, May 26.—Trial for June 8 has been set in the action of United circuit which seeks a court order forbidding Columbia to release "Theodora Goes Wild" to any but United houses.

Commonwealth Finishes

Kansas City, May 26.—Economy in theatre operation was stressed at the two-day convention of 27 managers of the Commonwealth circuit, which ended here tonight with a banquet attended by 100 managers and other film and theatre men. C. A. Schultz, head of Commonwealth, outlined the circuit's 13-week "King of the Sun" campaign which will open June 6.

Monogram Signs Merrill

Dick Merrill yesterday signed with Monogram for the leading role in "Atlantic Flight." The contract was signed in W. Ray Johnston's office. The picture will go into production in three weeks.

British Groups Give Viewpoints on Quota

By BRUCE ALLAN

London, May 26.—The three leading trade groups, the Cinematograph Exhibitors' Ass'n, the Kinematograph Renters' Society and the Film Group of the F.B.I. today submitted their opinions on the Moyne suggestions for the revisions of the Films Act to Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade.

An official statement following the conference merely stated that the trade bodies presented their viewpoints, and that Burgin undertook to give consideration to the views expressed. The delegates were reticent concerning the proceedings, on the specific request of Burgin that they make no personal statements to the press.

D. E. Griffiths acted as spokesman for the K.R.S., the deputation including John C. Graham, Sam Eckman, George Archibald, secretary of United Artists, and F. W. Baker. Charles Tennyson, chairman, represented the F.B.I. Film Group, and the C.E.A. delegation included Charles P. Metcalfe, Ken Nyman, R. S. Bromhead and W. R. Fuller, organization secretary.

Delay Tax Bill Action

Hartford, May 26.—Further action of the Finance Committee of the Connecticut legislature on the 10 per cent amusements tax bill and other tax levies has been suspended until the report of the Appropriations Committee is issued, which is expected before June 9. Final action will then be taken.

Acoustics Subject At SMPE Meeting

(Continued from page 1)

W. J. Albersheim of Erpi; "Improved Noise-Reduction System for High-Fidelity Recording," by H. J. Hasbrouck, J. O. Baker and C. N. Batsel of RCA Manufacturing; "A Device for Direct Reproduction from Variable-Density Sound Negatives," by W. J. Albersheim, and "Sound Pick-Up Methods for Motion Pictures," by J. P. Maxfield and A. W. Colledge of Erpi.

There was only one business session today, the acoustics and sound session in the morning. The afternoon was devoted to a visit to the 20th Century-Fox studio at Beverly Hills.

The semi-annual banquet was held this evening in the Blossom Room of the Roosevelt, with brief addresses by various important industry figures, and with the introduction of a number of stars.

Hicks to Milwaukee

Robert Hicks, formerly manager of the Ambassador, Orpheum and Fox, St. Louis, for F. & M., has been appointed publicity head for 30 theatres in Milwaukee operated by Warners in a pooling arrangement with the Saxe Bros.

Hicks has just taken over his new assignment. Prior to the F. & M. acquisition of the Orpheum in St. Louis, Hicks was assistant to Byron (Dinty) Moore, city manager for Warners. Moore is now metropolitan district manager for Warners in New York.

DO YOU KNOW EXACTLY WHAT YOUR TAKE IS? WHAT PART OF IT YOU GET? WHAT PART GOES TO "UNSEEN PARTNERS"? DON'T WONDER — BE SURE!

GENERAL REGISTER CORPORATION
1540 BROADWAY NEW YORK

MOTION PICTURE DAILY

◂ Radio Personals ▸

JOYCE HARRIS, assistant of NBC's personnel division, left yesterday for Bermuda on vacation . . . Another NBC vacationer is Charles H. Thurman, manager of guest relations, who is spending his rest period at home in Michigan . . . Jimmy Kemper, baritone, is spending several days in Atlantic City preparing material for a screen test with Major Pictures . . . Gilbert Ralston, NBC guide, has been promoted to the electrical transcription department . . .

✚

Martha Raye, who has been ailing, will return to the Al Jolson program on CBS next week . . . The Jessica Dragonette vehicle June 2 over CBS will be "Girl Alone" . . . Ben Bernie will not return to Hollywood until September . . . Stoopnagle and Budd have been set for guest shots on the Bernie program . . . NBC's guest relations department is preparing for the usual heavy Decoration Day weekend influx of tourists . . .

✚

Grace and Ray McDonnell, featured dancers of "Babes in Arms," will be interviewed on "Theatre Guide," WINS, today at 11:30 A. M. They are the children of William McDonnell, of the Quigley Publishing Co.'s circulation department . . .

"Town Meeting" Sets 2 Special Programs

"America's Town Meeting of the Air," a Women's National Radio Committee award winner, will broadcast two special sessions from the Institute of Public Affairs at the University of Virginia, Charlottesville, Va., July 8 and 15. The subject of the first meeting will be "Can America Remain Neutral?" with Senator Gerald P. Nye of North Dakota and Clark M. Eichelberger, president of the League of Nations Ass'n, as the principal speakers.

Details for the July 15 meeting are not available as yet.

Shift "Junior G-Men" Series

The "Junior G-Men" programs will be heard at a new time on WOR beginning Monday. Formerly heard on Mondays, Wednesdays and Fridays from 6:30 to 6:45 P. M., the programs will be heard on the same days, from 5:45 to 6 P. M., E.D.S.T.

The Fisher Baking Co. sponsors through Neff-Rogow.

CBS to Air Gardening

A new series, titled "Seasonal Gardening" will begin a summer stay on CBS this Saturday from 10 to 10:15 A.M., E.D.S.T., and weekly thereafter. Ruth Cross, authority on gardening and homemaking, will be featured.

LEO SAYS:
Advertisers know that WHN reaches people who *want* merchandise and who can well *afford* to buy it.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

FCC Grants Licenses for Four Stations

By CLARENCE LINZ

WASHINGTON, May 26.—The F.C.C. yesterday granted operating licenses to KGNC, Amarillo, Tex., 1,410 kilocycles, 1,000 watts night, 2,500 watts day; KPLT, Paris, Tex., 1,500 kilocycles, 250 watts, daytime only; WBTM, Danville, Va., 1,370 kilocycles, 100 watts night, 250 watts day, and WSAJ, Grove City, Pa., 1,310 kilocycles, 100 watts.

It also granted authority to KRIS, Corpus Christi, Tex., to increase night power from 250 to 500 watts; KCRJ, Jerome, Ariz., to increase day power to 250 watts, and KPFA, Helena, Mont., to increase power from 100 to 250 watts.

At its weekly meeting, the broadcast division ordered hearings held on the applications of Meno Schoenbach, Woodward, Okla., for a 1,500-kilocycle, 100-watt station; Evanston Broadcasting Co., Evanston, Ill., for a 1,020-kilocycle, 250-watt daytime station; Ohio Broadcasting Co., Steubenville, O., for a 1,310-kilocycle, 100-watt daytime station, United Theatres, Inc., San Juan, P. R., for a 570-kilocycle, 1,000 watt-station, and Pacific Radio Corp., Grants Pass, Ore., for a 630-kilocycle, 500-watt station, and the requests of KFOR, Lincoln, for change of frequency from 1,210 to 1,450 kilocycles and increase of power to 1,000 watts night, 5,000 watts day; WDSU, New Orleans, for increase of power to 5,000 watts, and WFIL, Philadelphia, for increase of power to 5,000 watts.

Ask Approval for Two

During the past week, examiners' reports were received recommending the granting of applications for new stations filed by the Troy Broadcasting Co., Inc., Troy, N. Y., for 950 kilocycles, 1,000 watts daytime; Frank M. Stearns, Washington, for a station at Salisbury, Md., 1,200 kilocycles, 250 watts, daytime only, and recommending denial of applications for new stations sought by the Northern Broadcasting Co., Traverse City, Mich., and J. Leslie Doss at Sarasota, Fla.

Station Applications Filed

WASHINGTON, May 26.—The F.C.C. yesterday reported receipt of applications for new broadcasting stations from the Keystone Broadcasting Co., New Castle, Pa., 1,250 kilocycles, 250 watts, daytime only, and the Tri-City Broadcasting Co., Schenectady, N. Y., 950 kilocycles, 1,000 watts.

It was also disclosed that amended applications have been filed by the Hampden-Hampshire Corp., for a new station at Holyoke, Mass., 1,240 kilocycles, 500 watts night, 1,000 watts day; Continental Radio Co., Denver, 630 kilocycles, 1,000 watts night, 5,000 watts day, and the *Evening News Press,* Port Angeles, Wash,. 1,400 kilocycles, 250 watts.

Other applications received included a request from WXYZ, Detroit, for increase of power from 1,000 to 5,000 watts; WTFI, Athens, Ga., to increase day power from 500 to 1,000 watts, and KTFI, Twin Falls, Idaho, to increase day power from 1,000 to 5,000 watts.

"Very Swell"

"I would like to take this opportunity of saying that I think your new radio section is very swell and I don't think I've ever missed a word in any issue since you started the department."—*Murray Arnold,* director of public relations, Station WIP, Philadelphia.

NBC Cuts Down Use Of Word "Exclusive"

NBC is a chary user of the word "exclusive."

With the three great networks now fighting each other tooth and nail for special events features, Mutual and CBS are sprinkling their releases about special events broadcasts with the exclusive term. The so-called "exclusives" turn out to be anything but that.

Last week Mutual stated it would broadcast exclusively the opening of the Great Lakes Exposition this Saturday. It now develops that not only NBC, but Mutual also are to broadcast the opening ceremonies.

CBS claimed an exclusive of the Indianapolis speed race broadcasts, stating the start and finish of the race, May 31, would be brought to CBS listeners in an "exclusive broadcast" by that network. Actually, NBC and Mutual, as well as CBS, will describe the race.

NBC merely states the above events will be carried over its networks, and steers clear of tabbing them as "exclusives."

Premature Raves

Recently the Aces, Jane and Goodman, met up with Benny Fields while dining in Lindy's. The conversation turned to a discussion of the Aces' script for the following night, which had a Russian locale. Fields volunteered to appear on the program and sing a Russian lullaby song. His generous offer was accepted, of course.

The day following the broadcast the Aces received a number of telegrams from west coast "listeners," all raving about the "Russian" singer heard on the program.

To all the senders Ace sent the following reply: "That Russian singer you'll hear on my program about three weeks hence is Benny Fields."

It seems that west of Denver the "Easy Aces" programs are heard via recordings, about three weeks after they're heard in the east.

Mexican Contest to Stimulate Radio Use

By JAMES LOCKHART

MEXICO CITY, May 26.—To stimulate radio entertainment, a national contest for all Mexican and foreign writers resident in Mexico to produce playlets and other diversion vehicles suitable for broadcasting has been started by the National Revolutionary Party, the political organization that dominates the Federal Government.

Any subject is permitted, provided it does not offend good taste, good manners and religions or religious beliefs. Entries in the contest must be so arranged that their minimum broadcasting time is 15 minutes and the maximum 45 minutes. The contest will close July 15. The judges will be officials of the party and the Ministry of Public Education. Six prizes, ranging in value from 200 ($56) to 25 ($7.25) pesos, will be awarded.

Stewart Will Leave FCC to Do Research

WASHINGTON, May 26.—The selection of Dr. Irvin Stewart, vice-chairman of the F.C.C., as executive director of the committee on scientific aids to learning was announced today by the National Research Council. As a result, Commissioner Stewart will not seek reappointment upon expiration of his present term on June 30.

The new committee, other members of which include James B. Conant, president of Harvard University; Vannever Bush, dean of engineering at Massachusetts Institute of Technology; L. D. Coffman, president of the University of Minnesota; Ben D. Wood of Columbia University; Bethuel M. Webster, attorney, and Ludvic Hektoen, chairman of the National Research Council, will maintain its headquarters in New York. Its first task will be a survey of the work and experience of the National Advisory Council on Radio in Education.

Thomas to Broadcast On Convention Trip

(*Continued from page 1*)

and by making five other broadcasts from four cities en route and on his return.

Thomas will broadcast tomorrow night from Chicago; from Los Angeles, Monday; Denver, Wednesday; Chicago, Thursday, and Cincinnati, Friday. He will miss one broadcast, that scheduled for June 1.

WLW Feeds New Program

WLW will feed a new program over the "WLW line" beginning tonight from 9 to 9:30 P. M., E.D.S.T. The program is titled "Previews of Shows of the Future."

Damrosch to Europe

Walter Damrosch will sail for Europe Saturday with Mrs. Damrosch, for a vacation. He will attend the International Music Conference in Paris June 25.

Thayer Ridgway to KHJ

LOS ANGELES, May 26.—Thayer Ridgway has been signed as sales manager for KHJ, succeeding Roger K. Huston, who joins KNX.

Radio

Shift Ford Sunday Hour for Summer

Concluding its regularly scheduled 39-week stay on the air, the Ford "Sunday Evening Hour" will fade for the summer after the June 13 broadcast.

Replacing the "Sunday Evening Hour" will be the "Universal Rhythm" series, also Ford sponsored, which is now heard Saturdays.

"Universal Rhythm," now a half-hour show, will be extended to a full hour. Its cast, which now includes Richard Bonelli, Alex Templeton and Rex Chandler's orchestra, will be augmented by the addition of a choral group and weekly guest artists. The program will continue under the sponsorship of the Ford dealers of America.

The time for "Universal Rhythm" will be the same as for the "Sunday Evening Hour," 9 to 10 P.M., E.D.S.T., on CBS.

NBC Transcription Prices to Be Pared

NBC Transcription Service prices for reference recordings are to be cut, effective June 1.

A graduating scale of discounts will be granted quantity users of the service. The new price lists will be mailed to individual artists and agencies in the near future.

"Rhythm" May Go to Coast

It is practically certain that the "Rippling Rhythm" show sponsored by the Jergens-Woodbury Co. and emanating from the NBC Radio City studios will shift to Hollywood within the next two months, with a change in production from comedy-musical to dramatic-musical. Tyrone Power will be the new star.

Lennen & Mitchell, agency handling the program, is withholding confirmation, but from a reliable source it has been learned that the deal is now nearing completion.

"Rippling Rhythm" currently is featuring Frank Parker, Shep Fields' orchestra and Bob Hope, comedian. None of the three will be retained when the shift is made to Hollywood.

Sign New Texaco Talent

Ella Logan, Pinky Tomlin and Igor Gorin will be the mainstays on the Texaco program for the better part of the summer months. Eddie Cantor, who will leave the series following Sunday's broadcast, has signed the above players to succeed Bobby Breen and Deanna Durbin who will carry on for a few weeks and then follow Cantor's example and take temporary summer leaves.

To Cut "Oakie College"

The "Oakie College" program will be reduced a half-hour beginning June 29, and will feature Benny Goodman's band in a straight musical production, from 9:30 to 10 P. M., E.D.S.T. and Tuesdays at the above time thereafter. Oakie will leave the program June 22.

The program will be returned as a full-hour presentation, again with Oakie in the starring role, in the fall. William Esty is the agency.

Last Pierce Program From N. Y. on June 1

Al Pierce and Gang will make their last broadcast from New York June 1. starting immediately afterward on a promotional trip to all important cities. The tour is being made in the interest of local Ford branches.

The itinerary to date includes stopovers in 24 cities, including Detroit, Chicago, Denver, San Francisco. An eight-week stay is planned in Los Angeles.

The program is sponsored by the Ford Motor Co. The agency is N. W. Ayer & Son, Inc.

The Pierce show will be broadcast en route at its usual time over CBS.

Capt. Reese Joins Grombach

Capt. Murray G. Reese has joined the staff of Grombach Prod., Inc. Capt. Reese is the son of the former A. T. & T. executive, the late Brigadier General Reese.

Since his retirement from the Army Reese has been in business first in Hawaii and more recently in New York.

Simmons Is Promoted

SALT LAKE CITY, May 26.—Dave Simmons, chief announcer at KDYL has been appointed new advertising representative and promotional director for Morning Milk Co., operating in several western states. It is expected that announcing staff KDYL will shift upward, with new faces only in the lower brackets.

Evans Succeeds Hanlon

LOS ANGELES, May 26.—Douglas Evans, for five years one of the leading announcers at KFI-KECA, has been made chief announcer. He replaces Tom Hanlon, resigned.

George Gates, latterly with WCAU, fills the post made vacant by Larry Chatterton.

Jack Shelley on "Woman's News"

DES MOINES, May 26. — Jack Shelley, assistant news editor of WHO, will begin a five-minute program "Women's News" Mondays through Fridays at 3 P. M. on May 31. The broadcast is sponsored by the One-Minute Washer Co., Newton, Ia.

To Rebroadcast Murray Show

The Ken Murray show for Campbell's Tomato Juice will be rebroadcast to the west from 11:30 P. M. to 12 midnight, E.D.S.T., starting June 2. The rebroadcast was previously scheduled from 12:30 to 1 A. M. F.

NBC to Air Cup Races

NBC will cover the America's Cup Races, beginning July 31 and carrying over for the seven days of the trials.

Mayo Joins Recording Service

John Mayo has been appointed sales manager of Advertisers' Recording Service, Inc.

Mayo has been in radio in various capacities for the past nine years. He was with CBS for four years, and also has been station manager of WNOX, Knoxville.

Schaefer Says U.A. to Spend $26,000,000

(Continued from page 1)

Without Armor," "Four Feathers," "The Divorce of Lady X" with Merle Oberon, a second feature with Miss Oberon and others.

Dr. Giannini declared the matter of the proposed new British quota law was discussed in detail at the meeting, and plans were worked out for meeting any requirement of the new law, thus giving United Artists producers the maximum in protection.

Also prepared, according to Giannini, was a plan of cooperation and an exchange of talent between the coast studio and Korda in England. Korda left the coast by plane, en route to New York and London, immediately following the meeting.

Plan Holding Firm On British Plants

(Continued from page 1)

studio. Major C. H. Bell of Amalgamated is thought to be interested in a single operating company for all studios, which would be operated as service plants.

There appears to be little question that there is an agreement in work for the purpose of maintaining a price level and for the exchange of equipment and staffs.

Consolidated Wins Union Pact Dispute

(Continued from page 1)

members had with Allied M. P. Operators.

Consolidated contended it was a party to the 10-year Allied contract, while Local 306 stated the circuit held no rights under it. Golder held in favor of Consolidated, which is now continuing under its original union agreement.

Local 306 some time ago absorbed Allied M. P. Operators and accepted the contracts by the union with I.T.O.A. members.

Join Fleischer Pickets

Local 802, A. F. of M., joined the picket line at the Fleischer studio yesterday, charging unfair treatment of musicians and synchronizers. The C.A.D.U., cartoonists' union, has been picketing the Fleischer office location since the cartoonists' strike of two weeks ago. Local 806, I.A.T.S.E., also has intervened in the situation and has requested Paramount, distributor of the Fleischer subjects, to use its influence to end the strike or risk having the projectionists' union regard the company as guilty of an "unfriendly act."

Warners Take Theatre

Warners have taken over the Rahway, Rahway, N. J. Richard E. Beck, head of Picture Playhouses, which operates the American and Cameo, Newark, has acquired the Broad, Elizabeth, N. J.

Buffalo News Stirs Stage Clinic Pulse

(Continued from page 1)

minute—one for Buffalo and one for the producer of the phenomenal roadshow.

One of the leading specialists participating in the four-day consultation, one Robert T. Haines, a member of the council of Actors' Equity Ass'n, offered one of the most startling analyses and remedial prescriptions for the stage that had been placed before the clinic up to yesterday. Haines' diagnosis was that the stage is suffering from an overdose of Broadway and prescribed a strict diet of plays written for a slightly more respectable America than that represented by the Times Square area.

Haines conceded that much of the theatre to which he referred was "O. K. for Broadway," but "the theatre's outlying branches," he reminded, "have become atrophied, if not entirely dead."

"One remedy for this sick patient which we have on our hands," he told his fellow diagnosticians, "is to write plays for America, not just Broadway.

"Even in New York," he continued, "there are thousands who are being driven from the theatre because they refuse to have their eyes and ears and sensibilities offended by a public display of the obscene, the vulgar, the profane and sordid."

The clinic closes tonight with a midnight supper.

Independents Given Casting Service Aid

(Continued from page 1)

extra wage scales should be net to the player. Independents have been obtaining atmosphere players through other agencies and the players have paid 10 per cent commission.

The nine independents are: Walter Wanger, Selznick International, Schulberg, Major, Goldwyn, Grand National, Loew, B. F. Zeidman and Darmour.

The strike situation here is quiet with rumors that I.A.T.S.E. is offering to F.M.P.C. a compromise settlement entailing withdrawal of charges against I.A.T.S.E. lodged with the A.F.L. in Cincinnati. F.M.P.C. will not confirm the reports.

Other developments are the donation of $9,000 by the Longshoremen's Unions and the drive of Screen Actors' Guild for Guild contracts with industrial production firms.

"Kid Galahad" Gets Big Start at Strand

(Continued from page 1)

the Pauper" tallied $26,500 at the same house. The third week ended with $15,500.

"Internes Can't Take Money" garnered $24,500 in the second week at the Paramount with a stage show featuring Ina Hutton and her all-girl band. "Dreaming Lips" got about $15,000 in the first week at the Rivoli.

The Criterion is holding "Make Way for Tomorrow" for a third week. "Lost Horizon" at the Globe in its 12th week tallied about $5,000. The Music Hall finished a second week of "Shall We Dance?" with approximately $75,000.

GREETINGS

ALLIED EXHIBITORS

From The Distributors of

Cloistered

BOOKED BY EVERY MAJOR CIRCUIT FROM COAST TO COAST

R.K.O.
SKOURAS
FOX MIDWEST
FOX WISCONSIN
COMERFORD
GREAT STATES
TRI-STATES
CENTURY
ROBB & ROWLEY
NETCO
INTERSTATE (NEW ENGLAND)
AFFILIATED (NEW ORLEANS)
CONSOLIDATED
DICKINSON
RUGOFF & BECKER

WARNERS
FOX WESTCO
FOX MONTANA
BALABAN & KATZ
SAENGER
M & P
EVERGREEN
COMMONWEALTH
SCHINE
INTERSTATE (TEXAS)
UNITED (NEW ORLEANS)
RANDFORCE
INTERBORO
E. M. LOEW
MAINE & NEW HAMPSHIRE

EXTENDED RUNS

BOSTON	16 weeks	NEW YORK	9 weeks
CHICAGO	9 weeks	PITTSBURGH	8 weeks
CLEVELAND	8 weeks	SAN FRANCISCO	5 weeks
LOS ANGELES	5 weeks	DETROIT	4 weeks
WASHINGTON	3 weeks	PHILADELPHIA	3 weeks
MILWAUKEE	3 weeks	NEW ORLEANS	2 weeks

FOR THE FIRST TIME IN HISTORY

Cameramen have been permitted to film the mysterious life of the nuns living in a strictly cloistered Convent—where no man ever entered before.

"A masterpiece. Not to be seen once but many times." —AMERICA

"One of the most unusual pictures of the year." —N. Y. TIMES

"Irresistible appeal. Uncannily artistic. A minor miracle." —N. Y. POST

"Unique picture...Strangely moving and beautiful." —DAILY NEWS

AN AUTHENTIC HUMAN DOCUMENT
Filmed by Special Permission of Pope Pius XI

PRESENTED BY **BEST FILM, CO.** RENE HUISMAN *president*
DISTRIBUTED BY **MUTUAL M.P. DISTRIBUTORS, INC.**
HARRY H. THOMAS *president.*
R.K.O. BUILDING • RADIO CITY • NEW YORK.

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 125 NEW YORK, FRIDAY, MAY 28, 1937 TEN CENTS

Allied Moves For National Buying Group

Expenses to Be Met By Membership Levy

By RED KANN

MILWAUKEE, May 27.—National Allied, by a vote of 74 affirmative and 60 negative, this afternoon authorized a full study of a plan to develop and organize a national buying combination. Suggested first by H. A. Cole, Texas, reporting as chairman of the Committee on Resolutions and Miscellaneous Business, he outlined the scheme as set up by the committee of five which he stated had voted two for and two against the proposal with the fifth member absent.

Describing the suggested scheme as "very complete," Cole's outline would make it mandatory upon all Allied members to relinquish full control of their film buys to such proposed national combine which would be set up as a separate company controlled by Allied through the election by regional associations affiliated with the national body of directors in such contemplated buying combination. These directors would elect officers of the buying company, the support of which would be guaranteed by payment by each subscribing member of three per cent of his annual film purchase.

Cole made it clear that in theory he viewed this specific plan as "fine"

(Continued on page 3)

Zukor Defends Para. Non-Delivery of Six

MILWAUKEE, May 27.—Failure by Paramount to deliver six pictures sold on the 1936-'37 schedule does not constitute "unfair play," Adolph Zukor, chairman of the Paramount board of directors, declared in a communication read to the Allied convention this afternoon.

At the opening session yesterday, Paramount had been criticized for non-delivery of "Souls at Sea," "High, Wide and Handsome," "Angel," "Artists and Models," "What, Ho" and an untitled Harold Lloyd film.

"Our method of selling for years, as you know, has been to deliver pictures according to release year," Zukor

(Continued on page 3)

No Paper Monday

Motion Picture Daily **will not be published on Monday, which is Decoration Day.**

CBS in Pact With Union Ending Tilt

Agreement Covers Wages, Hours in New York

CBS yesterday closed negotiations with representatives of the American Guild of Radio Announcers and Producers for an agreement covering hours, wages and working conditions for announcers and assistant directors employed in its New York studios.

The agreement is the first of its kind written in radio, and represents a complete victory for the announcers—producers' guild, which was formed just seven weeks ago by Roy S. Langham, a CBS production man.

Additional developments in the radio field on pages 10 and 12.

The agreement runs for a period of five years and is based upon a five-day week of 40 hours. The Guild is recognized as exclusive bargaining agency for these employes. The principle of a Guild shop is recognized,

(Continued on page 10)

Coast Labor Peace Is Near—Fitzgerald

HOLLYWOOD, May 27.—Edward P. Fitzgerald, Department of Labor Conciliation Commissioner, after conferences with producers, striking F. M. P. C. leaders and the I. A. T. S. E. today disclosed that he has a proposal to end the walkout and will submit it to Secretary Perkins in a few days. He added that governmental action

(Continued on page 6)

Permanent Theatre Group Is Suggested

Formation of a permanent association comprising all elements of the legitimate theatre to carry ont a program of exploitation, advancement and defense of the theatre was recommended yesterday by the board of the American Theatre Council at a meeting following the final business session of its first national convention at the Astor.

The program, devised from suggestions and criticisms of and for the theatre, contemplates an annual theatre festival, aid for new playwrights and producers of promise, enlarged opportunities for aspiring stage talent, defense of the stage from censorship and legislation and a new deal for the public and the "road" in admission

(Continued on page 12)

Pennsylvania Sunday Show Bill Is Vetoed

HARRISBURG, May 27.—Governor Earle today vetoed the bill which would have permitted municipalities which had voted down Sunday shows under the local option act of 1935 to submit the question to voters again next September instead of waiting five years as the original act requires.

The Governor said the bill was "bad sportsmanship" because it did not provide a similar opportunity for special balloting for the repeal of Sunday show authorization in those municipalities which have voted in favor of them during the last two years.

Allied Decides to Steer Clear Of National Policy on Unions

Milwaukee, May 27.—Allied today in a closed session attended only by identified independent exhibitors determined to remain clear of any national policy on theatre unionization but decided the most feasible course was for each exhibitor to follow his own best dictates.

It is understood the Allied leaders held it potentially dangerous even to endeavor to fix a national viewpoint leaning either toward the C. I. O. or I. A. T. S. E. on the ground that a decision either way might imperil the theatre owners by placing them in the middle of the labor jurisdictional struggle. Allied is fully aware that the day of theatre unionization is apparently here, but its members will decide for themselves what kind of deals they will make and with what organization, governed by local conditions.

GOLDWYN-KORDA GET U.A. OPTION

Price $6,000,000 for Fairbanks, Chaplin, Pickford Shares

HOLLYWOOD, May 27.—An option to purchase for $6,000,000 the United Artists' partnership franchises of Mary Pickford, Douglas Fairbanks and Charles Chaplin has been granted to Samuel Goldwyn and Alexander Korda. The option may be exercised at any time up to next Dec. 31.

Granting of the option occurred during the recent meeting of the five United Artists partners here, Dr. A. H. Giannini, president, said it does not affect Selznick International or Walter Wanger Prod., whose distributing arrangements with United Artists will be undisturbed by the change in control of the company which would result from the exercise of the option, nor does it alter the company's new season production plans. In addition, any films produced by Pickford, Fairbanks or Chaplin would be released through United Artists under the terms of the option.

According to the best available information on the matter, an exercise of the option would involve an equal participation by Goldwyn and Korda, each contributing $3,000,000. Dr. A. H. Giannini, United Artists president,

(Continued on page 6)

Interstate Meeting Ends in Galveston

GALVESTON, Texas, May 27.—Various phases of theatre operation were discussed during the convention of the managers of the Interstate Circuit here, which ended today with the opening of the new Martini, built by the circuit and A. Martini, local theatre operator. Karl Hoblitzelle, president of the circuit, presided over the sessions, which were conducted as open forums.

Approximately 150 of the circuit

(Continued on page 12)

Chain Tax Measure Killed in Florida

TALLAHASSE, Fla., May 27.—Indefinite postponement of the "Florida Recovery Act" by the Senate here today had the effect of killing the measure. The vote was 18 to 16.

A new law, similar to the recently enacted bill in Louisiana, will be proposed, Senator Tillman of Tampa declared. It will call for a heavy tax on each unit of every chain and will probably include theatres.

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 May 28, 1937 No. 125

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Berle Entertains as Ampa Closes Season

With Milton Berle as master of ceremonies, Ampa yesterday wound up its seasonal activities with a bang. Berle was in rare form with a swift line of gags. He also sang three songs. Mitzi Green, who has been signed by RKO, also appeared on the program with several versions of "The Lady Is A Trampe."

Patsy Kelly, Hal Roach star, was introduced, as was Frederic Ullman, new general manager of Pathe News. Trade advertising awards were made to Moe Kalich and Donald Gibbs of Paramount.

Paul Gulick, head of the auditing committee, reported that the books kept by Herbert Berg, treasurer for the past two years, were "in good order."

Vincent Trotta stated that the organization has a bank balance of $61 and $3,000 outstanding in dues and other commitments and voiced the opinion that an effort should be made to line up the membership on a supporting basis.

Capt. Paul Kimberly, English representative for National Screen, was also introduced.

Paul Lazarus, Jr., vice-president, presided in the absence of Ralph Rolan, who is in Galveston.

◂ Purely Personal ▸

A. W. SMITH Jr., and MONROE GREENTHAL will return tomorrow from Galveston, Tex. GEORGE J. SCHAEFER, who had planned to stop over for the Hoblitzelle-Interstate convention, canceled plans and will arrive from the coast over the weekend.

•

HENRY ARMETTA will do a series of personal appearances in the summer. The first date is the Stanley, Pittsburgh, July 2, followed by the Earle, Philadelphia, July 9, and the Million Dollar Pier, Atlantic City, July 24. He will return to the Universal lot Sept. 1. F. & M. is handling the bookings.

•

GLADYS SWARTHOUT and her husband, FRANK CHAPMAN, both of whom are now in New York, will leave June 2 on the *Normandie* for a vacation in Paris, Venice and London.

•

HAL and MRS. ROACH will arrive here today from the coast. They will spend a week here, then will attend the graduation of their son, HAL, JR., from the Culver Military Academy, Culver, Ind.

•

JACK LEWIS has joined RKO as unit publicity man for "Annapolis," which CHRISTY CABANNE is producing for the company. LEWIS is now at Annapolis on the picture.

•

GUSTAVE SCHAEFER, Universal export manager, is due in today from the coast; he stayed over after the sales convention to confer with CHARLES R. ROGERS.

•

CARL LAEMMLE, SR., delayed his departure from the coast and is not expected in New York now until Monday. He leaves the following day for Europe.

•

MICHAEL O'MEARA, ROBERT NEINOBER and MARY RADCHUK have been signed to appear in the first short to be produced by Musical Shorts, Inc.

•

EMILE BOREO, just back from a London stage engagement, has been signed by HERMAN BERNIE to appear at Loew's State June 24.

•

JOE WEIL, exploitation director for Universal, will arrive today by plane from Galveston where he has been attending the Hoblitzelle circuit convention.

•

BARNEY CLAYWINS, who joined HERMAN STARR and HAROLD RODNER in a game of golf yesterday, brought along his umbrella.

•

PHIL BAKER will leave for the coast in two weeks. He has been signed to appear in a picture for SAMUEL GOLDWYN.

•

JIMMIE LUNCEFORD and his orchestra will open an engagement next Wednesday at the Lido Club Casino, Larchmont.

•

ARTHUR A. LEE, G. B. vice-president, left yesterday by plane for Buffalo and Toronto. In the latter city he will confer with Oscar Hanson, president of Empire Films, and Paul Nathanson.

No Orris Root

H. Spencer Berg of the Paramount publicity department braved yesterday's heat to dash from Times Square to 1270 6th Ave. with this:

"The United States Government has given Marlene Dietrich permission to use gold dust to enhance the beauty of her blonde hair.

"She has been advised by Pierson Hall, U. S. district attorney for Los Angeles, who investigated Federal statutes governing private possession of gold that she may use genuine gold powder providing she does not have more than $100 worth in her possession."

•

HARRY MOSKOWITZ, construction head of Loew's, sailed yesterday on the *Statendam* for a brief vacation cruise.

•

MILTON MAYER, RKO attorney, has returned from Detroit, where he spent several days on theatre matters.

•

JACK SHEA of Feiber & Shea has returned from Cleveland, Cincinnati and Pittsburgh.

•

HAL HORNE, Wanger production executive, is expected today on the Century.

•

HERB CROOKER, Warner publicity director, will be in Boston until next Tuesday.

•

C. C. MOSKOWITZ's only nephew yesterday celebrated his first anniversary.

•

H. J. YATES is en route to the coast for the Republic sales convention.

•

BERNIE BROOKS, local Paramount salesman, is vacationing.

•

HAL HORNE is due tomorrow from the coast.

•

. . . Indianapolis

SAM EIBECK, who has been at the booking desk at the Columbia exchange, has joined Affiliated Theatres, Inc.

DON DEBRUN of Decatur, Ind, has acquired the Alni at South Whitney, Ind.

•

. . . Pittsburgh

HERBERT MAGIDSON, the songwriter, has arrived from Hollywood to attend the marriage of his cousin, PHYLLIS MAGIDSON, to SAM JUBELIRER.

JOE FELDMAN, advertising director for Warners, celebrated his birthday this week. He is 31.

JOHNNY HARRIS is furnishing the lounge of the new Variety Club headquarters as a memorial to his father, the late Senator JOHN P. HARRIS.

First "Shadow" Titled

HOLLYWOOD, May 27. — "The Shadow Strikes" has been chosen for the first title of Grand National's "Shadow" series.

Film Record Value Stressed at SMPE

HOLLYWOOD, May 27.—The importance of film records, seen as taking on new values for business concerns, libraries, Government agencies and private collectors, was stressed by Capt. J. G. Bradley, National Archives, Washington, in a talk on "Changing Aspects of the Film Storage Problem," before today's session of the annual spring convention of the Society of M. P. Engineers at the Roosevelt Hotel here.

Bradley's was one of a group of talks during the laboratory and projection session this afternoon. There was no business session this morning. The recently-initiated survey of theatres throughout the country to determine existing conditions of projection, and for the purpose of establishing a set of recommendations on construction, was cited by H. Rubin, chairman, in his report of the projection practice committee.

Tuttle, of Kodak, Heard

Other papers included: "A Wide-Range, Linear-Scale, Photoelectric Cell Densitometer," by W. W. Lindsay, Jr., General Service Studios, and W. V. Wolfe, RCA, Mfg. Co.; "Standardization of Photographic Density," by C. M. Tuttle and A. M. Koerner, Kodak Research Laboratories; "Objective Quantitative Determination of Graininess in Photographic Emulsions," by A. Goetz, professor of physics at C. I. T.; "Sound Track Blooping," by F. D. Williams, William Laboratory, Hollywood; "Fixing Baths and Their Properties," by J. I. Crabtree, H. Parker, Jr., and H. D. Russell, Kodak Research Laboratories.

The delegates this evening attended a meeting of the Academy Research Council at the M-G-M studio, at which they were addressed by William Koenig, chairman; Major Nathan Levinson, vice-chairman, and the chairmen of the various Research Council committees.

The convention will come to an end tomorrow evening, concluding with a television session.

Mrs. Blumenstock Dead

Mrs. Anna Blumenstock, mother of Mort Blumenstock, advertising director of Warners, and of Sid Blumenstock, publicity manager for the company's Atlantic City theatres, died yesterday. Funeral services will be held Monday at 2 P. M. in the Riverside Memorial Chapel.

Para. Pays Dividend

The regular quarterly dividends of $1.50 per share on the first preferred stock and 15 cents per share on the second preferred were declared by the Paramount board of directors at a meeting yesterday. The dividends are payable July 1 to stockholders of record at the close of business June 15.

Crosby Short at Roxy

A reissue of the Bing Crosby two-reel subject, "Blue of the Night," produced by Mack Sennett, opens today at the Roxy as an added attraction.

Pathe Meeting Routine

Pathe's board of directors yesterday held a routine meeting.

Allied Moves For National Buying Group

(Continued from page 1)

but reported to the convention body that differences in the committee vote had developed over the feasibility of selling it to Allied's membership. However, in the 74-60 vote finally taken it was not the plan as outlined which was approved but a general approval of further consideration of the idea which commits national Allied officers to prepare it for submission to the general membership at a date not defined and, for all that may be divined now, in an entirely different operating form.

Many Resolutions Heard

This was Allied's big business day. It was marked by passage of many resolutions. Sidney Samuelson, New Jersey, as chairman of the Committee on Film Buys, delivered a set of five resolutions, all of which were unanimously adopted. One concerned sales. It struck at percentage bookings, compulsory playdates, weekly payment on shorts whether used or not, the practice of distributors in holding out product sold on one season's program as an inducement to sell the following season's and the re-allocation of product at the distributor's discretion with the result that percentage brackets underwent changes and the exhibitor found himself spending more money on film than he had calculated at the outset of the season. In this resolution as well was the condemnation of compulsory block booking and blind selling. Its text likewise called upon all independent exhibitors regardless of association affiliation to help these points by stiffening sales resistance and, by less mutual distrust and more cooperation, to avoid falling into the distributor's hands when the selling season gets actively under way.

Asks Contact with Public

Full publicity for these aims was provided in the final section of this lengthy resolution which called upon participating exhibitors to acquaint the public with their objectives through trailers, programs and public groups. Its complexities also embraced support of the Congressional probe of the industry as well as enlisting support for passage of the Neely-Pettengill bill..

The second of Samuelson's five resolutions provided for the continuation of a sales survey next year such as the one made by H. M. Richey, Michigan, this year. The third resolution condemned Paramount for its "ruthlessness" in holding out for this year's program six pictures sold to exhibitors. Its text endorsed similar condemnatory resolutions passed by the Cleveland M. P. Exhibitors Ass'n. Samuelson here read and repeated what he deemed high points of letter sent by Adolph Zukor explaining why these pictures were not to be delived. Highlights of the Zukor communication are published elsewhere in this edition.

The fourth resolution again condemned Paramount, this time on its accessories plan. Included by amendment was Vitagraph for a similar plan, while the future was taken care of by a supplementary phrase applying to any other distributors who may adopt identical plans. This resolution at the same time called upon the Allied membership to aid independent poster exchanges and endorsed the action of the Twin Cities exhibitor group along such lines.

While Paramount bore the brunt of Allied's fire, Columbia came in for a drumming as well. In Samuelson's fifth resolution Columbia was scored for withholding "Lost Horizon" from this season's schedule under what Samuelson described as "the tricky roadshow clause." The text went on to say that the chief reason for exhibitor deals with Columbia this year had been the Capra picture which they now will not get. Samuelson urged theatre owners to bear "their Columbia losses" in mind when they made their 1937-'38 deals with that company.

Myers Talks Legislation

Abram F. Myers, chairman of the board, followed Samuelson. He dealt on the Zukor letter and described it as demonstrating its "utter insincerity." His address concerned largely Allied's legislative program. "You are dealing with a deep underlying disease and cannot cut through immediately. You have been dealing with symptoms, a pimple here a boil there, hoping at some time to arrive at a cure for the condition. There is a way but the patient is not very likely to survive it. Allied's policy has been one of dealing with the symptoms. For instance, last year there was little reason to believe that bills seeking to divorce production from exhibition would stand the test of constitutionality. They have. Recent Supreme Court decisions, moreover, have opened up new vistas for us. In territories where exhibitors want to strike lusty blows they now have the support of thousands of other retailers in other fields," said Myers.

Citing the Louisiana chain tax case, Myers told the assemblage he had held conferences in Washington prior to coming to Milwaukee with retail grocers and druggists who told him that they were planning aggressive campaigning for anti-chain legislation. This he described as an additional weapon "in the use of which you can have the support of thousands not in the film business but who have the same objective."

Discusses Federal Probe

At another point Myers said it was "proper to say" that it was as a result of unnamed experiences of Cole last winter which led to the introduction of Bill No. 160 in the House of Representatives calling for a wide probe of the entire industry. This action, he added, "paves way to present to Congress all of these things embalmed for years as exhibitor resolutions and never stimulated into action by Federal bodies which we should have had." The apparent inaction on the Neely-Pettengill Bill, he further stated, was not attributable to flagging interest but was delayed because those directly concerned with its enactment had been occupied by decisions of the Supreme Court. Myers concluded with the statement that unless there is "a wider display of interest and more generous participation, the carrying out of these plans will be unduly delayed."

Among other steps determined upon was passage of a resolution deploring distributor sales drives with enforced participation of the exhibitor. The convention unanimously determined to appoint a Committee on Drives with the personnel secretive and to which it will seek to have the distributor submit applications for the right to conduct such drives in the future. This committee, it is designed, will pass on petitions and endeavor to prevent Allied members from participating unless the committee sanctions it.

"Star Chamber" Meet Held

Beyond stating that he had been requested to hold a closed session on the report of W. A. Steffes, who subsequently presented behind closed doors a draft of the model tax bill aimed at chains, Nathan Yamins failed to explain what source sought to have the afternoon meeting a secret one. However, the convention body voted for a private meeting and, after the room was cleared of all except exhibitors, Steffes delivered his report, tracing the history of theatre divorcement measures. The convention at its conclusion pledged that its future legislative activities along these lines was to continue. Insofar as action to further anti-chain legislation is concerned it was decision of the convention to observe developments and fashion its future course upon those developments.

State leaders are understood to have pledged themselves to meet their quotas for the special defense fund launched last year. No specific quotas were outlined on the floor but were in process of definite fixation late tonight following dinner when the Defense Committee met for that purpose.

The board of directors went into an immediate huddle following the formal closing of the day's sessions.

Governors Address Diners

The dinner tonight was addressed by Governor Langley of North Dakota, Governor Townsend of Indiana and the Attorney General of Wisconsin, representing Governor La Follette who was unable to attend.

An emergency meeting of the board of directors was held tonight following the afternoon session. The directors, taking cognizance of the fact that Allied must expand to carry out the elaborate plans proposed in the session this afternoon, more money will be raised and a larger machine set up to handle the national defense fund and all phases of Allied activities. The defense committee meets late tonight to decide the amount of funds to be raised and to outline plans for expansion of the organization which will be carried out during the coming year.

Allied Sidelights

Milwaukee, May 27.—Henri Elman, Chicago exhibitor-distributor, had a big time at the convention discussing his exhibition troubles and trying to sell a little product at the same time.

+

The receptionists, pretty girls they, thought Tippy Harrison had the "cutest" name of anyone present.

+

A prize ring filled the center of the Fern Room at the Pfister. 'Twas for the entertainment but many thought that the device was symbolic of the purpose of the meeting.

+

Aaron Saperstein, found so many committee meetings needed his attention that he almost had to cover the regular meetings of the convention by proxy.

+

Roy Bedore, demonstrating the Adcaster and other Golde inventions, was on hand early to extend felicitations to all comers. He said he wanted to see everyone before the free beer was served.

+

Nathan Yamins was happy to see the big "Welcome Allied" electric sign which decorated the City Hall. Nice gesture, thought he.

+

Monte Carlo Night, with plenty of paper money about (not the real kind) gave one a good idea what it would be like if inflation became a reality. Alex Manta, after a couple of wins at the roulette table, said he felt like he had won at Bank Night.

+

Harry K. Smythe was on hand to greet his many exhibitor friends and tell them about his new Trav-L-Sign device. Harry just returned from a honeymoon in New England.

+

Irving Mack hit out for Mader's German restaurant as soon as the first meeting was over. Many say it's the best restaurant of its kind in the country, according to Irving.

+

The ever-popular Abram Myers, as usual, was on hand to give the press lads the latest info. He even supplied pencils and scratch pads for the newshounds.

+

Many were the congratulations handed Pete Woods for the excellent way he handled the arrangements. Everyone found things to his or her liking. Yes, plenty of the exhibitors' wives attended.

+

The Hotel Pfister was sold out a week in advance of the convention and as a result many of the lads were at the Milwaukee Athletic Club, which was another good place to stay.

Zukor Defends Para. Non-Delivery of Six

(Continued from page 1)

wrote. "If the pictures were generally released in a given year they were covered by the contract. If they were not so generally released, the exhibitor had no claim to them. Of this, all exhibitors have been well aware and no one has been fooled about it.

"I know exhibitors throughout the country are appreciative of the insurmountable difficulties which we have had to overcome and of the progress we have made in delivering these fine pictures. We were hopeful, indeed, that we could deliver all of the pictures which we planned to release for the 1936-'37 season, but contingencies arose beyond all human expectations and it is surprising that we obtained the results that we did."

THE TRADE REVIEWERS KNEW RADIO CITY MUSIC HALL

- ★ "Should draw biggest gross just when you need it most. Powerful drama with one of the biggest boxoffice casts of this season!"—*Showmen's Trade Review*
- ★ "Sure in the bag! Every theatre owner who plays it will see the dough rolling in at the boxoffice. Boasts a cast almost impossible to beat!" —*Film Curb*
- ★ "Cannot miss being a boxoffice bonanza! Audiences everywhere, regardless of age or tastes, will rave!" —*Boxoffice*
- ★ "Will be a big money-maker everywhere! Robert Taylor, Barbara Stanwyck and Victor McLaglen all in strong acting roles!" —*Hollywood Reporter*
- ★ "Sure-fire entertainment throughout! One of Taylor's best exhibits . . . Miss Stanwyck never more appealing . . . McLaglen in his best form!" —*Variety Daily*

ALL ALONG WHAT
IS PROVING RIGHT NOW!*

ROBERT
TAYLOR
BARBARA
STANWYCK
in

THIS IS MY AFFAIR

with
VICTOR McLAGLEN
and Brian Donlevy, Sidney Blackmer, John Carradine, Alan Dinehart, Douglas Fowley, Robert McWade, Frank Conroy, Sig Rumann

Directed by William A. Seiter

Associate Producer Kenneth Macgowan. Story and screen play by Allen Rivkin and Lamar Trotti. Songs of mood and emotion by Gordon & Revel. Dances staged by Jack Haskell

Darryl F. Zanuck
in Charge of Production

20th
CENTURY
FOX

THE KEYSTONE
OF YOUR FUTURE

Goldwyn and Korda Given U.A. Option

(*Continued from page* 1)

has no participation in the agreement. He is reported to have opposed the granting of the option.

Indications are that Korda's British financial backers, the Prudential Assurance Co., likewise, is not involved in the deal and that the option price may be advanced by American financial interests in entirety, in the event it is exercised.

The move is understood to have been the culmination of Goldwyn's dissatisfaction with United Artists' corporate setup, under which all five partners participated equally in the company's earnings, and Korda's dissatisfaction with the American reception being given his pictures. Pickford, Fairbanks and Chaplin have been more or less inactive as producers for several years.

David Selznick's situation leaves him with only four more pictures to deliver to United Artists, with no commitment beyond that. He is holding off "Gone with the Wind" for dickering with another company, probably M-G-M.

The Wanger setup is said to be intact for four more years, with eight to be delivered this year.

Renowned Deal Ready

Renowned Artists' deal for U.A. release is ready for signing. Garfield D. Merner, vice-president and treasurer, arrived today. The first will be "Quiet Man," a Frank Walsh story with John Ford directing.

George Schaefer will announce the full United Artists' product schedule June 15.

Alexander Korda, who is in New York on his way back to London, declined to discuss the option granted him and Samuel Goldwyn in Hollywood for the acquisition of the outstanding United Artists franchises. Comment on the deal was also refused at the offices of O'Brien, Driscoll & Raftery, attorneys for Mary Pickford and Douglas Fairbanks, and at the offices of Schwartz & Frohlich, attorneys for Goldwyn and Charles Chaplin.

Korda plans to sail from New York on the *Normandie* next Tuesday.

"Married" Gets $23,000

"As Good as Married" grossed about $23,000 at the Roxy. "Wings Over Honolulu" will open there today. "They Gave Him a Gun" in its second week at the Capitol tallied $14,000.

Complete Arliss Film

"Dr. Syn," new George Arliss picture, has been completed in England, according to word received by the G. B. New York office. This makes the current season's schedule 95 per cent complete.

A. T. & T. Probe June 17

WASHINGTON, May 27.—Hearings by the F.C.C. in the investigation of the A. T. & T will be resumed June 17, it was stated here today at the offices of the commission.

Coast Labor Peace Is Near—Fitzgerald

(*Continued from page* 1)

hinges on the smoothing of jurisdictional disputes between F. M. P. C. and I. A. T. S. E. Fitzgerald said that no action will be taken until the A. F. L. acts on the jurisdictional question.

The promised I. A. T. S. E. statement has been put off until tomorrow after word was received here that the Cincinnati executive council took the request of the Painters Brotherhood for I. A. T. S. E. discipline under advisement until George Browne of the I. A. T. S. E. has been given a chance to tell his side.

Fitzgerald refused the disclosure of the settlement plan, saying that his survey on the strike took in only employer-labor questions and not intramural labor trouble. The latest report here is that William Green has named a special committee to settle the F. M. P. C. and I. A. T. S. E. dispute.

Interunion strife broke out again today when crafts of the F.M.P.C. announced the lodging of charges of obstructing the film strike against J. W. Buzzell, secretary of the Central Labor Council at the session of the council tomorrow night. The crafts charge that Buzzell delayed unnecessarily obeying the instructions of the delegates to the council to forward requests to all councils asking them to demand action against the I.A.T.S.E. by the A.F.L. executive council. Buzzell sent out the statements today, three weeks after the order was given.

Billposters Get Raise

Local circuits yesterday completed negotiations with the billposters' union providing for an increase of $2 and one hour less work a day.

Report Mirisch Will Take 2 in Milwaukee

MILWAUKEE, May 27.—Current reports have it that Harold Mirisch, who recently resigned as booking manager from the Warner-Saxe Theatres will take over operation of the Tower and Oriental when the present lease expires August 31.

The two neighborhood houses are a part of the Fox circuit, and it is declared that the circuit will drop the theatres. Fox operates the State, located only a few blocks from the Tower, which it plans to renovate. On the east side, its Downer is in the same community as the Oriental.

The Tower and Oriental are owned by the M. L. A. Investment Co.

Tieup Airs Film Score

Warners have arranged a tieup on the film, "The Singing Marine," whereby today from 4:05 to 4:35 P.M., Frank Black will conduct an orchestra in a special broadcast of the complete score from the film over WJZ, a national hookup and shortwave around the world.

McClellan Joins Felco

Ralph McClellan, formerly in charge of the contract division at the Universal studios, has been appointed sales manager for the Telco Corp. McClelllan is now in New York contacting producers in regard to Telco color prints.

Hit Music Snag

Toronto, May 27.—Time-tested Gilbert and Sullivan music will not be heard as the musical background for the film, "The Girl Said No," when it is released in the Dominion because of copyright difficulties, according to information from the Grand National office here. If and when it is screened in Canada the picture will have entirely different music to what is recorded in the United States' prints.

RKO Men Will Leave June 12 for Coast

More than 100 RKO home office representatives and eastern delegates will leave June 12 for Los Angeles, via the southern route, for the company's annual sales convention which will open at the Ambassador June 16. Stopovers will be made at several points where local sales forces will join the convention special.

Harry Cohen, western division manager now in New York discussing a product deal with Fox West Coast executives, will accompany the eastern contingent.

Ned E. Depinet will return Tuesday from Galveston, Tex. Nat Levy, Detroit district manager, is in town and will leave for home in a few days.

Continue RKO Hearing

The hearing of the proposed plan of reorganization of RKO was continued yesterday before Special Master George W. Alger with Bernard Bercu of Gottheimer and Co., attorney for the independent stockholders' committee undergoing cross-examination all day. He was examined by Col. H. C. Rickabee, attorney for Atlas Corp.

Chaplin Suit Shifted

The suit of Films Sonores Tobis Societe Anonyme against Charlie Chaplin and U.A. was yesterday ordered transferred from N. Y. County Supreme Court to the U. S. District Court. The plaintiff claims the defendant infringed in his "Modern Times" on "A Nous La Liberte." The suit seeks an accounting of profits and damages.

Delay Moskowitz Quiz

Examination of Charles C. Moskowitz, Loew executive, in connection with the I.T.O.A. suit regarding the split week policy of Loew's, yesterday was postponed until the middle of next week. Attorneys for Loew's requested the adjournment due to another action coming up yesterday.

To Ignore Italy Exhibit

ROME, May 27.—As a result of Italian restrictions on the sale of American films in Italy, it is reported here that United States producers and distributors will refuse to be represented at the International Film Exhibition to be held in Venice during August and September.

"Camera Thrills" Titled

HOLLYWOOD, May 27.—Universal has picked "Camera Thrills of 1937" as the title of its special two-reel subject.

Coronation Stirs Up Row on Quebec's Law

MONTREAL, May 27.—The more or less ancient law of the Province of Quebec prohibiting the attendance of juveniles under 16 years at film theatres has at last proved a boomerang, all because of the Coronation films.

Public sentiment has risen against the statute because children are prevented from seeing the ceremony and the cry has been taken up by leading newspapers who now condemn the blanket prohibition which came into effect 10 years ago because of a fire in a neighborhood theatre in which many children lost their lives through panic. Protests have been made to the Quebec Government against the stringent barrier and demands have been made that children should be permitted to see the Coronation films if nothing more.

The situation has further come to a head by the offer of five first runs to give special free showings of the Coronation reels during the morning hours under the supervision of school authorities. This offer has been made by the Palace, Capitol, Imperial, Princess and His Majesty's, the employes of which would donate their services for such shows, it is stated. No reply has been received from Government officials.

Missouri Sales Tax Bill in Conference

JEFFERSON CITY, MO., May 27.—Governor Stark's two per cent sales tax bill was thrown into the hands of a conference committee after the House of Representatives had rejected in their entirety the various amendments that had been tacked on by the Senate. The measure was sent back to the Senate with the request that the Upper House recede from its position, but was declined.

The principal opposition in the House centers on the Cope amendment which would prohibit cities from levying a municipal sales tax and House members also oppose the amendment to allow merchants three per cent of their tax collections provided they make remittances to the state auditor within a specified period.

Philadelphia Delays Hearing on New Tax

PHILADELPHIA, May 27.—A hearing scheduled for today on the new city tax measures was postponed until June 4. The proposed taxes are on admissions and film footage. The first is one cent on each 25 cents or fraction thereof, beginning with 15-cent admissions.

Lewen Pizor, president, and George Aarons, secretary of the U. M. P. T. O., were present to testify.

Thompson Heads Council

Lester Thompson, acting head of the M. P. P. D. A. Advertising Advisory Council since the death of J. J. McCarthy last February, was named head of the council yesterday. He had served as assistant to McCarthy since the organization of the council in 1934. The council is composed of the directors of advertising and publicity of the M. P. P. D. A. member companies and has supervision and administration of the advertising code.

Short Subjects

"Sound Defects"

(Vitaphone)

Good comedy situations are developed by Rufe Davis as an amateur radio station operator. Irene Delroy and Rodney McLennan are forced down en route to their broadcast. They land at Davis' place. He puts them on and the program is picked and re-broadcast. His antics as he does the sound effects are novel comedy. When he visits New York the pair take him on a tour of 52nd St., where diverting musical effects are offered by the Frazee Sisters. Production Code Seal No. 01,482. Running time, 22 mins. "G."

"Tennis Tactics"

(M-G-M)

Here is a Pete Smith film that is just the thing for the approaching warm weather. It features the ability and skill of Fred Perry on the courts. The usual blend of clever description and a little comic horseplay is present in addition to trick slow motion effects and smart cutting. Production Code Seal No. 2,965. Running time, 10 mins. "G."

"Halt! Who Goes There?"

(Astor)

A mediocre English cartoon based on the supposedly humorous and fictitious Sam, of Lancashire. The trite and naive plot concerns Sam's adventures in the army and his tea with the King. It may find acceptance with radio audiences who have been listening in on the tall tales over the air. Production Code Seal No. 01,585. Running time, 9 mins. "G."

"Going Places No. 37"

(Universal)

Gathering maple sugar sap in Vermont, a bird sanctuary in Florida and Reginald Denny's airplane model hobby are offered in this number. It has tasteful variety and interesting material. Production Code Seal No. 01,461. Running time, 9½ mins "G."

"Song of the Islands"

(Paramount)

Fine Technicolor camera compositions of Hawaiian scenery serve as background to a good rendition of the well known song. It is a nicely turned musical. Production Code Seal No. 2,400. Running time, 10 mins. "G."

"In Shanghai"

(J. H. Hoffberg)

Fairly well filmed scenes of the Chinese city. It takes in the Bund, the race track and the usual stuff about the blending of the old with the new. Reviewed without production code seal. Running time, 9½ mins. "G."

"Shoes with Rhythm"

(Mentone-Universal)

Business is non-existent at Billy Reed's and Frances Williams' bootery The pair bring in an assortment of acts and immediately the customers pour in. This serves to introduce The Rhythm Boys, The Canadians, Elaine and Barry, and Ethel Shepard, a fair collection of dancing and singing acts. Production Code Seal No. 01,557. Running time, 10 mins. "G."

"Vitaphone Funsters"

(Vitaphone)

A diverting collection of snappy vaudeville acts. The material is handled well and there is good musical background. The performers include The Three Swifts, a juggling act; Johnny Burke, a monologist; Andy and Louise Carr, eccentric dancers, and The Reddingtons, an acrobatic turn. Production Code Seal No. 01,537. Running time, 10 mins. "G."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"She Had to Eat"

(20th Century-Fox)

Hollywood, May 27.—A nonsensical yarn, this inconspicuous little effort has just that nonsense as its strong point. Straight comedy and spotted with a number of laugh situations and lines, the film should be found engaging in the smaller locations, where the patronage is not too much interested in art for art's sake.

Based on a novel by James Edward Grant and Morris Musselman, the film was directed for laughs by Malcolm St. Clair with a fair degree of success. Jack Haley, who scored in "Wake Up and Live," has the lead, with Rochelle Hudson playing opposite. Aiding in the comedy supply are Eugene Pallette, as a goofy millionaire; Arthur Treacher, as his dead pan, and equally unbalanced valet, and Tom Kennedy and John Qualen, as a pair of gangsters.

Haley, owner of a desert gas station, is picked up by Pallette, in his special train and in his cups, because the boy can use a rifle. He wakes up in a large city, remembers nothing and Haley is on the street. Broke, he meets Miss Hudson, out of a job but full of tricks, and she takes him in tow. From that point it is one lively adventure after another, including the mistaking of Haley for a hunted gangster, and new recognition by Pallette every time he takes two drinks. It ends in the expected fashion as the couple head for the gas station, and Pallette for a bar.

Production Code Seal No. 3,223. Running time, 72 minutes. "G."

Out Hollywood Way

Hollywood, May 27.—By June 10 Monogram will have five pictures in work. The titles are: "Paradise Isle," "Luck of Roaring Camp," "Telephone Operator," "Port of Missing Girls," "Circus Lady," and "West of Rainbow's End." . . . "The Hoosier Schoolboy" is shooting now and "Blazing Barriers" and "The Thirteenth Man" are editing. . . . B. F. Zeidman's "So This Is Hollywood" will be his next for Grand National, replacing "They Call It Love." . . . Joan Crawford will star in M-G-M's "The Bride Wore Red," formerly "The Girl from Trieste."

✚

Casting—Claudia Morgan, William Lundigan, Ralph Morgan, Jack Smart, Hobart Cavanaugh in Universal's "That's My Story." . . . George Piltz, former Olympic swimmer from Honolulu, in "Paradise Isle," Monogram.

✚

Directors—Andrew L. Stone has assigned Alexis Thurn-Taxis to direct "Face the Facts," Stuart Erwin Grand National starrer. Stone was to direct his own production as he did "The Girl Said No," on which Thurn-Taxis was assistant director. . . . Ray Taylor signed by Ed Finney to direct "The Mystery Riders."

✚

Writers—Dwight Taylor draws the screenplay of "Man in Evening Clothes," Major.

✚

Title Change—Twentieth Century-Fox's "Chicago Fire," retitled "Chicago," is now "In Old Chicago."

✚

Contracts—Peter Arno given commission by Darryl F. Zanuck to paint original surrealist canvasses for use in "Danger—Love at Work." On the screen, they're to be John Carradine's artistic endeavors. . . . Katherine "Sugar" Kane given term deal by Emanuel Cohen. She will arrive June 1 from New York night club torching and will be built up as a "swingtime flapper." . . . Samuel Goldwyn signs Charles Kullmann, opera tenor, and his first part will be in "The Goldwyn Follies," his American screen debut.

✚

Cigars Department—At M-G-M, Jack Chertok has named his son William Irving; Victor Fleming, his daughter, Susan; Edwin Knopf's arrival is Jonathan Alfred, and Jack Gertzman's, David Steven.

✚

Publicity Phooey—From Universal: "A rattlesnake with screen ambitions caused a near panic and broke up an important story conference when it wandered into B. G. (Buddy) DeSylva's bungalow-office at Universal. . . . The reptile was finally subdued by a barrage of scenarios, music rolls and reference books. DeSylva is having the snake treated by a taxidermist. It will later hang in his office as visible evidence that there really was a snake."

Variety Club

Washington

Washington, May 27.—The recent club smoker was interrupted for a general business meeting of Tent No. 11, with Chief Barker Carter T. Barron presiding. Reports from committee chairmen were read.

Chairman Rudolph Berger of the welfare committee reviewed the tent's charitable activities, with special reference to the children's parties that have been given weekly for the past month.

Chairman A. E. Lichtman of the house committee brought various matters to the members' attention.

Treasurer Samuel A. Galanty briefly outlined the status of the Club's exchequer.

Following the session, which lasted less than an hour, the evening's festivities were resumed, with beer and sandwiches. About 60 barkers and friends attended. The smoker was under the auspices of Charles Kranz's social activities committee.

Detail Program for CEA Summer Meet

By BRUCE ALLAN

London, May 18.—The Cinematograph Exhibitors' Ass'n has set preliminary details of the program of the summer conference of the association at Harrogate, from June 21 to June 25.

The business sessions will begin June 22, with a general council meeting, a branch secretaries' conference and, in the evening, an official conference banquet at the Majestic Hotel. On the following day papers will be read in the morning and afternoon, a luncheon tendered by the four Yorkshire branches of the C.E.A. and a film gala organized by Arthur Dent of Associated British Pictures, at midnight. On Thursday there will be other papers in the morning and another midnight party, this time under the auspices of C. M. Woolf of General Film Distributors. Friday will be devoted to trips and will conclude with a film star ball.

Signs Corporation Bill

Albany, May 27.—Governor Lehman has approved the Kleinfeld bill prohibiting the formation of a membership corporation including the name of a political party without consent of the chairman of the county committee of such party, or the use as a corporate title of the name of any living person without permission of such person.

This new law would prohibit the formation of a "Jean Harlow" or "Mae West" club or association without the written permission of the persons whose names are to be used.

Drama for FitzPatrick

Hollywood, May 27.—James F. FitzPatrick will dramatize all future FitzPatrick Traveltalks for M-G-M, using folklore and music of the localities filmed.

Improving Theatres

Omaha, May 27.—Ralph Goldberg of the Goldberg Theatre Corp. is spending approximately $80,000 for improvements on his string of downtown and suburban houses here.

CBS Will Put Shakespeare's Plays on Air

The most ambitious series of dramatic productions in the history of radio drama (an often misused phrase, but in this instance a true one) was disclosed yesterday by CBS. The series is to be the first major radio production of Shakespearean plays, to be produced during the months of July and August. Ranking artists of stage and screen are to be featured in the productions.

The plays will be offered weekly in a series of eight full-hour productions on a night time schedule as yet to be announced.

Brewster Morgan, Shakespearean director and formerly of England's Oxford Theatre, will produce the series. The dramas will include radioized versions of "Hamlet," "Macbeth," "King Lear," "Twelfth Night," "As You Like It," "The Taming of the Shrew," "Henry IV" and "Much Ado About Nothing."

The network is now negotiating with stage and screen players for the productions. It is understood that several already have been signed, but until the full complement of actors has been secured for the series, CBS prefers not to make public their identity.

Mrs. Roosevelt to Greet WPA

Mrs. Franklin D. Roosevelt will greet traveling units of WPA Actors June 1, from 11:15 to 11:30 P.M., E.D.S.T., over CBS. June 1 marks the opening of WPA troupe tours throughout the land. The trucks in which the companies will tour will be equipped with special loud speakers to enable the audiences which have witnessed the plays to hear Mrs. Roosevelt's address. Her talk will be titled "The Curbstone Theatre."

Buccaneers Start Series

The Buccaneers Quartet have started production on a series of 50 recordings to be heard over Canadian stations under the sponsorship of the Imperial Tobacco Co. The recordings are being made by the NBC transcription department. The talent was booked by the network's artists service.

Starr Assigned by WMCA

WMCA has assigned Martin Starr, the station's screen reviewer and assistant dramatic critic, to the job of covering openings of leading summer stock companies in the New York area.

WHO to Air Condition

Des Moines, May 27.—The Central Broadcasting Co., has let a contract to remodel and air condition the rooms occupied by WHO.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

LaGuardia Mediates On Moses' NBC Deal

The special events rumpus current in radio has now embroiled NBC in an argument with the city administration, with Mayor LaGuardia stepping in yesterday as mediator between Park Commissioner Moses and Frederick J. H. Kracke, Commissioner of Plants and Structures.

The debate has been brought about through the granting of exclusive broadcasting rights to the Randalls Island track meet to NBC. Commissioner Moses authorized the granting of the rights to NBC. The meet, that of the I.A.A.A., is to be held today and tomorrow.

Commissioner Kracke has complained that this automatically bars the municipal station, WNYC, from the field, and violates an agreement made by Moses a year ago.

Mayor LaGuardia announced he would confer with all commercial broadcasting companies and propose that whenever they handle a contract with a city department that WNYC should be automatically included.

Whether or not WNYC will carry the broadcast along with NBC is not known at the moment. Neither is it known exactly how much money the network paid for the exclusive rights to the event.

NBC Library Adds Clients

New subscribers who have contracted for the NBC Thesaurus Library Service include: WIS, Columbia, N. C.; WCSU, Charlotte, N. C.; KICA, Clovis, N. M., and KMJ, Fresno, Cal. WWVA, Wheeling, W. Va., has renewed the service for the second year.

Alkine Takes Program

Alkine Laboratories have contracted for the "Make Believe Ballroom" on WNEW, Tuesdays, Thursdays and Saturdays, from 7:15 to 7:30 P.M. The contract, for 16 weeks, was placed through the Schillin Adv. Corp.

WCKY Seeks Talent

Cincinnati, May 27. — WCKY will conduct a talent search over a period of 10 weeks, starting June 8. The awards will total $350 for the best acts.

The contest will be held in cooperation with the Liberty Theatre, Covington, Ky., which will give a prize of $200 for the best act, $100 for the second, and $50 for the third.

Big Hookup Set on Preview of Picture

Detroit, May 27. — The largest combination of stations in the state's history has been arranged for the special half-hour radio preview of the picture, "I Met Him in Paris," to be presented this Sunday at 12:30 P.M. A special cast will do the re-enactments.

Every station in Detroit, plus the seven outside stations of the Michigan network, will broadcast the program. WXYZ, key station of the network, will feed the show in Detroit to stations WWJ, WJR, WJBK and WMBC. Stations of the network will be WBCM, Bay City; WFDF, Flint; WIBM, Jackson; WELL, Battle Creek; WJIM, Lansing; WKZO, Kalamazoo, and WOOD-WASH, Grand Rapids.

Plan Memorial Day Program

Chicago, May 27.—"Today's Children," one of the oldest shows in radio, will have a special Memorial Day program, starring Joan Blaine, the former Mary Marlin. Miss Blaine is making a special trip back from New York for the program. This is the first time this feature has ever picked for its use a starring name from the outside.

Radio Personals

FRANK RUSSELL, NBC, vice-president in Washington, D. C., is in New York for a brief stay . . . Jules Seebach, WOR program director, leaves today for a three-week vacation in Georgia. A wag at the station said yesterday that Seebach was going to Georgia to absorb color for a crack at the role of Rhett Butler, of "Gone with the Wind" . . . George Griffin and Jean Ellington will appear as guests on the Hudson River Day Line program for the second time, tonight . . . Margaret Johnson, radio's "Honeychile," has been signed under CBS artists service management. Albert Schneider of the network handled the negotiations . . .

◆

Pick and Pat begin their third year on CBS with Monday's broadcast . . . Hugh Ernst, former NBC executive in Chicago, is now in New York visiting agencies with a program idea . . . Carl Ravell, CBS bandleader, is screen testing . . .

◆

Patsy Kelly, for some reason, will not make her scheduled appearance on the "Sunday Night Party" . . . The Hudson-DeLange orchestra opens at Playland Casino, Rye, today. The orchestra will be heard twice weekly over NBC . . . Beulah Bondi will be Radie Harris's guest on the WHN "Movie Club" tonight . . . Kate Smith will present Pauline Lord and Ken McKenna on the "Bandwagon" June 3 . . . Rex Frost, Canadian radio news commentator, sails on the *Paris* today . . . Joan Blondell will guest appear on "Hollywood Whispers" tomorrow night . . .

◆

Chicago, May 27.—John S. Meck has been named president of the Electronic Design Corp., makers of Vocagraph sound equipment for radio . . . 100 graduating seniors from Chicago high schools will take over operation of WBBM for an entire day, June 5 . . . H. Leslie Atlass, CBS vice-president, is a member of the executive committee of the Chicago Charter Jubilee horse show . . . Fibber McGee and Molly will remain in Hollywood two weeks longer than planned. Delay in starting their picture caused the change in plans . . . Neil Schaffner and wife will play Iowa towns with their tent show between Barn Dance broadcasts . . . Betty Reller is nursing an injured back. She fell from a horse.

CBS in Pact With Union Ending Tilt

(*Continued from page 1*)

with the Guild agreeing either to accept into membership any employe engaged by CBS or to waive this requirement of membership.

A scale of wages extending over a period of years is provided and immediate salary increases were granted. Additionally, announcers are to receive fees for commercial broadcasts, and pay for vacations and during periods of illness are to be continued in accordance with CBS's existing policy. Arbitration under the rules of the American Arbitration Society is provided for.

Meanwhile, the WMCA chapter of the Guild has not yet been recognized by the company, although negotiations are being carried on. Langham expressed confidence, however, in a similar Guild victory there.

The CBS Guild victory is likely to have far reaching consequences in radio, locally and nationally.

To Drop Two Programs

"Tell Us Your Story," sponsored by the J. B. Ford Co. and heard over a split CBS network Tuesdays, Thursdays and Saturdays from 2 to 2:15 P. M., E.D.S.T., will not be renewed beyond its present contracted period, which runs out next month. N. W. Ayer & Son is the agency.

Another N. W. Ayer program, "Ma and Pa," sponsored by the Atlantic Refining Co., heard on CBS Mondays through Fridays from 7:15 to 7:30 P. M., E.D.S.T., will also be discontinued next month.

G. M. Off for Summer

The General Motors Concerts, heard Sundays at 8 P.M., E.D.S.T., on the NBC-Blue, will leave the network for the summer period at the conclusion of its present contract period, believed to be next month.

O'Keefe to Replace Allen

Young and Rubicam's official confirmation of the signing of Walter O'Keefe to replace Fred Allen in "Town Hall Tonight" caused no surprise, for the story has been generally accepted for the past few weeks. O'Keefe will take over July 7.

To Reenact "Kid Galahad"

Edward G. Robinson and Bette Davis, featured in "Kid Galahad," will re-enact their celluloid roles on the air June 4, from 9 to 10 P.M., E.D.S.T., when they will appear in "Hollywood Hotel" over CBS.

Cahoon Joins Tyson

Brent F. Cahoon, who formerly operated his own agency in Tulsa, has become a member of the executive staff of O. S. Tyson & Co.

Bates Joins Benton & Bowles

Bennett Bates, copy executive, has been added to the staff of Benton and Bowles. He was formerly associated with Lennen and Mitchell.

More Radio—Page 12

"*Oh,* *Georgie, just THINK of the millions of stars!*"

"*Uh-huh—you think of the stars. I'm thinking of the*

95,500,000

family-hours of radio listening every day in the United States. Did you know that the family's average listening to radio has increased from 4.1 hours *daily* in 1932 to 5.1 hours *daily* in 1936. And the longer people own radios, the more time they spend listening each day. The exact figures by years, according to this . . ."

"Oh, Georgie—you're *wonderful!*"

Well, he's been reading RADIO IN 1937—with its 56 pages on the who, when, where and how of the country's radio habits. Everybody knows that "everybody" listens. RADIO IN 1937, a new study just published by Columbia, gives exact figures by income-levels, city-size, time-zones, days of week, age and sex.

THE COLUMBIA BROADCASTING SYSTEM

Radio

New WXYZ Tower Is Placed in Operation

DETROIT, May 27.—WXYZ's new vertical radiator antenna has been completed and placed in operation.

Designed and constructed under the supervision of Lynne C. Smeby, engineering supervisor of the station, it is the second highest structure in the city, standing 474 feet above the ground. It is located on the roof of the Maccabees Bldg.

Measurements made since the completion of the tower show that the total power of WXYZ has been raised three times due to the increased efficiency over the old tower.

The King-Trendle Corp. owns the station. H. Allan Campbell is general manager.

Gulf Re-Signs Baker For Another Series

The Gulf Gas Co. has signed Phil Baker for a new series of Sunday night sessions over CBS during the 1937-'38 seasons. The contract renewal marks the third successive year Baker has broadcast under the Gulf Gas banner.

The new contract is for 39 weeks, from October, 1937, through June, 1938. It is understood also that Gulf holds options on Baker's services until 1940.

The agency is Young and Rubicam. The Gulf programs are heard Sundays on CBS, from 7:30 to 8 P. M., E.D.S.T. Baker will leave the program shortly for the summer months, with a replacement program carrying on until his return in the fall.

Engaged Couples on Air

INDIANAPOLIS, May 27.—WIRE is broadcasting a Saturday program, "So You're Going to Get Married," of interviews with customers of the marriage license bureau at the Marion County Court House. Jack Stilwell, production manager, in charge. The station is experimenting with many features of news or semi-news nature.

Invents Breast Mike

DENVER, May 27.—A breast plate microphone has been invented and built by T. A. McClelland, chief engineer at KLZ. The breast-plate is made of leather, with an eight-ball mike protruding at the proper angle to be always in front of the announcer's mouth. It has been found especially useful on outdoor broadcasts.

Mall Dodson Joins WPG

ATLANTIC CITY, May 27.—Mall Dodson has left his post as city editor on the *Atlantic City News* to air a daily news period over WPG for Gulf Oil. In addition, Dodson will handle publicity for the resort's Convention Hall.

Moses in New WHKC Job

COLUMBUS, May 27.—John Moses has been made day supervisor of WHKC, with Frederick Joyner appointed to a similar post at night.

Frank Seidel, head of the continuity department, has joined WCAE, Pittsburgh, as program manager.

Radio Events Starts New Audience Survey

The commercial division of Radio Events, Inc., is now making a confidential audience survey in areas where stations are producing important local programs. The survey is being made to determine the factors that enter into the production of a local show that can successfully compete against both network and "all-star" transcription shows.

The survey will determine in a scientific manner just when and why local shows outpull their oppposition.

Six Stations Will Join "Quiz" Hookup

Six stations will be added June 5 to the CBS hookup currently carrying the "Professor Quiz" program under the sponsorship of the Nash-Kelvinator Corp. With the new additions, a total of 67 stations will receive the series.

On the same date a rebroadcast to Mountain and Pacific time stations will go into effect, Saturdays from 12 midnight to 12:30 A.M., E.D.S.T. Geyer, Cornell & Newell, Inc., is the agency.

Kathryn Cravens to Continue

"News Through a Woman's Eyes," featuring Kathryn Cravens, will continue to be broadcast over CBS during the summer through a contract renewal just effected with the Pontiac Motor Co. The program is heard Mondays, Wednesdays and Fridays from 2 to 2:15 P.M., E.D.S.T. MacManus, John & Adams, Inc., is the agency.

W. W. Williams in New Job

Welner W. Williams has been named production manager of Thornley & Jones, Inc. Williams was formerly with Batten, Barton, Durstine & Osborn and before that with Doremus & Co.

Lynn A. Willis Added to KYW

PHILADELPHIA, May 27.—To put KYW on a five-day week for all announcers, production and property men, Lynn A. Willis, formerly of WIP, has been added to the announcing staff.

Babcock Leaves KSTP

ST. PAUL, May 27.—Wayne Babcock, former engineer and operator at KSTP, Twin City independent, has joined the staff of Hector R. Skifter, consulting radio engineer.

Para. Signs Neila Goodelle

HOLLYWOOD, May 27.—Neila Goodelle has been signed by Paramount. She is appearing with Joe Lillie's orchestra Mondays and Fridays at 3 P.M., P.S.T., as a national NBC-Blue Network feature.

Kastor Opens in New York

H. W. Kastor & Sons, advertising agency with headquarters in Chicago, has opened a New York office in the RCA building.

Interstate Meeting Ends in Galveston

(*Continued from page* 1)

personnel were present, in addition to about 50 executives from various parts of the country. Attending were Ned E. Depinet, RKO president; Joe Weil, Universal exploitation director; Monroe Greenthal, advertising and publicity director of United Artists; Claude Ezell, Republic franchise holder in Texas, and Y. Frank Freeman, vice-president of Paramount in charge of theatre operations.

Considerable attention at the meeting was given to technical problems, including ventilation, sound projection and construction. Hoblitzelle told the men that all employes will receive three weeks' vacation with pay, and expressed the opinion that third dimension projection would follow sound as one of the screen's greatest developments. He praised the great strides made in color films.

Speaker List Complete

The speakers included Jack Knight, general maintenance manager for Paramount; E. J. Solon, Interstate comptroller; Kinney S. Mallory, tax and insurance expert; Lafe Pfeiffer, in charge of concessions, a new department in the organization; Raymond Willie, in charge of small city operations; Besa Short, in charge of short subject booking; Jake Elder, chief maintenance man; Elmer Zrenner, sound projection engineer; Robert Wilby of Birmingham, E. V. Richards of New Orleans and M. A. Lightman of Memphis.

The most important addresses were made by Hoblitzelle, R. J. O'Donnell, vice-president and general manager; Frank O. Starz, circuit publicity and advertising director; John R. Maroney, legal adviser; Porter K. Johnston, head booker, and Jeff J. Strickland, member of the legal staff.

Usually held in Dallas, the convention was changed to Galveston this year in order that managers might attend the theatre opening and also enjoy the diversions of the island resort between sessions.

Film Guests at Opening

"I Met Him in Paris" was selected as the film for the theatre opening. Among those who attended as guests were Freeman, Neil F. Agnew, sales executive, and Bob Gillham, advertising head of Paramount Pictures, Inc.; Gradwell Sears, vice president and general sales director of Warner Bros. and First National; Depinet, Weill, E. V. Richards, head of the Saenger theatre circuit; Vernon Adams of New York and many others connected with various phases of the motion picture business.

Opening festivities tonight were brief. Frank C. Starz, publicity director for the Interstate Circuit, introduced Adrian F. Levy, mayor of Galveston, who in turn introduced Robert J. O'Donnell, vice president and general manager of the Interstate Circuit, Inc. Mr. O'Donnell paid tribute to A. Martini, veteran theatre operator and Galveston city manager, under whose direction the new theatre was built. Mr. Martini responded briefly and Karl Hoblitzelle, president of the circuit, also spoke.

E. M. Asher Re-Signed

HOLLYWOOD, May 27.—E. M. Asher, producer, has been given a new two-year contract by Universal. His next will be "Too Clever to Live."

Permanent Theatre Group Is Suggested

(*Continued from page* 1)

scales and the quality of plays sent out.

Despite the fact that the convention was well attended throughout its four days, some directors of the council expressed regret that so little of a tangible nature resulted. The opinion was advanced that if some of the stage's luminaries had devoted more of their time to a consideration of the ills and needs of the legitimate theatre and less to criticism of Hollywood, more might have been accomplished. Hollywood, however, did have its full quota of champions among the legitimate theatre people and not a few suggested that the stage had much to learn from the greater success and popularity of the younger art.

M. H. Aylesworth, former chairman of RKO and now a member of the advisory committee of Scripps-Howard newspapers, added his name to the latter group at yesterday's sessions. Aylesworth advised the stage folk to stop worrying about films and, instead, take a lesson from them when attempting to revive the "road."

"Provide Comfortable Theatres"

"Provide comfortable, well ventilated theatres, as the motion picture industry does, and don't fill them with third-rate merchandise," he advised.

John Golden, producer, declared that the worst enemy of the theatres is the people in it, not Hollywood. Declaring that there was too much discord and short-sightedness among theatre elements he pleaded for better understanding and cooperation. It was announced at the meeting that Golden would cooperate with the Dramatists' Guild in providing scholarships for dependent playwrights by contributing five scholarships of $1,000 each "to keep the playwright from selling his soul back to Hollywood."

Representative William I. Sirovich of New York told the convention that he would ask Congress for a subsidy for the theatre.

The convention closed with a midnight supper last night.

Wall Street

Uneven Bond Trading

	High	Low	Close	Net Change
Columbia	34⅝	34¼	34⅝	+ ⅜
Consolidated	3⅛	3⅛	3⅛	.....
Consolidated, pfd.	12⅝	12⅜	12⅜	— ⅛
Eastman	173	171¾	173	+1
Eastman, pfd......	151	151	151	.....
Gen. T. Equip.....	23¼	23¼	23¼	— ¾
Loew's, Inc.	81⅛	80	80	.....
Paramount	19⅜	19⅛	19¼	.....
Paramount 1 pfd..	138¼	138¼	138¼	—1¾
Paramount 2 pfd..	17¾	17⅝	17¾	.....
Pathe Film	7⅝	7½	7½	— ⅛
RKO	8⅜	8¼	8¼	.....
20th Century-Fox.	37¾	37¼	37¾	+ ⅜
20th Century, pfd..	46	46	46	— ¾
Warner Bros.	13⅝	13¼	13½	+ ⅛

Light Curb Activity

	High	Low	Close	Net Change
Grand National ..	2¼	2¼	2¼	.....
Technicolor	28⅛	27¾	27½	— ¾
Trans-Lux	4¾	4¾	4¾	.....

Fractional Bond Movement

	High	Low	Close	Net Change
Loew's 3½s '46...	98¾	98¾	98¾	+ ⅛
Paramount B'way 3s '55	68½	68	68	— ¾
Paramount Pict. 6s '55...........	100	100	100	— ¼
Warner Bros. 6s '39 wd	95	95	95	— ¼

(Quotations at close of May 27)

"Star" Is 2nd Week Leader In Cleveland

CLEVELAND, May 27.—"A Star Is Born," for the second time in as many weeks, held first place at downtown theatres. Playing a second week at Loew's Stillman where it moved after a big week at Loew's State, it grossed $8,000. This was $2,000 better than the house first week average. It was held a third week.

"The Prince and the Pauper" made the best record of any of the new releases of the week, $15,000 at Warners' Hippodrome where average is $12,000. It was moved to the Allen for a second week.

"Cafe Metropole" at the Allen, playing a second week downtown, following a top week at the RKO Palace, grossed $6,600. This was $600 over the weekly average.

Total first run business was $54,500. Average is $59,000.

Estimated takings for the week ending May 21:

"CAFE METROPOLE" (20th-Fox)
ALLEN—(3,000), 30c-35c-42c, 8 days, 2nd week. **Gross:** $6,600. (Average, $6,000)

"WOMAN CHASES MAN" (U. A.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $9,000. (Average, $15,000)

"A STAR IS BORN" (U. A.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 2nd week. **Gross:** $8,000. (Average, $6,000)

"AS GOOD AS MARRIED" (Univ.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: "Glorified Vanities," a Robinson-Chester Hale show. **Gross:** $16,000. (Average, $20,000)

"THE PRINCE AND THE PAUPER" (W. B.)
WARNERS' HIPPODROME — (3,500), 30c-35c-42c, 7 days. **Gross:** $15,000. (Average, $12,000)

"Dance" Is $8,300 Lead in Milwaukee

MILWAUKEE, May 27.—"Shall We Dance?" and "Midnight Court" copped high money for the week with an $8,300 take at the Warner, $3,300 to the good.

The only other house to break par was Fox's Palace, where "Turn Off the Moon" and "The Girl From Scotland Yard" grossed $5,500, just $500 above average.

Total first run business was $33,100. Average is $26,500 for five houses.

Estimated takings:

Week Ending May 20:

"NIGHT MUST FALL" (M-G-M)
"YOU'RE IN THE ARMY NOW" (G.B.)
,GARDEN—(1,200), 35c-50c, 7 days. **Gross:** $3,800.

"TURN OFF THE MOON" (Para.)
"GIRL FROM SCOTLAND YARD" (Para.)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $5,500. (Average, $5,000)

"SHE'S DANGEROUS" (Univ.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Salici Puppets. **Gross:** $5,000. (Average, $5,000)

"PERSONAL PROPERTY" (M-G-M)
"MIDNIGHT TAXI" (20th-Fox)
STRAND—(1,400), 35c-55c, 7 days. **Gross:** $3,000. (Average, $3,500)

"SHALL WE DANCE?" (RKO)
"MIDNIGHT COURT" (W.B.)
WARNER — (2,400), 35c-50c, 7 days. **Gross:** $8,300. (Average, $5,000)

"THEY GAVE HIM A GUN" (M-G-M)
"STEP LIVELY, JEEVES" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $7,500. (Average, $8,000)

"Turn Moon" High in Lull On the Coast

LOS ANGELES, May 27.—"Turn Off the Moon" was the big noise of a week during which heat and picketing hurt grosses. The take at the Paramount, with Pinky Tomlin on the stage, was $25,850, over normal by $7,850.

"Lost Horizon" still held its pace in its 11th week at the 4 Star with a gross of $7,400.

A disappointment of the week was the light showing of "Romeo and Juliet," with "Nobody's Baby," at the Chinese and Loew's State. The gross at the former was $8,173 and at the latter it was $11,899. These figures are, respectively, $4,327 and $2,101 below normal.

Total first run business was $92,912. Average is $107,950.

Estimated takings for the week ending May 26:

"CAPTAINS COURAGEOUS" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 2nd week. **Gross:** $10,200. (Average, $17,000)

"ROMEO AND JULIET" (M-G-M)
"NOBODY'S BABY" (M-G-M)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $8,173. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 11th week. **Gross:** $7,400. (Average, $3,250)

"SOMVETSOMMA ADOLPH"
GRAND INTERNAT'L—(750), 35c-40c, 7 days. **Gross:** $1,800. (Average, $1,200)

"SHALL WE DANCE?" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days, 3rd week. **Gross:** $5,500. (Average, $8,000)

"ROMEO AND JULIET" (M-G-M)
"NOBODY'S BABY" (M-G-M)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $11,899. (Average, $14,000)

"SHALL WE DANCE?" (RKO)
PANTAGES—(3,000), 30c-65c, 7 days, 3rd week. **Gross:** $5,900. (Average, $8,000)

"TURN OFF THE MOON" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days. Stage: F. & M. revue, Pinky Tomlin, Rube Wolf and orchestra. **Gross:** $25,850. (Average, $18,000)

"PRINCE AND THE PAUPER" (F. N.)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $8,290. (Average, $14,000)

"PRINCE AND THE PAUPER" (F. N.)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $8,500. (Average, $12,000)

Baltimore Changes Gain

BALTIMORE, May 27.—If all building plans go through for this city, there will be two more theatres shortly. Thomas Mullan, contractor, is understood to be contemplating rebuilding the Sports Center as a theatre; Milton Schwaber is having the old church property at North and Linden Aves., razed and plans to build a theatre there and the permit has passed the City Council. Moe Kohn is closing his Europa for a couple of weeks to make improvements. Flaks Bros. are going to enlarge their Lincoln. E. B. and Millard McCurdy plan to have a cooling system installed in the Eureka.

Goldwyn Signs Reri

HOLLYWOOD, May 27.—Reri, South Sea Islander of "Tabu" memory, has been signed by Samuel Goldwyn for "The Hurricane."

Singelow to Monogram

PORTLAND, Ore., May 27.—Alex Singelow has joined the sales force of Monogram here, covering Oregon and Washington.

"Star Born" Pulls $9,000, Louisville

LOUISVILLE, May 27.—"A Star Is Born" at Loew's State easily took first place among the first runs with a gross of $9,000. Average is $5,500. It was moved to the Brown along with "A Family Affair."

"Cafe Metropole" and "Midnight Taxi" at the Rialto, also landed in the profit column. The dual bill grossed $5,500. Par is $4,500. "No Man of Her Own" with "Night Key" at the Strand took $4,600, over the line by $1,100.

Holdovers at the Brown and Mary Anderson also did well, and wound up with takings slightly better than average.

Total first run business was $29,300. Average is $23,000.

Estimated takings for the week ending May 20:

"SHALL WE DANCE?" (RKO)
BROWN—(1,500), 15c-25c-40c, 7 days, 2nd downtown week. **Gross:** $2,800. (Average, $2,500)

"SWING HIGH, SWING LOW" (Para.)
"WHEN'S YOUR BIRTHDAY?" (RKO)
KENTUCKY — (900), 15c-25c, 7 days. **Gross:** $2,300. (Average, $1,700)

"A STAR IS BORN" (U. A.
"A FAMILY AFFAIR" (M-G-M)
LOEW'S STATE—(3,000), 15c-25c-40c, 7 days. **Gross:** $9,000. (Average, $5,500)

"THE PRINCE AND THE PAUPER" (W. B.)
MARY ANDERSON—(1,000), 15c-25c-40c, 7 days, 2nd week. **Gross:** $3,300. (Average, $3,500)

"THE PRINCESS COMES ACROSS" (Para.)
"BIG BROADCAST OF 1936" (Para.)
"POOR LITTLE RICH GIRL" (20th-Fox)
"STAR OF MIDNIGHT" (RKO)
OHIO—(900), 15c-25c, 7 days, split week. **Gross:** $1,300. (Average, $1,800)

"CAFE METROPOLE" (20th-Fox)
"MIDNIGHT TAXI" (20th-Fox)
RIALTO — (3,000), 15c-25c-40c, 7 days. **Gross:** $5,500. (Average, $4,500)

"NO MAN OF HER OWN" (Para.) (Reissue)
"NIGHT KEY" (Univ.)
STRAND — (1,500), 15c-25c-40c, 7 days. **Gross:** $4,600. (Average, $3,500)

"Fifty Roads" Is Omaha's Best Bet

OMAHA, May 27.—Backed by a strong publicity blast, "Fifty Roads to Town" and Major Bowes' All-Girl Revue rang the bell at the Orpheum last week to the tune of $12,000, or $4,800 better than average.

"A Star Is Born," paired with "Her Husband Lies," was strong at the Omaha on a four-day carryover, grossing $5,100. Seven-day average is $5,500.

"Shall We Dance?" one of the few single feature bills to click in Omaha in years, failed to hold its first week's pace at the Brandeis yet garnered $3,800. Average is $4,000.

Stiffest competition of the week was the one-night stand of "Idiot's Delight," which played a full house at $2.65 top at the Paramount.

Total first run business was: $20,900. Average is $16,700.

Estimated takings:

Week Ending May 18:

"A STAR IS BORN" (U. A.)
"HER HUSBAND LIES" (Para.)
OMAHA—(2,200), 25c-40c, 4 days. Held over. **Gross:** $5,100. (Average, $5,500)

Week Ending May 19:

"SHALL WE DANCE?" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. Held over. **Gross:** $3,800. (Average, $4,000)

Week Ending May 20:

"FIFTY ROADS TO TOWN" (20th-Fox)
ORPHEUM—(3,000), 35c-55c, 7 days. Stage: Major Bowes' All-Girl Revue. **Gross:** $12,000. (Average, $7,200)

"Dance" Hits Washington's Top $16,600

WASHINGTON, May 27.—"Shall We Dance?" shoved Washington to an above-average total business last week, taking $16,600 at RKO-Keith's to top a normal week's business by $6,000. It was held.

"A Star Is Born" at Loew's Palace went to $16,300, to exceed par by $400. It also went into a second week.

The rest of the main stem was weak. "Wings of the Morning" at the Earle, supported by Shep Fields' orchestra on the stage, took $17,900, down by $500.

Total first run business was $82,100. Average is $73,700.

Estimated takings, exclusive of tax:

Week Ending May 11:

"SHALL WE DANCE?" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $16,600. (Average, $10,600)

Week Ending May 13:

"WINGS OF THE MORNING" (20th-Fox)
EARLE—(2,218), 25c-77c, 7 days. Stage: Shep Fields & Orchestra, with Bobby Goday, Sunny Rice, Lynn Martin, Merry Macs, Bob Dupont, Stan Kavanaugh. **Gross:** $17,900. (Average, $18,400)

"WOMAN CHASES MAN" (U. A.)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 das. Stage: Anna May Wong, Frank Mitchell & Jack Durant, Dave Jones, Dave & Peggy Lee, Jack Lavier. (Linton Wells & Broderick Crawford added opening day only). **Gross:** $19,700. (Average, $20,900)

"WAIKIKI WEDDING" (Para.)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). **Gross:** $4,200. (Average, first run, $3,600)

"A STAR IS BORN" (U. A.)
LOEW'S PALACE—(2,370), 35c-55c, 7 days. **Gross:** $16,300. (Average, $15,900)

"THAT MAN'S HERE AGAIN" (F. N.)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $4,400. (Average, $4,300)

"Hit Parade" Tops Montreal, $12,000

MONTREAL, May 27.—"The Hit Parade," topping the two-feature and vaudeville program at Loew's, was top grosser at $12,000, well above par.

"A Star Is Born" equalled average of $11,000 for its second week at the Palace after $13,500 the first week and was again held over. "Lost Horizon," roadshowing at His Majesty's, registered $6,500 and was held for a second week at $1.50 top.

"Fifty Roads to Town," first feature at the Princess, was responsible for $6,500, which was below the line, while "Call It a Day," one of the dual at the Capitol, accounted for $7,500.

Total first run business was $43,500. Average is $43,000.

Estimated takings for the week ending May 22:

"CALL IT A DAY" (W. B.)
"FAIR WARNING" (20th-Fox)
CAPITOL — (2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $7,500. (Average, $9,500)

"LOST HORIZON" (Col.)
HIS MAJESTY'S—(1,700), 50c-75c-$1-$1.50, 7 days. **Gross:** $6,500. (Average, $5,000). Held over.

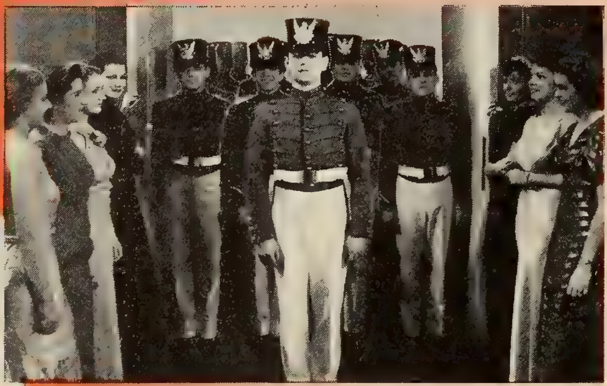
"THE HIT PARADE" (Republic)
"NAVY BLUES" (Republic)
LOEW'S — (3,115), 25c-34c-40c-50c-60c, 7 days. Stage: "Radio City Frolic" vaudeville unit. **Gross:** $12,000. (Average, $10,500)

"A STAR IS BORN" (U. A.)
PALACE — (2,600), 25c-35c-40c-50c-60c, 7 days. **Gross:** $11,000. (Average, $11,000). Held over for third week.

"FIFTY ROADS TO TOWN" (20th-Fox)
"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
PRINCESS—(2,272), 25c-30c-35c-50c-60c, 7 days. **Gross:** $6,500. (Average, $7,000)

TAKE A CANDID LOOK AT YOURSELF...

and see whether you are really entertaining your customers or only boring them with too much quantity. Nothing can ever add zest and variety to a program like a bit of showmanship in short subjects.



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NIELA GOODELLE in
"Love In Arms"
with Lee Sullivan

A thoroughly delightful musical comedy.

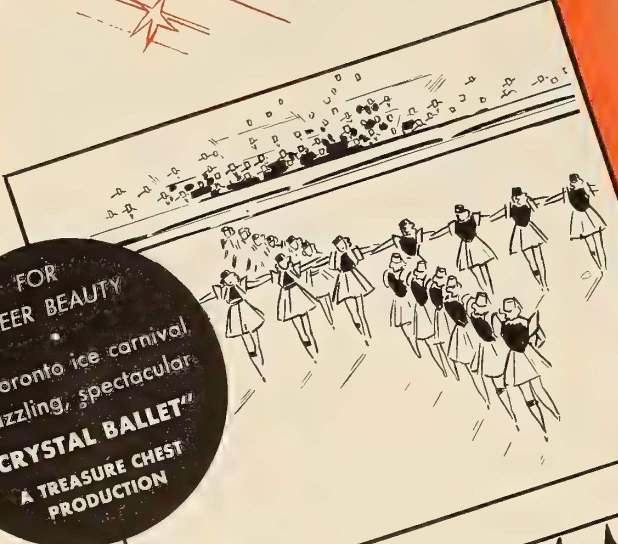
Produced by Al Christie

SLAM-BANG ACTION, LAUGHS

HARRY GRIBBON in
"Her Accidental Hero"

Sock! Sock! And every sock's a howl.

Directed by William Watson



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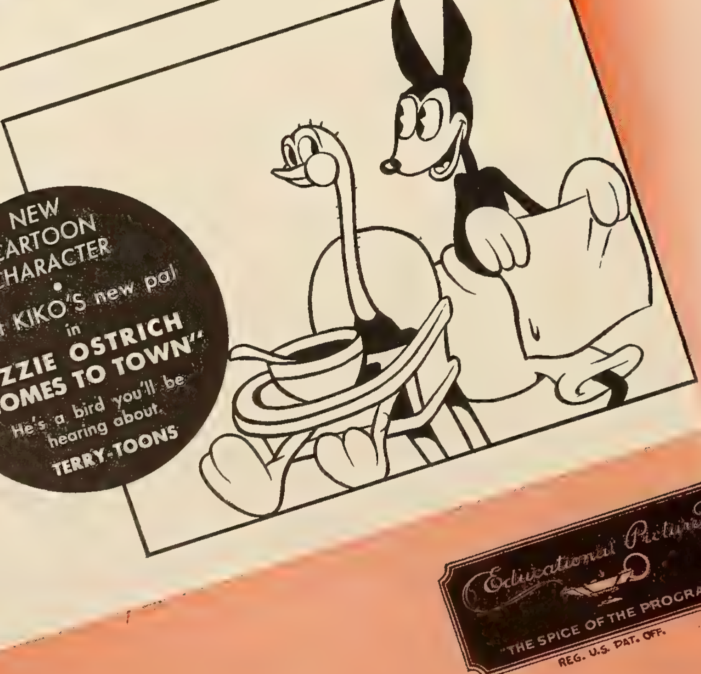
The Toronto ice carnival is dazzling, spectacular
"CRYSTAL BALLET"
A TREASURE CHEST PRODUCTION



NEW CARTOON CHARACTER
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Meet KIKO'S new pal in
"OZZIE OSTRICH COMES TO TOWN"
He's a bird you'll be hearing about.
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VOL. 41. NO. 126 NEW YORK, SATURDAY, MAY 29, 1937 TEN CENTS

20th-Fox Men Due Tomorrow At Convention

More Than 300 Expected For Coast Sessions

Los Angeles, May 28.—More than 300 delegates from all over the world will arrive here Sunday on four different trains for the largest convention 20th Century-Fox has ever held. Every department will be represented, including sales, production, purchasing, accounting, legal, ad sales, newsreels, shorts, bookings and theatres.

With the arrival of the out-of-town delegates Sunday, the men will have the day to themselves for golfing and visiting various points of interest. The first business session will start Monday morning at 9:30 promptly when Jack Sichelman, assistant to John D. Clark, general sales manager, will call the meeting to order. Clark will then welcome the conventionites in a short speech and introduce Walter J. Hutchinson, foreign manager, who will address the gathering and present Clarence V. Hake, foreign drive leader, and other personnel from far points of the globe.

Sol Lesser will follow the foreign

(Continued on page 3)

Republic's Forces Reach Coast Today

Hollywood, May 28.—Republic's home office contingent, midwest franchise holders and division managers, headed by Herbert J. Yates, will arrive here tomorrow for the annual sales session of franchise holders, which will start Tuesday at the Roosevelt. In the party will be J. J. Milstein, Edward Schnitzer, Max Roth, Herman Rifkin and Herman Gluckman. Franchise men from Dallas

(Continued on page 3)

Simon Loses Chance

Hollywood, May 28.—Sylvan Simon, test director for Universal, was to appear as himself in Universal's "Going Places" short, "A screen test." Someone on the lot remembered that the Screen Actors' Guild contract specifies that everyone appearing before the cameras must be a guild member, so Charles Brokaw, actor, was signed for the role of Simon.

Two of RKO's Lease Claims Get Big Cuts

Pared from $9,300,000 to $1,250,000

Negotiations for settlement of theatre lease claims which were filed against RKO by Karl Hoblitzelle interests and Walter Reade's Broadway & 47th St. Corp. in an original amount aggregating more than $9,300,000 were concluded yesterday. Stipulations were entered into by the Irving Trust Co., reorganization trustee for RKO, and the claimants for the compromise and allowance of the claims at an aggregate $1,250,000.

A petition asking that a hearing be set on the proposed settlements will be filed with the U. S. District Court here today by Donovan, Leisure, Newton & Lumbard, counsel to the RKO trustee. If approved by the court, the proposed settlements will eliminate the two largest theatre lease claims, exclusive of the Rockefeller Center claim, which were filed against RKO in the company's reorganization proceedings.

The Hoblitzelle claims were brought by the Hoblitzelle Corp., Hoblitzelle Realty Co. and Hoblitzelle Investment

(Continued on page 4)

Bondholders' Group Approves Roxy Plan

Daniel W. Blumenthal, counsel for the Adler first mortgage bondholders protective committee yesterday submitted briefs to Federal Judge Francis G. Caffey in which he stated that his committee favored the proposed amended plan of reorganization for the Roxy. Blumenthal declared that the Adler committee had originally opposed the plan, but that provision for an increase in the interest rate and amortization led to approval.

Blumenthal said that 20th Century-

(Continued on page 4)

Exchange Employes Form Union in N. O.

New Orleans, May 28.—About 150 inspectors, bookers, shippers and poster men jammed I.A.T.S.E. hall last night organizing a union. Members signed an A. F. L. charter. All department heads are said to have affixed their signatures.

Exchange managers fear no bad results inasmuch as the wage raise will result in increased film rentals to houses not yet under contract for product and will also ban duals, par-

(Continued on page 4)

Writers Get Apology

Hollywood, May 28.—First cases of writer-producer difficulties under the new Screen Playwrights', Inc., code were settled when RKO and M-G-M apologized to the playwrights and the individual writers for omitting from trade paper and billboard advertising on pictures the names of the scripters.

The pictures were M-G-M's "Captains Courageous" and RKO's "Shall We Dance?"

The billboards and the advertisements had been made up before the final determination of the writing credits.

Television Talk Ends SMPE Meet

Hollywood, May 28. — Television will borrow from the screen in its early stages, will develop its own technique as it advances, and will pay back to the screen in devices and methods which will lend themselves to adaptation in Hollywood, R. R. Beal. research supervisor for RCA, told delegates to the Society of M.P. Engineers convention at the closing session here tonight.

Beal declared his belief that television, like sound broadcasting, would

(Continued on page 3)

Boycott for Rome's Exhibit Is Denied

Foreign departments of major distributors declared yesterday that they were mystified over the origin of news reports from Rome concerning the American industry's threats to boycott the international film exhibition in Venice this summer because of renewed restrictions on American film operations in Italy.

Several of the major companies, while making no secret of their dissatisfaction with the prevailing and indicated trade regulations in Italy,

(Continued on page 4)

Films Act Draft to Trade Units June 8

By BRUCE ALLAN

London, May 28.—The draft of the new British Films Act, designed to replace the current law which expires next year, will be placed before the three trade bodies of the industry on June 8 for discussion, it was learned here today.

The groups which will take the new measure under consideration are the Cinematograph Exhibitors' Ass'n, the Kinematograph Renters' Society (distributors) and the Film Group of the

(Continued on page 4)

Allied Draws New Circuit Tax Measure

Asks Fees from 5 Cents to $5 Per Seat

By RED KANN

Milwaukee, May 28.—The defense committee of Allied States met last night at convention headquarters at the Hotel Pfister and drew up a draft of a chain theatre tax bill. The measure provides for the licensing of theatres and the collection of fees ranging from five cents to $5 per seat, and would levy the tax in direct proportion to the number of seats owned, the greater the number of seats the higher the tax rate.

The bill would affect independent circuits as well as producer-affiliated theatres, but in states where there are few producer-owned houses the tax would be less than in states where the producer circuits had larger theatre holdings.

The defense committee also decided to "carry on" and fight for a Congressional investigation of the industry, passage of House bill No. 160, passage of more theatre divorce bills and chain theatre tax bills.

Al Steffes took the floor at the closing session this morning and advocated a meeting of the Allied defense committee with the producers and "not their hirelings such as Hays, Pettijohn and the like, but with Zukor, Balaban, Schenck, etc." The members gave their unanimous approval to the defense committe plan to get such a conference together at

(Continued on page 3)

Holding Concerns May Receive Study

By BERTRAM F. LINZ

Washington, May 28.—Personal holding companies of film personalities may be investigated by a Congressional committee as part of the Administration's legal and legislative drive against devices used by a small group of wealthy persons to evade income taxes, it was indicated here tonight as Dep't of Justice and Congressional

(Continued on page 4)

No Paper Monday

***Motion Picture Daily* will not be published on Monday, which is Decoration Day.**

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 May 29, 1937 No. 126

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926 at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Sheehans Leave for Coast

With definite plans for engaging in production again next season, Winfield Sheehan, accompanied by his wife, Maria Jeritza, left for the coast yesterday after more than two weeks in New York. Sheehan declined to discuss his plans, asserting that "there is nothing to report at this time." He said that he had acquired several story properties while here and planned to return to New York during the summer.

Music Still Goes 'Round

Negotiations between the Songwriters' Protective Ass'n and the Music Publishers' Protective Ass'n over the former's declared intention of reclaiming synchronizing and recording rights to the music of its members were adjourned to Tuesday after an indecisive session yesterday. Various compromise proposals have been advanced by both sides without an agreement having been reached yet.

Miss MacDonald to Wed

HOLLYWOOD, May 28.—Gene Raymond and Jeanette MacDonald, who filed a marriage license petition here today, have set June 16 as the date for their wedding.

◂ Purely Personal ▸

WILLIAM B. JAFFE, former associate of the late Nathan Burkan, and counsel for Monogram and Renowned Artists, has been named a member of the lawyer's division of the American Jewish Joint Distribution Committee. The organization is conducting a drive to raise $4,650,000.

•

ROBERT HITCHCOCK RUBIN, son of J. Robert, is en route to the coast by car. He will stop over at Detroit before reaching the M-G-M studios where he will become assistant to Hunt Stromberg.

•

A. H. MCCAUSLAND, RKO trustee's representative, and GEORGE LEISURE, of counsel to the trustee, will leave for the coast on Wednesday and will remain there to attend the RKO sales convention.

•

MILT BRITTON and his orchestra have just completed a comedy short under the direction of LLOYD FRENCH. FRENCH will spend his vacation on the coast, leaving about July 1.

•

EDDIE FORMAN, writer of the Joe Palooka series at the Vitaphone Studios, has completed the script for HENRY KING and his orchestra.

•

SAM SAX will return Tuesday from a weekend in Chicago. He will leave for Europe June 26, when the studio will close for 11 weeks.

•

ERNEST TRUEX, signed to a long term contract by SAMUEL GOLDWYN, will leave for the coast Monday on the Century.

•

HARRY C. PEARSON and MRS. PEARSON are in town for the opening of "African Holiday" at the Filmarte.

•

WILLIAM PHILLIPS, vice-president of United Artists Theatres, has returned from Hollywood.

•

GEORGE DAWS and two other members of the Warner publicity department have resigned.

•

GUS SCHAEFER, new Universal foreign manager, arrived from the coast by plane yesterday.

•

MILTON WEISS will leave for the M-G-M studios the end of next week for a month's stay.

•

W. B. COKELL, Paramount treasurer, leaves Monday for a business visit on the coast.

•

GEORGE J. SCHAEFER, vice-president of United Artists, returned yesterday from the coast.

•

CHARLES LEONARD has taken a new house at Harmon. Easy commuting, he figures.

•

GLORIA SWANSON is due on the *Normandie* on Monday.

•

GEORGE SKOURAS is back from the coast.

•

FRITZ FALKENSTEIN and N. BREWSTER MORSE, Warner writers, have had their options renewed for six months following their first year at the studio.

•

MILTON S. KUSELL is due back Tuesday from a short vacation.

•

Y. FRANK FREEMAN will return Tuesday from Galveston.

•

JOE BRANDT is back in town.

Just Blasting

Ottawa, May 28.—F. C. Badgley, director of the Canadian Government's Motion Picture Bureau, wondered what offence he had committed in some recent official film when his office was damaged by an explosion. Quick investigation revealed, however, that the bureau was somewhat upset by blasting operations on the nearby site of the new French Legation, rocks being hurled through the windows by the letting off of heavy charges.

Harry Lauder Casts An Eye Over Films

HOLLYWOOD, May 28.—Sir Harry Lauder, who began making his famous series of "American farewell appearance tours" when the picture industry was in its diapers, is now doing his canny best to crash the films.

Garnering more space in the dailies here than any other visitor locally since President Roosevelt's stay some years ago, Lauder has managed to keep a running barrage of stories in the newspapers, and is getting plenty of art showing him in his kilts. He arrived several days ago and a cocktail party was given for the press. Lauder was there in all his glory, but told everyone he was not paying for it. The press, however, didn't.

He signed a managerial contract with the William Morris agency. Last Sunday he appeared on a 15-minute sponsored program as a guest star.

At present he is visiting the studios, making it quite plain to all who talk to him that he is interested in signing a contract.

Fred Lange Due Monday

Fred Lange, continental European manager for Paramount, will arrive on the *Normandie* Monday to attend the company's annual sales meeting. After home office conferences next week he will leave for the coast with the company's foreign department contingent, which will include George Weltner, assistant to John W. Hicks, vice-president; John Day, Paramount South American division manager, and Albert Deane, foreign publicity head.

Hicks will arrive from Europe June 7 on the *Queen Mary*, with Barney Balaban, Paramount president. Neither will attend the company's sales convention which will open in Los Angeles, June 10.

N. S. S. Buys on Coast

HOLLYWOOD, May 28. — National Screen Service has purchased a one-story building and a vacant lot at Sycamore Ave. and Santa Monica Boulevard and will move its plant to the new location after the existing building has been remodeled and a new one built.

Seek End of Seven ITOA Dues Actions

A motion to remove seven actions for back dues brought by the I. T. O. A. against Gotham Amusement Corp., H. M. Amusement Corp., La Salle Amusement Corp., Hancock Theatres Corp., B. B. C. Amusement Corp., Har-Mar Amusement Corp. and the Marvin Amusement Corp. from the Third District Municipal Court to the N. Y. Supreme Court will be heard by Justice Ferdinand Pecora on Tuesday in connection with the Supreme Court suit brought by Gotham and others against the I. T. O. A., Allied M. P. Operators' Union and Local 306.

Gotham is asking that the 1937 contract between Allied, Local 306 and the I. T. O. A. be declared void because of the alleged failure of the board of directors to ratify the agreement and also wishes that the question of the $967 back dues be decided in the same suit. Supreme Court Justice Isidore Wasservogel on the same day will hear the motion of Joseph D. Basson, president of Local 306, to dismiss Gotham's complaint. A similar motion made by Harry Glover, president of Allied, was granted last week, but permission was given to serve an amended complaint.

G. N. Signs "Lab" Pact

HOLLYWOOD, May 28.—Grand National has signed a contract with International Cinema Laboratories giving it all laboratory work over which Grand National has control. With 65 pictures scheduled for 1937-'38, the contract will amount to a sizable figure. Consolidated had been doing most of the work heretofore.

Fulton Wins Contest

DES MOINES, May 28.—Robert K. Fulton, manager of Tri-States theatres in Waterloo, Ia., and acting manager of the Paramount there, has been awarded a week's stay in Hollywood as the guest of Adolph Zukor for winning first prize of the Tri-States theatre managers' 17-week Adolph Zukor drive.

Hold Ford Rites in Paris

PARIS, May 28.—Funeral services have been held at the Montparnasse Cemetery here for Reginald Ford, who was director of *Les Sociétés Cinéac.*

H. J. Gibson Passes

ATASCADERO, Cal., May 28.—Hiram J. Gibson, father of Hoot Gibson, is dead here. He was 73.

Portland House to Open

PORTLAND, May 28.—After a remodeling job costing $60,000 the Rivoli will be reopened June 4 with a stage-screen policy.

Warners Win Fourth

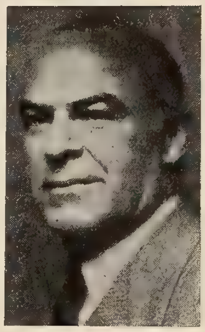
The Warner home office team won its fourth consecutive soft-baseball game Thursday when it beat the Gevaert Co. 9-6.

Hesey in Seattle Job

SEATTLE, May 28.—Homer Hesey from Buffalo has succeeded Les Theurkauf on the Warner sales staff.

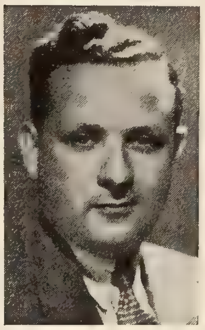
Kingpins of 20th Century-Fox Convention

JOS. M. SCHENCK
Chairman of the Directorate


SIDNEY R. KENT
President of 20th-Fox

DARRYL F. ZANUCK
Vice-President of Production

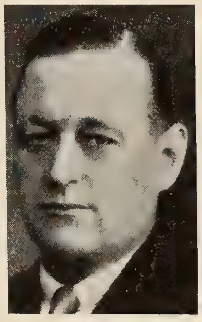
JOHN D. CLARK
General Sales Manager


WILLIAM SUSSMAN
Eastern Sales Manager

WILLIAM KUPPER
Western Sales Manager

WILLIAM GEHRING
Central Sales Manager

E. W. HAMMONS
President of Educational


WALTER HUTCHINSON
General Foreign Manager

TRUMAN TALLEY
Vice-President of Movietonews

CHARLES E. McCARTHY
Head of Advertising and Publicity

CHARLES SKOURAS
Vice-President of Fox West Coast

20th-Fox Men Due Tomorrow At Convention

(*Continued from page* 1)

contingent and will outline his program of two Tarzan specials and four outdoor films.

William Sussman, eastern division manager, and William J. Kupper, western division manager, will round out the morning sessions with resumes of the work done by their field men.

Truman H. Talley is slated to open the afternoon session and talk on Movietonews and the Coronation. He will point out that the four-reel Technicolor shorts, which are to be released as a special subject, are the finest films of this kind ever seen.

W. J. Clark, general sales manager of shorts and news, then will speak on plans for the coming season. Edmund Reek, general manager of the news; Harry Lawrenson, foreign editor; Lowell Thomas, chief commentator; Ed Thorgersen, sports editor, and Lew Lehr, humorist, will follow.

Earle Hammons, president, and Jack Skirball, sales manager for Educational are next.

Prize money will be distributed by William C. Gehring, Central division manager, in connection with the fourth S. R. Kent sales drive. J. P. O'Loghlin, drive leader for next season, also will talk on the subject.

On Tuesday, Clark will introduce Col. Jason Joy, who will discuss the 1937-38 product. This will take up the entire morning. Zanuck will be the lone speaker in the afternoon and he will introduce numerous personalities, from the studio.

Republic's Forces Reach Coast Today

(*Continued from page* 1)

and Seattle and other southern and northern points have been here for the past few days awaiting the arrival of eastern delegates.

Tomorrow afternoon the men will spend the day at the studio getting acquainted with various personnel and giving their ideas on what exhibitors want. No definite schedule is set for Sunday, but on Monday the delegates will again visit the studios.

Franchise holders on Monday night will look at "It Could Happen to You" and "Meet the Boy Friend," two of the releases scheduled for the current season.

At the first business session on Tuesday Milstein will discuss the new lineup and terms for the product. On June 4 the first regional meeting will be held at San Francisco. This session will be attended by managers and salesmen drawn from the western division.

"Will Be Faithful" Is Retitled

Hollywood, May 28.—"The Lady Escapes" has been selected as the release title of the 20th Century-Fox production formerly known as "I Will Be Faithful."

Television Talk Ends SMPE Meet

(*Continued from page* 1)

find its place in American entertainment by augmenting, rather than displacing, present facilities.

The closing day of the annual spring convention opened yesterday morning with the apparatus symposium. Among the papers and their authors were: "The Super Simplex Pedestal," by J. Frank, Jr., International Projector; "A Film Mutilator Machine," by O. F. Neu, Neumade Products; "Complete Cue-Mark Elimination Plus an Automatic Change-Over," by S. A. McLeod; "Magnetic Recording-Reproducing Machine for Objective Speech Study," by S. J. Begun; "Infra-red Negative as Applied to Special Effects Photography," by G. W. Hough and W. Leahy, Agfa-Ansco; "Laboratory Equipment for the Smaller Laboratory," by Arthur Reeves; "Cine Kodak Model E," by L. R. Martin, Eastman.

During the afternoon, R. F. Mitchell, chairman, read the report of the non-theatrical equipment committee, and A. Shapiro discussed the development of 16mm. sound, during the sound equipment symposium.

Expect Odeon Flotation

London, May 28.—The Odeon Circuit is expected to float a new £8,000,000 company, including control of County Cinemas and London and southern England de luxe theatres. The company will offer £2,000,000 in five per cent debentures late in June.

Circuit Tax Measure Is Drawn by Allied

(*Continued from page* 1)

once, but advocated continuing with the present plans for legislation without cessation.

The group also adopted a resolution vigorously protesting unfair radio competition, such as the appearances of picture stars on radio broadcasts.

Nathan Yamins, president, in closing declared this had been the largest Allied convention and that more had been done for the good of the members than at any other meeting.

Steffes said the chain theatre bill would be proposed in the Minnesota legislature within two weeks and that other state legislatures probably would get similar measures soon.

RCA to Pay 87½ Cents

RCA yesterday declared a quarterly dividend of 87½ cents a share of the $3.50 cumulative convertible first preferred stock. It is payable July 1 to holders of record June 10.

Dividend Set by Columbia

The board of directors of Columbia Pictures yesterday declared an extra dividend of 50 cents per share on the common stock and voting trust certificates, payable June 22 to holders of record at the close of business on June 11.

Pathe Declares Dividend

Pathe Film Corp. has declared the regular quarterly dividend of $1.75 on the $7 convertible preferred stock. It is payable July 1 to stockholders of record June 22.

Two of RKO's Lease Claims Get Big Cuts

(Continued from page 1)

Co. They were based on defaulted leases made by RKO Southern and guaranteed by the parent corporation. Special Master Thomas D. Thacher allowed the claims for an aggregate $492,417, exclusive of any treatment for the disallowed balance of the claims which might be obtained under an RKO reorganization plan.

Under the provisions of Section 77-B of the Bankruptcy Laws which permit claims for three years' rent on defaulted leases, the Hoblitzelle claims would have amounted to $1,393,036. The proposed settlement of the claims is for $750,000.

The Broadway & 47th St. claim was filed originally for $1,893,983 for a default on the RKO lease on the Mayfair. It was allowed by Thacher at $400,000, likewise exclusive of any treatment for the disallowed balance which might be obtained under a reorganization plan. The claimant had indicated that it would appeal from the court allowance. Under the three-year 77-B limitation the claim would have amounted to approximately $890,000. The proposed settlement is for $500,000.

If approved by the court, both claims would be treated as those of general creditors under the RKO reorganization plan. The plan proposes to offer such creditors one share of new RKO preferred stock and one share of common for each $100 of claims. Thus, under the settlement, Hoblitzelle would receive 7,500 shares of new RKO preferred and a like number of new common, and Reade would receive 5,000 shares of each.

Bondholders' Group Approves Roxy Move

(Continued from page 1)

Fox had made an "extra plan provision" of $1 per share for Class A stockholders of Roxy upon the insistence of Special Master Addison S. Pratt. It was also stated that although the committee had desired further changes he became convinced as the hearings progressed that if the 20th Century-Fox offer were withdrawn the result might be detrimental to first mortgage bondholders.

Pollak, Marks Motion Up

Justice Ferdinand Pecora will hear a motion for a bill of particulars in the N. Y. Supreme Court on Tuesday in the suit of Olympic Pictures Corp. against Adolph Pollak and M. A. Marks who operate as Pollak & Marks. Olympic claims $3,792 damages due under a $6,000 contract made in April, 1936, for the exclusive distribution of "Gay Love." The defendants have counterclaimed for the return of $2,328 which they paid on account because of alleged misrepresentation by the plaintiff.

The defendants charge that Olympic told them that "Gay Love" had never been exhibited to the M. P. P. D. A. for a production code seal although such exhibition had allegedly taken place and a seal denied unless considerable deletions were made.

Looking 'Em Over

"Under the Red Robe"

(New World-20th Century-Fox)

The tale of a swashbuckling soldier of fortune in the days of the power of Cardinal Richelieu in France, and of his swift romance while engaged in a dangerous mission for the ruthless Cardinal, this Robert T. Kane production for the 20th Century-Fox English producing subsidiary has a few drawbacks to ready reception in this country, and other features which should more than compensate for them.

Starring are three names which are perhaps not too well known among the run of patrons in this country, but which indicate excellent performances. Conrad Veidt is the adventurer, Annabella the subject of his affection and Raymond Massey the highhanded Cardinal Richelieu. The performance of Romney Brent as Veidt's faithful and amusing servant is noteworthy.

Adapted by Lajos Biro, Philip Lindsay and J. L. Hodson from the novel by Stanley J. Weyman, the story opens with the condemnation to death of Veidt by the Cardinal despite long and valuable service because of dueling, banned by Richelieu. At the last moment he is given his life if he can bring about the arrest of the leader of an incipient rebellion. With Brent, he makes his hazardous way to the rebel duke's castle, mistakes his sister, Annabella, for his wife, and falls in love with her. Completing his mission through active sequences, he frees the duke, and returns to Paris to take the penalty of failure. But with the rebellion ended by the duke's promise to leave, the Cardinal pardons Veidt and the couple are united. Victor Seastrom's direction is of high caliber.

Production Code Seal No. 01,598. Running time, 80 minutes. "G."

Exchange Employes Form Union in N. O.

(Continued from page 1)

ticularly in the five, ten and 15-cent houses.

Projectionists will probably refuse to turn a crank if it comes to a walkout of exchange employes.

Cullen Awaits Green Statement

HOLLYWOOD, May 28. — William Cullen, president of the F.M.P.C., on his return today from the A.F.L. executive council meeting in Cincinnati, told MOTION PICTURE DAILY that he is expecting word momentarily from William Green and the A.F.L. council which would definitely open the way for the ending of the strike on Tuesday and a return to work Wednesday. Cullen called the executive committee into session upon his arrival for a complete discussion of the position and details.

Academy Actors Quit Code

HOLLYWOOD, May 28.—The actors branch of the Academy today formally notified producers that it is signing the Academy free lance actor code, that it is withdrawing from the actor code supervision in favor of the Actors' Guild contract and asked unanimous abrogation of the code. This is believed to be the first of the moves to take the Academy entirely out of the economics field and to retain it as a purely social and technical study organization.

Union Bill Defeated

BOSTON, May 28.—The Massachusetts House has defeated by a roll call vote of 120 to 104 the bill to require labor unions to incorporate, to keep books and to restrain union representatives from coercing workers.

Mulvey, Silverstone East

HOLLYWOOD, May 28.—James Mulvey, accompanied by Murray Silverstone, left here by train today for New York.

Rob't Welsh Resigns As General Producer

HOLLYWOOD, May 28. — Robert E. Welsh today resigned as executive producer with General Pictures and settled his three-year contract after a dispute on the grade of pictures planned. Fenn Kimball, president, named Robert Deming to succeed Welsh, under whom one picture, "Three Legionnaires," was made. Deming was formerly with Fox and for the last two years produced and directed in India. His first assignment will be "Night Edition."

It is understood that Welsh held out for higher negative cost films and that General would not meet his demands.

Ask Action on Fox Contempt of Court

PHILADELPHIA, May 28.—A request for the speeding up of the contempt proceedings against Eva Fox, wife of William Fox, and Herbert Leitsteen, Fox family bookkeeper, has been filed in U. S. Circuit Court here by John Llyoyd, Jr., counsel for Fox creditors.

The two defendants had refused to testify in the New Jersey bankruptcy proceedings against Fox. They have appealed from the order of Judge John Boyd Avis of Camden, who held them in contempt.

Sharaf Brookline Winner

BOSTON, May 28.—Maurice Sharaf has been given a permit to build a theatre in theatreless Brookline Village, climaxing a long legal and political struggle by some half-dozen film concerns. Sharaf runs the Coolidge Corner in Brookline proper.

Wilby a Bank Director

ATLANTA, May 28.—Robert B. Wilby has been elected a director of the Atlanta branch of the Citizens & Southern National Bank.

Holding Concerns May Receive Study

(Continued from page 1)

leaders prepared to push a joint legal and legislative drive against tax evaders.

Sponsored by President Roosevelt, to whom Administration officials had submitted data which, it was said, demonstrated that the tax evasions of the rich were responsible for the failure of revenues to meet expectations by some $400,000,000. The campaign will include both prosecutions by the Dep't of Justice and legislation designed to bar further use of devices which have been uncovered by Government men.

For the present, it is expected the drive will be confined to personal incomes, since insufficient time has elapsed for the studying of corporation returns filed last March under the new corporation levies. Later, however, it was indicated, practices followed by some of the country's largest corporations to reduce their tax liability will be examined.

Films Act Draft to Trade Units June 8

(Continued from page 1)

F.B.I. It is understood the new bill will contain certain provisions which were not suggested by any of the trade groups.

Verbal accounts of Wednesday's conference with the trade bodies' representatives by Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade, indicate that the suggestion for restrictions on imports definitely was rejected, but significance is seen in Burgin's statement to distributors that their percentage under the quota must be less in the future.

Boycott for Rome's Exhibit Is Denied

(Continued from page 1)

asserted that they would, in all probability participate in the Venice exhibition. Others declared that no consideration had been given the matter yet as the exhibition will not take place until August.

Wall Street

Light Stock Changes

	High	Low	Close	Net Change
Columbia	34¾	34½	34¾	+ ⅜
Consolidated	3⅛	3⅛	3⅛	.....
Consolidated, pfd.	12¾	12½	12½	+ ⅛
Eastman	172¾	172½	172¾	— ¼
Gen. T. Equip.	25	23¾	23¾	+ ½
Loew's, Inc.	80½	80	80	.....
Paramount	19½	19¼	19¼	.....
Paramount 1 pfd.	135¼	135¼	135¼	—3
Pathe Film	7⅝	7⅜	7⅜	— ⅛
RKO	8⅜	8⅛	8⅛	— ⅛
20th Century-Fox	37½	37¼	37½	— ¼
Warner Bros.	13⅞	13½	13⅝	+ ⅛

Curb Off Slightly

	High	Low	Close	Net Change
Grand National	2⅜	2⅜	2⅜	+ ⅛
Sonotone	1⅝	1⅝	1⅝	— ⅛
Technicolor	27¾	27⅛	27½	.....
Trans-Lux	4⅝	4⅜	4⅜	— ⅜
Universal Crp.	5⅜	5⅛	5⅜	— ⅛

Bonds Hold Levels

	High	Low	Close	Net Change
Loew's 6s '41 ex war	99	99	99	.....
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	.....
Warner Bros. 6s '39 wd	95⅞	95½	95⅞	+ ⅞

(Quotations at close of May 28)

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 127 NEW YORK, TUESDAY, JUNE 1, 1937 TEN CENTS

Fourteen "A" Films Among Republic 54

Four of 14 Are Planned For Percentage

HOLLYWOOD, May 31.—J. J. Milstein, general sales manager of Republic, tomorrow will announce a minimum of 14 "A" pictures on the company's schedule of 54 features and four serials next season to franchise holders gathered at the Roosevelt Hotel. Four of the 14 will be percentage pictures and the other 10 will be the middle bracket films.

Listed as percentage pictures are Four Anniversary Specials, comprising "Manhattan Merry-Go-Round," "Wagons Westward," "Hit Parade of 1938" and "All Hands on Deck." The middle group is classified as the Jubilee 10 and will include "The Racket Buster," "Come On, Leathernecks," "Stormy Weather," "The Return of Raffles," "Navy Bride," "Born to Be Wild," "Hollywood Band Wagon," "Meet the Duchess," "The Smart Guy," and "All American Girl."

It was pointed out today by Milstein that all titles are subject to change, but every effort will be made to retain the original names as sold.

Wednesday's sessions will be in the

(Continued on page 7)

National's Product Deals Now in Work

Details on RKO and Columbia product deals for next season are expected to be completed this week by National Theatres' film buyers. Harry Cohen, western division manager, is working out deal sheets with J. J. Sullivan for F. W. C. and Lon Cox for Fox Midwest. Jerome Safron, western division sales head for Columbia, is also discussing terms with Sullivan and Cox.

William Heineman, western division

(Continued on page 7)

Hollywood Gaining As Program Source

Hollywood continues to gain as a source of sponsored network programs as revealed in NBC's program analysis for April. The western division supplied 26 per cent of the sponsored program hours last month, as against 21.5 per cent in March of this year, and 23.6 per cent in April, 1936.

The eastern division supplied 49.1

(Continued on page 9)

More Radio—Page 9

Four Rogers Reissues Set By 20th-Fox

52 of 69 to Be Produced At Coast Studio

LOS ANGELES, May 31.—Among the 69 features John D. Clark, vice-president in charge of distribution, will announce to the 20th Century-Fox delegates from all over the world in convention here at the Ambassador tomorrow will be four Will Rogers revivals. They are "Handy Andy," "The County Chairman," "Judge Priest" and "Life Begins at 40."

During the current season a like number of Rogers' films were reissued and grossed more than $1,000,000 for the company. "The Connecticut Yankee" is said to have taken in the most money, estimated at $350,000.

Included in the 65 remaining pictures will be 52 features to be produced at Movietone City, "Borneo," the Martin Johnsons' travel film, four New World films to be supervised by Robert T. Kane in England, two Tarzan specials and four outdoor action pictures from Sol Lesser, independent producer, and two Eddie Cantor specials, one of which will be "Ali Baba Goes to Town." Shirley Temple is expected to be starred in three films.

Arriving yesterday, approximately

(Continued on page 4)

Warners Increasing New Jersey Circuit

Warners are gradually building up their New Jersey string of theatres, having recently acquired the Rahway, Rahway, and today will assume operation of four I. A. Roth houses. The new group which will come under Warner management are the Madison, Madison; Jersey and Park, Morristown, and Strand, Summit.

All the Roth houses bear his name on the marque. Warners are expected to drop the Roth name for their own.

Signs Ehrlich Bill

Albany, May 31.—Governor Lehman has approved the Ehrlich bill permitting cities and villages outside New York City to adopt ordinances allowing unaccompanied children to attend film theatres, providing they are segregated and a matron is in charge.

Last year the legislature enacted a law permitting the privilege in New York City. The Ehrlich bill extends this privilege to the other cities and villages of the state.

Production Levels Unchanged with 40

HOLLYWOOD, May 31.—Production activity continues on an even keel in spite of the strike. Forty features were in work at the end of the week, the same as during the previous week.

Six films were started during the week and six finished. Fourteen are about ready to start and 78 are in the cutting rooms.

The new starters during the week were: "She Didn't Want a Sheik," Republic; "Life of the Party," RKO; "Danger—Love at Work," 20th Century-Fox; "That's My Story," Universal; "52nd Street," Wanger, and "Alcatraz Island," Warners.

Columbia had one shooting, three in preparation and nine editing; Goldwyn had three, zero, zero; M-G-M', five, two and four; Paramount, eight, four and 10; Republic, one, one and six; RKO, two, two and six; Roach, one, zero and one; Selznick, zero, zero and one; 20th Century-Fox, eight, one and eight; Universal, two, zero and three; Wanger, two, zero and one; Warners, seven, one and 29.

In the short subject division 13 were being edited, 12 were in preparation and one was shooting. Columbia had one preparing four editing; M-G-M had none shooting, eight preparing and six editing. RKO had one shooting, two preparing and three editing; Roach had one in preparation. Warners had none in work or preparation.

Huge Film Sales in China Coming, Says Morey Marcus

Plans of the Chinese government for opening the vast and populous interior of that country with railroads and electrical service in the future will provide an unpredictable opportunity for the expansion of theatres and films in the Orient, Morey Marcus, M-G-M manager for China, who is in New York on his first visit to the States in four years, said yesterday.

The immense, untapped territory in the interior, with its hundreds of millions of population, is regarded by American film distributors in the

(Continued on page 2)

Industry Fair Trade Plan Is Facing Delays

Administration Said to Favor Wage Law Study

There is small prospect of an industry fair trade practice program being realized for another year, in the opinion of industry observers, as a result of weekend advices from Washington that no trade practice legislation will be introduced during the present session of Congress.

The M.P.T.O.A. recently stated that it was abandoning its efforts to obtain the adoption of its 10-point trade practice program in the belief that an Administration program for industry would be introduced and enacted before Congress adjourns. It was explained that local conciliation boards, which are proposed in the M.P.T.O.A. program and on which seven of the exhibitor organization's 10 points are dependent, would be superseded, almost as soon as they could be organized, by Government boards set up to administer new trade practice codes for industry.

Despite the fact that informed Washington opinion now holds that the Administration will not launch trade practice legislation, a draft of which is said to be virtually completed, until the 1938 session of Congress, it is problematical whether the M.P.T.O.A. will again proceed with

(Continued on page 2)

New British Group To End FBI Unit

By BRUCE ALLAN

LONDON, May 22.—The new organization of the production branch of the industry, approved by the Federation of British Industries, will absorb the Film Group of the F.B.I. and the services of its secretary, M. Neville Kearney. A dual organization has been set up to enable the organization to

(Continued on page 8)

Fitzgerald Seeking Way to End Strike

HOLLYWOOD, May 31.—Edward Fitzgerald, conciliation commissioner for the Dep't of Labor, is unofficially sponsoring a conference here on Tuesday to end the strike of the F.M.P.C. and to settle its jurisdictional dispute with the I.A.T.S.E.

Should all else fail, Fitzgerald will

(Continued on page 8)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 1, 1937 No. 127

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926 at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Legion Approves All Of 10 New Pictures

The National Legion of Decency, in its list of new pictures reviewed and classified for the current week, has approved all of the new films examined, seven for general patronage and three for adults. The new pictures and their classification follow.

Class A-1, Unobjectionable for General Patronage — "Blazing Sixes," "Maria, die Magd" (German), "Mile a Minute Love," "Sing, Cowboy, Sing," "There Goes My Girl," "This Is My Affair," "Under the Red Robe." Class A-2, Unobjectionable for Adults — "Amore E Dolore" (Italian), "Kid Galahad," "Das Madchen Irene" (German).

Lehman Approves Two

ALBANY, May 31.—The Keenan bill providing that engineers and firemen employed in picture theatres shall be entitled to one day of rest in seven has been approved by Governor Lehman.

The governor also has approved the Gans bill requiring permit and payment of $10 fee to change location of business of reselling tickets of admission to theatres and places of amusement and providing that no license be issued unless the office shall be a suitable place.

Purely Personal

NATE J. BLUMBERG will leave for the coast June 10, two days ahead of the RKO convention special. He will go to San Francisco on theatre business before attending the sales sessions at the Ambassador, Los Angeles, June 6-20.

•

RUTGERS NEILSON, RKO publicity contact, will accompany delegates to the coast on June 12. It will be his first visit to Hollywood.

•

J. CHEEVER COWDIN, chairman of the board of Universal, arrived by plane from the coast on Sunday.

•

LOUIS K. SIDNEY on Saturday celebrated his third month since he dropped smoking.

•

JAY FRIEBERGER of U. A. arrived in Hollywood via American Airlines over the weekend.

•

ELEANOR ROTH of U. A. is back from a two-week vacation in Hollywood.

•

MARION DAVIES arrived Saturday from the coast.

•

L. JACK SCHLAIFER on Saturday returned from Chicago.

•

CHANNING POLLOCK arrives today from the coast on the *Santa Rosa*.

•

CHARLES L. O'REILLY is down to normal weight again.

•

MAX A. COHEN of Cinema Circuit has acquired the New Amsterdam.

•

WILLIAM RANDOLPH HEARST is in town from the coast.

•

LEON LEONIDOFF has returned from a quick trip to Hollywood.

•

CARY GRANT is back on the coast after a short visit here.

ROY HAINES, Warners' eastern and Canadian sales manager, and ROBERT SMELTZER, central district manager, left last night on a week's trip to include visits at the Cincinnati, Pittsburgh, Cleveland and Detroit branches, all of which were recently added to Smeltzer's district.

•

NAT LEVINE, A. C. BLUMENTHAL, GLORIA SWANSON, NEIL HAMILTON and SAM ECKMAN arrived yesterday on the *Normandie*.

•

CARL LAEMMLE, SR., who arrived in New York yesterday from the coast, will sail for Europe tomorrow on the *Normandie*.

•

JOSEPH ORNSTEIN, cashier of the 20th Century-Fox exchange in Pittsburgh, was in town for the holiday weekend.

•

Sir CEDRIC HARDWICKE sails today on the *Aquitania*. MARY ELLIS is another passenger on the ship.

•

CHARLES MUNRO, managing director of Hoyts, Australia, plans to leave for the coast shortly.

Plan Schmertz Dinner

CLEVELAND, May 31.—I. J. Schmertz will be honored by his friends with a testimonial dinner at the Beechmont Country Club June 28, commemorating his 30 years of association with Fox Film Corp. and its successor. Schmertz, local 20th Century-Fox branch manager for the past eight years, took his first position as office boy for William Fox at the age of 16. He has been with Fox and the outgrowth of the original Fox distributing company continuously ever since.

Knights to Golf June 29

The Monday Knights have set June 29 as the date for their annual golf tournament at Elmsford Country Club, White Plains, N. Y.

Huge Film Sales in China Coming, Says Morey Marcus

(*Continued from page* 1)

Orient as a potentially fertile field for Hollywood's wares, which are now barred by the absence of transportation systems and electrical service.

China's 300 sound theatres are limited to the large coastal cities. They are flourishing at the present time, Marcus said, with admission scales ranging from 20 to 90 cents, American currency. Political conditions are fairly well settled in China at this time, he reported, and business there since the early part of the year is the best it has been in the past four years. Political conditions are an accurate barometer to business conditions in China, Marcus explained. A government crisis will effect an almost complete stoppage of trade, he said, with theatre business among those which are the most sensitive to political disturbances. With a crisis once past, however, the Chinaman will "go to town" with a fervor, by way of celebration, which comes close to making up for his period of depression and caution.

American distributors, despite the fact that Hollywood product is played in Chinese theatres in approximately the same proportion to the films of other nations as is the rule in the United States, are not plagued either by monetary or legislative restrictions, Marcus asserted. Censorship, too, is on a fair basis, he said, with few official objections being raised to anything which is not offensive to nationalism.

Most of the metropolitan theatres, he said, present original versions in English. Theatres in overwhelmingly native sections present the same versions but also project a synopsis in Chinese, authored by the exhibitor, in a smaller frame to one side of the screen.

Marcus plans to remain in the east on a combined business and vacation trip for about three months.

Industry Fair Trade Plan Is Facing Delays

(*Continued from page* 1)

its program, local officials of the organization believe.

Failure to introduce the new trade practices legislation at this session of Congress is attributed to the belief of some Administration officials that the wage and hour measure should be enacted and its operation studied first. When the effects of the wage and hour legislation have become apparent, any defects which may develop could be corrected by provisions added to the trade practice program for industries in interstate commerce, it was pointed out. The latter would follow the same constitutional principles as the pending labor legislation does, and the prior judicial determination of the wage and hour measure would also serve as a guide for the fair trade practice legislation in its final form, it is said.

To Suggest Meeting

The contemplated trade practice program will propose that the Commerce Department meet with representatives of individual industries to draft fair trade codes. Code provisions could not be dictated by the department, but any proposals regarded as being against the public interest could be vetoed by it. The Federal Trade Commission would be empowered to enforce the agreements through the issuance of cease and desist orders.

Separation of the wage and hour measure from the fair trade practice program is also believed to have been decided by an Administration study of NRA experience which is said to have shown that the Recovery Administration suffered from too broad and too diversified a field of operation.

Trans-Lux to Raise Its Total to Twelve

With two new units scheduled to open in the fall, the Trans-Lux expansion program provides for another six houses which will bring the total to 12 by the end of the year. Two houses are being operated in New York, one in Philadelphia and another in Washington at the present. The two fall openings will be at 85th St. and Madison Ave. and in Washington Square.

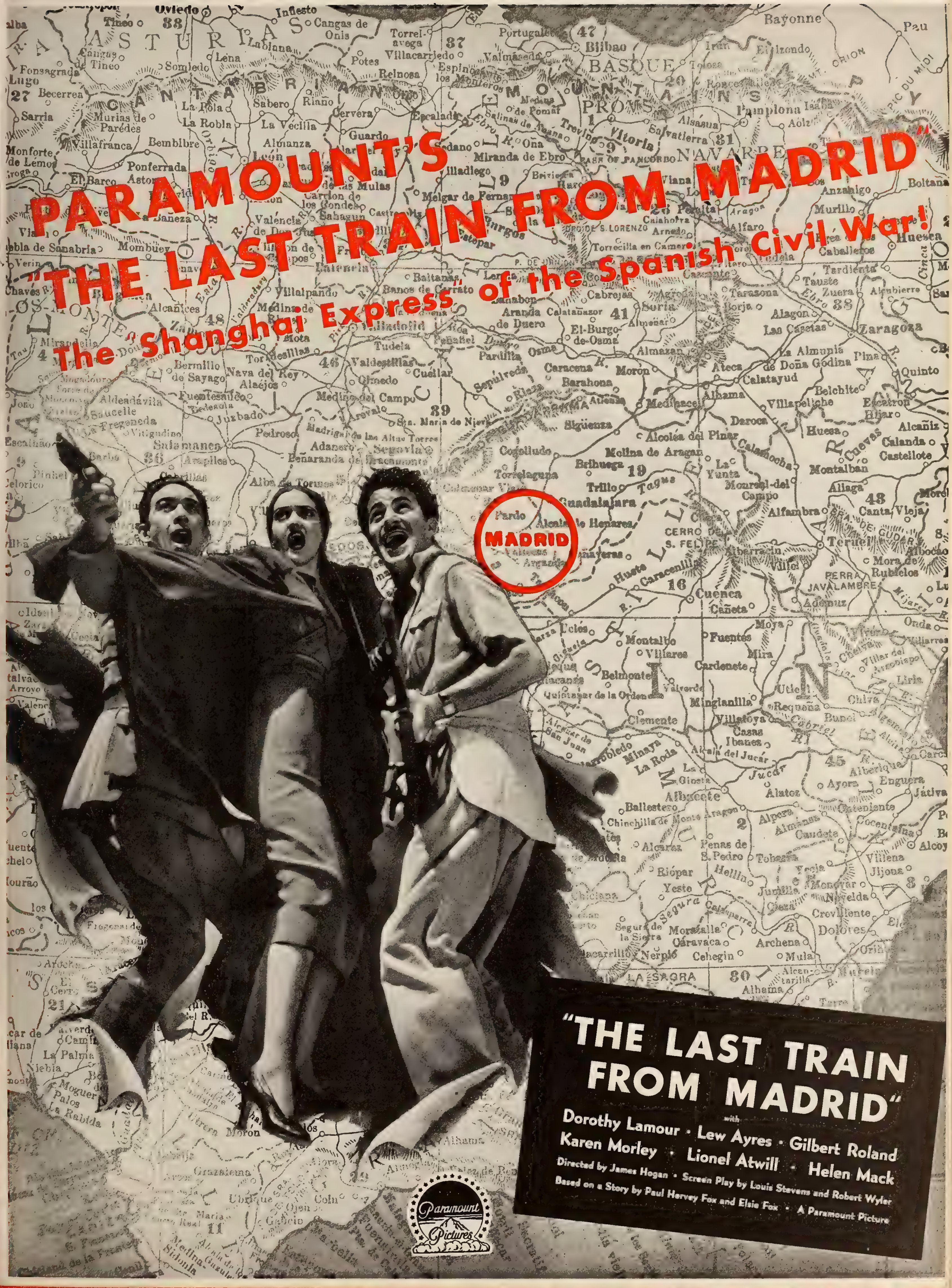
Negotiations are being completed for two out-of-town sites which are expected to be concluded in a few weeks. Leslie E. Thompson is president and Arthur Mayer, operator of the Rialto on Broadway, is associated with the company.

Manages Cassidy Unit

HOLLYWOOD, May 31. — Ralph Ravenscroft has been promoted from publicity director for Harry Sherman Prod. to production manager on the Hopalong Cassidy series.

Both Exchanges Closed

The New York Stock Exchange and the New York Curb Exchange both were closed on Saturday as well as Monday, Decoration Day.


PARAMOUNT'S
"THE LAST TRAIN FROM MADRID"
The "Shanghai Express" of the Spanish Civil War!
MADRID
Paramount Pictures

"THE LAST TRAIN FROM MADRID"

with

Dorothy Lamour · Lew Ayres · Gilbert Roland
Karen Morley · Lionel Atwill · Helen Mack

Directed by James Hogan · Screen Play by Louis Stevens and Robert Wyler
Based on a Story by Paul Hervey Fox and Elsie Fox · A Paramount Picture

Four Rogers Reissues Set By 20th-Fox

(Continued from page 1)

300 delegates found various places of interest to visit while others played golf and went sightseeing. Four different trains converged here with conventionites from all parts of the country. The foreign contingent accompanied the home office and eastern sales forces.

All delegates assembled in the Fiesta Room at the Ambassador Hotel at 9:30 this morning when the first business session was called to order by Jack Sichelman, assistant to Clark. A welcoming address was made by Clark, who then introduced Walter J. Hutchinson, foreign manager, who discussed conditions abroad and commented on the splendid results of the foreign sales force. Hutchinson recently returned from Paris where he conducted a convention of the European staffs. Clarence V. Hake, foreign drive leader; R. Sutton Dawes, managing director of sales in England; T. Isdahl, in charge of Norway; Luigi Giordano, manager in Egypt and also handling Palestine; Armand Paucker, Roumania; and Stanley S. Crick, Australian managing director, were presented and spoke briefly.

Lesser Talks Product, Drive

Sol Lesser outlined plans for his six features and also thanked the field men for their support in the recent drive for which he contributed special prizes.

The three division managers were next. William Sussman, eastern; William J. Kupper, western, and William C. Gehring, central, took the floor in the order named.

Truman H. Talley, vice-president and producer of Movietonews, and his staff, comprising Lowell Thomas, commentator; Edmund Reek, general manager; Harry Lawrenson, foreign editor; Ed Thorgersen, sports announcer; and Lew Lehr, humorist, discussed every angle in the production of the semi-weekly issues of the newsreel. Talley said that the Technicolor films exclusively taken by Movietonews of the Coronation are the finest pictures he has ever seen. William J. Clark, sales manager for the news and short subjects, talked about the coming season's distribution plans.

Cash Awards Presented

Earle W. Hammons, president, and Jack Skirball, general manager of Educational, concluded the short subject part of the program.

Just before the afternoon session broke up, Gehring and James P. O'Loghlin, Canadian district manager, presented cash awards to the winners of the fourth S. R. Kent drive. O'Loghlin, who is drive leader for next season, outlined what he expected of the sales force in the new campaign. In the evening, two features were shown in the theatre at the hotel.

The second morning, tomorrow, will be turned over to Col. Jason Joy, public relations director, who will go into detail on the 52 films to be produced at Movietone City. Darryl F. Zanuck, vice-president in charge of production, has been alloted the entire afternoon during which he is expected to introduce every personality at the studio. His talk and introductions will be one of the highlights of the meet.

Sales policy and other details in connection with the distribution of next season's product will be taken up by Clark on Wednesday morning. He will be followed by Charles E. McCarthy, publicity and advertising director, who will talk on both subjects. Harry Brand, studio publicity chief, will be next. Herman Wobber, western district manager, will make a short speech and he will be followed by Charles Skouras, F. W. C. operating head, who will represent his brother Spyros, vice-president in charge of operations for National Theatres. Rick Ricketson, Denver; Elmer C. Rhoden, Kansas City; Frank Newman, Jr., Seattle; Harold J. Fitzgerald, Milwaukee; Arch Bowles, San Francisco, and Mike Rosenberg, Portland, will be introduced by Skouras. Many of the sales force are acquainted with the National Theatres' divisional operating heads, having attended previous sales conferences in various parts of the country.

Joseph M. Schenck, chairman of the board, is then scheduled to deliver his annual address. He will be followed by Sidney R. Kent, president. Their talks will bring to a conclusion the open sessions.

Wednesday afternoon will find divisional and branch managers holding individual meetings on local problems. Sichelman, Martin Moskowitz and Jack Bloom also will hold meetings with various of the exchange personnel. Another screening will be held in the evening.

Thursday will be studio day. Delegates will board buses at the Ambassador Hotel which will take them directly to Movietone City. Luncheon will be at the Cafe de Paris with the stars and leading players in attendance. At night, the delegates will gather at the Cocoanut Grove where Eddie Cantor will act as master of ceremonies. A stellar list of talent has been lined up for the entertainment part of the program.

On Friday morning, delegates will meet at Union Station at 9 P. M. The men will return on the same trains and routes by which they came.

An ad sales exhibit is on display in suite 678-9 at the Ambassador. Home office executives estimated that the number of men attending the convention this year is three times as great as that of any other year.

20th-Fox Flashes

Los Angeles, May 31.—E. C. Grainger, film buyer for the Feiber & Shea circuit, was forced to cancel his plans to attend the sales meeting at the last minute. First, Mort A. Shea decided to take a month's vacation on his farm; second, Grainger is negotiating several important film deals; third, four new air coolers are being installed in the circuit's houses.

✚

Spyros Skouras, National Theatres operating head, is another prospective theatre delegate who had to call off plans for attending the sales meetings. He has been confined to the St. Moritz Hotel, New York, with arthritis. Brother Charles of F. W. C. will do the honors for Spyros.

✚

The only outside theatre man, apparently, who is on hand for the sessions is John L. Poole, Edinburgh exhibitor, who is the guest of R. Sutton Dawes, managing director of British sales for the company. Incidentally there is a story attached to the Poole family. This year the family will celebrate its centenary in theatre business. Dawes and Poole plan to sail for home either on the *Queen Mary* or *Aquitania* on June 16. They will arrive in New York about June 13.

✚

Jack Sichelman, who handled arrangements with I. Lincer, says this is his 20th convention, and the third he is attending on the coast. He has done a swell job of routing the men through to the convention. Jack misses the late Dan B. Winkler after developing him for the past 20 years.

✚

Jack J. Sullivan, F. W. C. film buyer, is not among those present. However, before the boys left New York, Jack called in some of them and showed them convention pictures taken 10 years ago in which he appeared. Sullivan was a Fox salesman at Minneapolis many years ago and then graduated to branch manager of the Seattle exchange.

✚

Joe Pincus, who missed Joe Moskowitz on the way out, managed not to miss his bacon and eggs.

✚

Paul Terry of Terrytoons made a number of sketches of the boys during the train ride from the east.

✚

Ely Culbertson has donated a silver cup to the best bridge player among the conventionites. On the way here from New York the following competed: Jack Bloom, William Sussman, Clarence Hill, Al Davis, Edgar Moss, Jack Skirball, Sam Wheeler and Jim O'Loghlin. Jack Sichelman was official score keeper and Culbertson provided a set of new contract laws that ruled the hands.

✚

Harry Mersey and Ted Shaw did not leave New York with the home office crowd, but met them in Chicago and came out with them the rest of the way.

✚

Mrs. Martin Johnson may appear at the meetings provided she can get around on her injured leg. "Borneo," which she made with her husband before his fatal airplane accident, is among the company's 69 releases next season.

✚

Ira Hill, Pittsburgh manager, recounted tales about the flood during the lulls on the train. Ira put some real emotion into the stories and many of the gang were glad they were in other parts of the country at the time.

✚

Stanley S. Crick, managing director for the company in Australia, is here without his sidekick Charles Munro, managing director of Hoyts. Munro has been detained in New York and is due later in the week.

✚

Truman Talley's staff attending the sales meetings include, in addition to Lowell Thomas, Lew Lehr, who panicked the boys with a number of gags en route, Ed Thorgerson, Ed Reek and Harry Lawrenson.

✚

Walter J. Hutchinson's foreign department is represented by 13 men. All but G. Mohme, Mexico, and W. W. Sullivan, Panama, came out on the convention special. Mohme and Sullivan came via the Panama Canal.

✚

William C. Michel, executive vice-president, regards his presence here as the first vacation in seven years. Bill, by the way, has cut out cigar smoking and keeps a good supply of cigarettes handy at all times.

✚

Lowell Thomas, news commentator, flew out over the weekend. Two special rooms at the Ambassador were turned over to Thomas for his regular broadcast tonight.

✚

Harry H. Buxbaum and Edgar Moss are challenging each other on next year's business. Moss usually wins and Harry always tries hard.

✚

This is the first convention for William Eadie, comptroller. Ditto for Dan Michalove.

Warners Bookers to Hold Four Regionals

The first of a series of four regional conventions of Warners bookers and advertising accessories salesmen will run for two days at the Leamington Hotel, Oakland, Cal., June 5 and 6. Subsequent meetings will be held during the month in Chicago, New Orleans and New York.

A. W. Schwalberg, Warners' exchange supervisor; Sidney C. Davidson, advertising accessories sales manager, and I. F. Dolid, assistant Vitaphone sales manager, leave here today for the coast session. They will visit the Warner studio before leaving for the second meeting at Chicago. Policies in connection with Warners' recently adopted accessories rental plan and sales angles on forthcoming product will be discussed at the sessions.

Will Resume Talks On Springer Houses

Negotiations will be resumed this week by George Skouras of Skouras Theatres and RKO for taking over the operation of six upper Broadway houses from the Jack W. Springer estate.

A deal for the theatres has been on for some time and includes the Olympia, Stoddard, Symphony, Carlton, Beacon and 77th St. About two weeks ago Skouras was called to the coast suddenly and postponed further talks until his return. He arrived last Wednesday and again put the matter over until this week.

Skouras and RKO have a pooling arrangement on a number of other houses in the area embraced by the Springer houses. The six additional units will be included in the pool, if a deal is consummated.

Para. Gets A. L. Stone

Hollywood, May 31.—Andrew L. Stone, who produced and directed "The Girl Said No" for Grand National, has been signed by Paramount to a five-year director-producer pact.

There Goes My Girl!

HEART TROUBLE FOR RIVAL REPORTERS!
Romance turns into thrills when the big news breaks... right in the middle of their wedding ceremony!

HE SCREEN'S LIGHT-HEARTED ROMANTICS IN A RAPID FIRE STORY OF TRUE-BLUE LOVE ON A YELLOW JOURNAL!

GENE RAYMOND
ANN SOTHERN

"THERE GOES MY GIRL"

WITH
GORDON JONES
FRANK JENKS
RICHARD LANE
BRADLEY PAGE

RKO RADIO PICTURES

DIRECTED BY BEN HOLMES
PRODUCED BY WILLIAM SISTROM

Fourteen "A" Films Among Republic 54

(Continued from page 1)

nature of an open forum with franchise holders expressing their views and ideas in connection with the program.

"Dick Tracy" again headlines the four serials to be produced during 1937-'38. The chapter film will be called "Dick Tracy Returns."

After the sessions at the Roosevelt, Milstein and a number of franchise men and district managers will journey to San Francisco for the first regional meetings on June 4. This will be attended by the sales forces of the north and west. The second regional will be held in Chicago on June 9 and will be followed by meetings in New Orleans on June 11 and in New York on June 14.

Al Adams, publicity director, will not attend the local and southern sessions but will be on hand for the Chicage and New York gatherings.

Lineup Listed

The complete lineup which Milstein will announce tomorrow is as follows:

Four 1937-38 *Anniversary Specials*:

"Manhattan Merry-Go-Round," a musical, starring Phil Regan.

"Wagons West," a story of the old west, by Armstrong Perry.

"Hit Parade of 1938," another Phil Regan vehicle.

"All Hands on Deck," a musical.

1937-38 *Jubilee Ten*:

"The Racket Buster," an original story on the crime wave.

"Come On, Leathernecks," adapted from "One If by Land" by Winston Miller.

"Stormy Weather," a comedy-drama, costarring Alison Skipworth and Polly Moran and featuring Max Terhune.

"The Return of Raffles," by Barry Perowne.

"Navy Bride," by Mildred Cram.

"Born to Be Wild," a screen original on modern youth solving the problem of too many parents.

"Hollywood Band Wagon," based on the story "Hail from Heaven," by Everett Freeman and starring Phil Regan.

"Meet the Duchess," another starring vehicle for Alison Skipworth and Polly Moran with Max Terhune.

"The Smart Guy."

"All American Girl," which also will star Phil Regan, and based on an original story, "Romance by Request" by Jerry Wald, Jules and Phil Epstein.

16 *Showmen's Money Makers*:

"Four Marked Men," an original story by Gordon Kahn.

"Prison Nurse," an original by Ann Harolde and Henry Blankfort.

"Island of Forgotten Men," a story of Alcatraz, America's Devil's Island, by Malcom Wheeler-Nicholson.

"Ladies Make News," a newspaper yarn.

"The Duke Comes Back," by Lucian Cary.

"Get Your Man," by Ethel and James Dorrance.

"Crime for Sale," a screen original.

"Queen of Burlesque," from an original story, "Strip Tease," by Leston Huntley and Albert Barker.

"Sweet and Hot," by Ann Lawrence.

"The Girl I Loved," based on the poem by James Whitcomb Riley.

"Fighting Irish," by John Hopper.

"Honolulu Holiday," romantic drama with music.

"Hot Millions," a story of overnight riches.

"College Nights."

"Crashing the Front Page."

Four Gene Autry 1937-38 Jubilees: "Boots and Saddles," "The Old Barn Dance," "Public Cowboy No. 1," and "Roll, Wagon, Roll."

Four Gene Autry musical westerns: "Calgary or Bust," "Calling All Cowboys," "Man from Music Mountain," and "Saddle Pals."

Eight "Three Mesquiteers" westerns, based on ideas by William Colt MacDonald: "Call the Mesquiteers," "Heart of the Rockies," "Outlaws of Sonora," "The Purple Vigilantes," "Riders of the Black Hills," "Timberline Cowboys," "The Trigger Trio" and "Wild Horse Rodeo."

Eight Bob Steel westerns: "Arizona Gun Fighter," "Colorado Kid," "Courage of Texas Ryan," "Desert of Missing Men," "Mutiny in Skeleton Canyon," "Return of Draw Dawson," "Ridin' the Lone Trail" and "Thunder in the Desert."

Four Sure-fire Serials:

"Dick Tracy Returns," new adventures with the "Spider Ring."

"Hawk of the Wilderness," by William Chester.

"The Rangers Are Coming."

"The Fighting Devil Dogs."

Republic's Top Men

J. J. MILSTEIN
Vice-President of Sales

MOE J. SIEGEL
President of Republic Prod.

E. E. SCHNITZER
Eastern Sales Manager

National's Product Deals Now in Work

(Continued from page 1)

head for Universal, is due from Los Angeles this week to work out arrangements with National's film buyers. William T. Powers, buyer for National, is sitting in on the conferences.

Negotiations are continuing with United Artists executives. Preliminary talks with Warner sales heads will be resumed shortly.

A one-year pact already has been set with 20th Century-Fox for next season. The circuit has two more years to go on the M-G-M franchise and one year on the Paramount contract signed last season.

Fox Midwest Closes For New Partnership

KANSAS CITY, May 31.—Fox Midwest Theatres, Inc., has entered a partnership arrangement with Ensley Barbour, operator of the Landers at Springfield, Mo., whereby Barbour will become city manager of the Landers and the three Fox Midwest houses — the Gilloiz, Electric and Plaza—and the three Moran & Isely theatres in Springfield.

Allen Carf, city manager for Fox at Springfield, goes to Sedalia, Mo., in the same capacity, succeeding Glen Carroll, who has not been assigned a new spot in the circuit.

This leaves S. E. Wilhoit's Princess outside the group.

Georgia Case Delayed

THOMASVILLE, Ga., May 31.—Judge W. E. Thomas of the Superior Court has set June 5 for a hearing on abatement of a nuisance in connection with Sunday shows. At that time it is expected a decision will be made so the case can be carried to the Supreme Court.

Building Is Active Through Wisconsin

MILWAUKEE, May 31.—Building of new houses in the smaller towns in the state has been proceeding at a rapid pace, with new houses under construction in Clinton, Fort Atkinson, Galesville, Minocqua, Frederic, Chippewa Falls, and Marshfield.

The Clinton house, a 300-seater, will be the village's only theatre. J. J. Craite, operating the Pastime at Horicon, is building in Fort Atkinson in opposition to Walter Baier, operator of the Fort. Carl McKeeth is contemplating a $35,000 house for Galesville, while Ray Quady, operator of the Isle, is erecting a second house to seat 600. At Frederic, Clinton Norine is replacing his theatre recently razed by fire with a $10,000, 500-seat house, while J. P. Adler, operator of the Adler and Relda a Marshfield is erecting a third house there to cost $60,000.

Miner Amusement Co., operators of the Loop and Rivoli in Chippewa Falls, plan a 900-seat house to cos $20,000, while the circuit also ha under construction a 450-seat house a Phillips. Reports are current of new theatres for Westby and Superior, Wis., the latter to be a $50,000 house John J. Clark is planning a new 700-seat house at Ontonagon, Mich.

K.C. Managers Shifted

KANSAS CITY, May 31.—William Elson, who has supervised the RKO Mainstreet and B. & K. Newman the past three months, has been named managing director of the two first run houses.

Lawrence Lehman, manager of the Mainstreet since it was opened, shifts to the Newman as manager. He succeeds Ralph Lawler, who goes to Toledo to run the Paramount and Princess. Lawler succeeds Henry Stickelmaier, who has been promoted from Toledo to the B. & K. offices at Chicago.

Get 2 at Richmond Hill

Joseph M. Seider of Prudential Theatres, with Frisch & Rinzler, has taken over the Casino and the Garden, both at Richmond Hill.

Prudential also has purchased Philip Hodes' interest in the Roosevelt, Woodhaven. The balance of the ownership is held by Randforce Circuit.

"Star" Heavy Draw in Two Boston Spots

BOSTON, May 31. — "A Star Is Born" stepped out front in two spots, Loew's Orpheum and Loew's State. At the former the $19,000 take was $7,000 over normal and at the latter the $17,000 take was $6,000 to the good. "A Family Affair" was the other half of the dual bill.

The only other attraction in town to demonstrate any strength was "Shall We Dance?" at the RKO Memorial which held up to $16,000 in its second week.

Total first run business was $90,500. Average is $89,500.

Estimated takings for the week ending May 20:

"CALL IT A DAY" (W. B.)
"ONCE A DOCTOR" (W. B.)

FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $4,500. (Average, $4,500)

"SHALL WE DANCE?"

RKO MEMORIAL—(2,907), 25c-55c-65c, 7 days, 2nd week. **Gross:** $16,000. (Average, $12,000)

"FAMILY AFFAIR" (M-G-M)
"STAR IS BORN" (U. A.)

LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. **Gross:** $19,000. (Average, $12,000)

"FAMILY AFFAIR" (M-G-M)
"STAR IS BORN" (U. A.)

LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. **Gross:** $17,000. (Average, $11,000)

"TURN OFF THE MOON" (Para.)

METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Dom Aziapazu and Orchestra. **Gross:** $19,000. (Average, $22,000)

"CALL IT A DAY" (W. B.)

PARAMOUNT—(1,793), 35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000)

"WINGS OVER HONOLULU" (Univ.)
"MEN ARE NOT GODS" (U. A.)

RKO BOSTON—(3,246), 35c-50c-65c, 7 days. **Gross:** $8,500. (Average, $11,000)

Ship It
GENERAL AIR EXPRESS
1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.
—and it's there
Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or
GENERAL AIR EXPRESS
Division of TWA
GENERAL AIR EXPRESS

New British Group To End FBI Unit

(Continued from page 1)

act as a trade union and as a company limited by guarantee.

A Federation of Film Producers will be established as an unregistered association, and an Ass'n. of Film Producers, Ltd., as a registered company. The former will handle trade union matters. Except in a legal sense the two will be identical. The federation will be financed by a nominal subscription and levies, varying according to type of membership, including: feature film producers, studio owners and lessees, laboratories and printers, producers of shorts, industrial reels, etc., and newsreel producers. American as well as British companies are eligible, and it is anticipated the new body will be 100 per cent representative of the producing industry.

G.N. Signs Vance Carroll

Hollywood, May 31.—Grand National's first casting director has been named. He is Vance Carroll, formerly an associate of Cinema Casting.

Sam Shumer has been named story editor and assistant to Edward L. Alperson, succeeding Sidney M. Biddell, who resigned last week. Prior to his promotion, Shumer was eastern story editor of Grand National. He will make his headquarters in New York.

Form Intercontinental

Dover, Del., May 31.—Intercontinental Films Service, Inc., has been formed here to deal in films, records, slides, etc., listing a capital of $250,000. The incorporators are B. R. Jones, Walter Lenz and J. P. Murray of Wilmington.

THEATRE ACCOUNTING
by WILLIAM F. MORRIS
(Certified Public Accountant)

Tells all the facts about your business each week.

- Payroll data for Social Security Taxes.
- Profit at a glance—Daily or Weekly.
- All expenses deducted—Including Rent, Taxes and Depreciation.
- Complete record of advance bookings.
- Itemized Schedule of All Assets and Equipment with Table of Depreciation Rates.
- Does not require a bookkeeper to handle it.

$3 ENOUGH FOR A FULL YEAR'S BOOKKEEPING

QUIGLEY BOOKSHOP
ROCKEFELLER CENTER
NEW YORK

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"You Can't Beat Love"

(Radio)

Hollywood, May 31.—Amusement, as offered here, stacks up as wholesome fun. The story material is a comedy-romance told against the background of small-town political skullduggery.

The plot deals with an erratic playboy who becomes the opponent of the girl he loves in a campaign for the election of a mayor. Crooks, grafters and gamblers have their innings to provide pleasant amusement. Virtue, honesty and love triumph in the climax.

Preston Foster turns from serious drama to comedy. Radio's potential star, Joan Fontaine, emerges from the picture as a definite screen personality. The pair, assisted by Berton Churchill, Frank Thomas, Paul Hurst, Barbara Pepper, Bradley Page, William Brisbane, and Paul Guilfoyle, keep things moving snappily. Liberal license has been taken with Olga Moore's original story. Christy Cabanne directed.

Production Code Seal No. 3,315. Running time, 60 minutes. "G."

Looking 'Em Over

"Dr. Knock"

(French M. P. Corp.)

The audience patronizing the foreign film house should be fairly well entertained with this film version of Julius Romains' satirical play. The title role is played by Louis Jouvet, of "Carnival in Flanders" fame. There are English titles.

The story is set in St. Maurice, a French town. The local medico deserts his practice to Jouvet. The town is too healthy. Jouvet cleverly works his quackery and fraud on the gullible peasants, his cure-all being an order to all his patients to get into bed and stay there. This is supplemented with long and expensive treatment. His enterprise builds quickly. The final and most pointed sardonic thrust is when the former local doctor returns and Knock orders him to bed in his "Medical Hotel." It starts slowly but perks up later. It should find satisfactory reception.

Pathe-Natan produced.

Reviewed without production code seal. Running time, 74 minutes. "A."

"Come On, Cowboys"

(Republic)

An entertaining and engrossing western. The story is lightly dramatic, the direction excellent and the camera work creditable. The general run of audiences should be pleased.

Robert Livingston, Ray Corrigan and Max Terhune, the Three Mesquiteers, become involved with a gang of counterfeiters who frame Roger Williams. Williams is sent to jail. The boys promise to take care of his young daughter, and collectively they devote their time to uncovering the culprits. They get into many exciting and sometimes humorous situations, but in good time the series of events leads to the capture of the ringleader of the gang. Livingston marries Maxine Doyle, the child's governess. Terhune introduces many comic twists with his ventriloquism and card tricks.

Joseph Kane directed. The original screenplay is by Betty Burbridge. Ernest Miller photographed. The support includes Willie Fung, Anne Bennett, Yakima Canutt, Edward Cassidy and Horace Murphy.

Production Code Seal No. 3,313. Running time, 58 minutes. "G."

No Canada Roadshow

Toronto, May 31.—Regardless of the initial presentation policy in the United States, "Captains Courageous" will not be played as a roadshow in Canadian cities, it is stated here. The picture will be given general relase on a continuous performance policy in Canada in about two months by Regal Films, Ltd., it is intimated. Recent roadshows in Canada have been "The Good Earth" and "Lost Horizon."

Add Four K.C. Salesmen

Kansas City, May 31.—Russell Borg, Grand National branch manager, has added four salesmen to his staff—W. J. Connor, Frank Cassil. William Kubitski and Rube Melcher

"Go-Getter" to Criterion

"Go-Getter" on Thursday will replace "Make Way for Tomorrow" at the Criterion.

Fitzgerald Seeking Way to End Strike

(Continued from page 1)

endeavor to bring together George Browne, I. A. president; a representative of one of the four other internationals included in the studio basic labor pact, and a representative of the Brotherhood of Painters, with himself, to attempt to arbitrate the obstacles to a strike settlemen. William Cullen, F.M.P.C. president, would probably be sought as a painters' representative.

Indications are that Browne has approved Fitzgerald's plans for a settlement attempt.

Press Agents Move To Join News Guild

Hollywood, May 31.—The organization of Hollywood press agents had its inception here Friday night when 50, representing every major and large independent studio, met at the Roosevelt Hotel for the purpose of instituting Wagner Act bargaining. They voted to affiliate with the Newspaper Guild in the event that the Guild's national convention at St. Louis in June approve the resolution creating a division for publicity men.

Friday's meeting was attended and assisted by Guild officials. A committee was appointed to draft by-laws and a constitution.

No Annual IA Meet Planned This Year

No annual convention by I. A. T. S. E. locals will be held this year. The regular get-together in June has been called off until next summer. At the last convention of the union organizations, it was voted that the big conclaves be held bi-annually, instead of every year. The administration of officers automatically holds over.

An announcement is expected today from Local 306, I. A. T. S. E. affiliate, on a complete unionization of major and independent exchange employes in the local territory. Agreements whereby union employes in Boston and Philadelphia exchanges are to be recognized by distributors have been approved. New Haven is next. A meeting of this group may be held this week after several postponements.

Union Spreading in Cincinnati Theatres

Cincinnati, May 31.—Unionization has spread to downtown theatres here, with subordinate employes becoming affiliated with the A. F. of L., including maids, porters and cleaners, as well as cashiers, doormen and ushers.

Organization details were handled by Jack Hawthorne, president, and Arthur H. Fix, business agent of Operators' Local No. 365, and William Elliott, president of the stagehands' union, under the I.A.T.S.E.

Continue New Haven Parleys

New Haven, May 31.—A third organization meeting to unite ushers, doormen and cashiers under the A. F. of L. banner drew an attendance of 75, representing major circuit houses and independents, from New Haven and several small towns nearby. I.A.T.S.E. local officials have scheduled another meeting with John Gatelee, international organizer. Weekly wages of $8 for ushers have been reported as not unusual in the area.

FCC Hearings For the Week Are Scheduled

By CLARENCE LINZ

WASHINGTON, May 31.—The F.C.C. has scheduled hearings during the current week as follows:

June 3, before the broadcast division—Applications for new stations of Cumberland Broadcasting Co., Portland, Me.; Twin City Broadcasting Co., Lewiston, Me., and Philip J. Wiseman, Lewiston, Me., 1,210 kilocycles, 100 watts; Cape Cod Broadcasting Co., Barnstable, Mass., and George M. Haskins, Hyannis, Mass., 1,210 kilocycles, 100 watts night, 250 watts day, and Arthur E. Seagrave, Lewiston, Me., 1.420 kilocycles, 100 watts night, 250 watts day.

June 3, before an examiner—Application of Clarence A. Berger and Saul S. Freeman, Coeur d'Alene, Idaho, for new 1,200-kilocycle, 100-watt daytime station.

To Hear Atlantic City Plea

June 4, before an examiner—Applications of Press-Union Publishing Co., Atlantic City, for 1,200-kilocycle station, 100 watts night, 250 watts day; Warren B. Worcester, San Diego, Cal., for 1,400-kilocycle station, 250 watts night, 1,000 watts day, and George W. Taylor Co., Williamson, W. Va., for 1,370-kilocycle, 100-watt daytime station.

It was also disclosed that following the summer recess on hearings, the broadcast division would hear arguments on Sept. 9 on the applications of the Frontier Broadcasting Co., Cheyenne, Wyo., for 1,420-kilocycle station, 100-watts night, 250-watts day; The Journal Co., Milwaukee, for 1,570-kilocycle, 1,000-watt station; Mid-Atlantic Corp., Washington, for 1,570-kilocycle, 1,000-watt station; The *Trenton Times*, Trenton, N. J., for 1,570-kilocycle, 250-watt station, and the Metropolis Co., Jacksonville, Fla., for 1,290-kilocycle, 250-watt station.

Will Decide Brooklyn Dispute

On Sept. 16 the division will hear arguments on the applications of Walter H. McGenty, Rice Lake, Wis., for 1,210-kilocycle, 250-watt daytime station, and the contesting applications of Lillian E. Kiefer, Brooklyn, Long Island Broadcasting Corp., Woodside, L. I.; Paul J. Gollhofer, Brooklyn, N. Y., and Metropolitan Broadcasting Corp., Brooklyn, for use in that area of the 1,500-kilocycle channel.

The F.C.C. has received five applications for new broadcasting stations, as follows:

West Virginia Broadcasting Corp., Wheeling, W. Va., 1,310 kilocycles, 100 watts; West Virginia Broadcasting Corp., Charleston, W. Va., 1,500 kilocycles, 100 watts night, 250 watts day; State Broadcasting Corp., New Orleans, 1,500 kilocycles, 100 watts; O. C. Burke, Dickinson, Tex., 1,500 kilocycles, 100 watts, and J. T. Griffin, Oklahoma City, 1,310 kilocycles, 100 watts night, 250 watts day.

Vass on Bernie Program

The Vass family has been signed for 13 weeks on Ben Bernie's American Can Co. program. Herman Bernie negotiated the deal.

◂ *Radio Personals* ▸

HAL KEMP, CBS bandleader, has won first place in the sweet-swing division of the popularity poll conducted by *Metronome*. Guy Lombardo was second; Wayne King, third . . . Kate Smith will have Pauline Lord and Kenneth MacKenna as her guests on the "Bandwagon" over CBS, Thursday . . . Max Hall, radio editor of the *Atlanta Georgian*, is in town with Mrs. Hall . . . And congratulations to Cy Steinhauser, radio editor of the *Pittsburgh Press*, who today celebrates dual events, his daughter's 13th birthday and his 20th wedding anniversary . . .

✚

Vet Boswell arrived here over the weekend from her home in Toronto. She is visiting her sister, Martha . . . Carl Ravell's band has been signed by Brunswick for recordings . . . Jesse Crawford's orchestra opens at the Congress in Chicago June 10, through Rockwell-O'Keefe . . . Mike Nidorf of the Rockwell-O'Keefe office, is ill with pneumonia . . . Chester A. Rackey, NBC audio engineer, left on his vacation over the weekend . . .

✚

Ed Laux has been assigned to handle all remote dance pickups from Jersey by WOR. . . . Henry Frankel has been added to the station's artists bureau. . . . Ray Murray has joined the WMCA program of the "Three Little Funsters." ...Lowell Thomas is the week's Pilot Radio Award winner. . . . Jack Arthur leaves here June 7 for a summer engagement at the Pan-American Exposition in Texas. . . . Giovanni Martinelli, Phil Spitalny's girl orchestra, are the guests signed for Sunday's RCA "Magic Key." . . . Fred Allen, Don Ameche and Ben Bernie celebrated birthdays over the holiday weekend.

Agency Adding Four To Executive Staff

Lennen & Mitchell, Inc., through Phillip W. Lennen, president, has revealed the following additions to the executive staff, effective today:

Frederic J. Suhr, as executive art director: Hans Sauer, as associate art director; William B. Tracy, as assistant to the president; and Leo E. McGivena, as director of copy and merchandising.

WOR Gets One New Program, Renews 2

WOR new business and renewals, reported Saturday, include the following:

Standard Air Conditioning Corp., through Arthur Kudner, Inc., starts July 14, Wednesdays and Fridays at 9 P.M., with Gabriel Heatter.

American Gas Machine Co., through the Greve Advertising Agency, renews its "Melodic Recipes," beginning June 8.

Alfred W. McCann Laboratories, Inc., handled direct, renews its "Pure Food Hour" beginning Sept. 13.

Wayne King on a Tour

Wayne King's "Lady Esther Serenades" will be presented from the studios of WTAM, Cleveland, on successive Tuesdays and Wednesdays, today, tomorrow, and June 8, and 9, due to the orchestra's engagement at the Great Lakes Exposition.

The following week the orchestra will broadcast from the studios of WWJ, Detroit, on June 15 and 16. The programs are heard over the NBC-Red.

New Summer Scripts Ready

The Script Library division of Radio Events has announced a new group of scripts for summer broadcasting. The scripts, especially prepared for the hot months, are light in character, feature short casts, and are inexpensive to produce.

To Air Veterans' Party

Weber and Fields will celebrate the 50th anniversary of their debut in show business on "Hollywood Hotel" over CBS June 4. Al Jolson and George Jessel will appear on the program to pay their tributes to the veterans.

Hollywood Gaining As Program Source

(*Continued from page* 1)

per cent, against 53.1 per cent in March and 44.3 per cent in April, 1936, and the central division 24.9 per cent, as against 25.4 per cent in March and 32.1 per cent in April, 1936.

New York continued to lead by a wide margin as the principal program source, however, contributing 640 hours to the network.

Lord to Amend Complaint

Phillips H. Lord, better known as Seth Parker, was granted permission yesterday by Judge Murray Hulbert in U. S. District Court to amend his complaint in his $50,000 damage suit against Pathe for alleged breach of contract. Parker charged that Pathe agreed to furnish technicians and pay half the expense of his world cruise in exchange for 50 per cent of the profits of a film record of the cruise and that Pathe refused to complete the deal.

Cullen to Inspect Normandie

E. R. Cullen, assistant operating engineer for NBC, will sail on the *Normandie* June 2 at the request of the French Line to survey the ship's radio equipment and instruct the staff operators in broadcasting technique. He also will inspect the facilities on board for possible studio locations. After conferring in Paris with French Line officials he will return to New York June 28.

To Open Chicago Office

Rockwell-O'Keefe, it is learned, has dispatched Ralph Wonders to Chicago to lay the ground work for the opening of a branch office of the organization in that city.

Wonders is now in Chicago selecting an office site and a manager for the branch. It is believed that Tom Thatcher, well known Chicago agent, will be selected to handle the Rockwell-O'Keefe affairs there.

Pacific to Sponsor WNEW

The Pacific Radio Co. will sponsor Ted Webbe's variety show on WNEW, Mondays through Saturdays from 9:45 to 10 A. M. The contract is for an indefinite period, through the Scheer agency.

M-G-M Radio Plans Revealed This Week

Official announcement and full details of the radio plans of M-G-M is expected to be made late this week by Nicholas M. Schenck, president of Metro and Loew's, it has been learned.

The identity of the sponsor of the program also may be revealed when radio plans of the picture organization are made public, although this is not certain. Several sponsors have bids in for the series, the leader of which is an auto concern.

Meanwhile, it has been learned that WHN will be guided jointly by Herbert L. Pettey, associate director, and Frank Rhoerenbeck, general manager, under the absentee supervision of Louis K. Sidney, managing director, who will leave shortly for Hollywood to line up and supervise the M-G-M program. The program will begin some time in September, it is understood.

NBC Transcriptions Sales Increase 58%

NBC transcription department sales are up 58 per cent over the first quarter of 1936, according to figures compiled by that department. Beginning this month, the department will launch a campaign in an effort to attain even further gains.

The department's revenue in the first quarter of this year was $146,516. The same period last year it was $92,353; the first quarter of 1935 it was $33,261.

Steps in the drive to increase the department's business include the issuance of a new catalogue at the NAB convention, and an increased program service schedule, to go into operation June 21.

Two Resign Muller Posts, Join Wasey

Jack T. Adams and Stella Unger of the J. P. Muller agency radio department have resigned to accept radio berths at Erwin Wasey & Co.

In transfering to Erwin Wasey, Adams and Miss Unger take with them the Borden Milk Co. program, "Special Edition of the Air," formerly produced by J. P. Muller & Co.

Adams and Miss Unger will work under the supervision of Lewis R. Amis, director of radio for Erwin Wasey & Co.

Wayne Miller Quits KHJ

LOS ANGELES, May 31.—Wayne Miller, KHJ publicity director, has resigned to join the "Richfield Reporter" staff editor of the air news program. He will be succeeded by Seymour Peiser, trade newspaperman.

Miller takes the place of Fred Yeates, who has resigned to join Sam Hayes, now dickering for a coast-to-coast sponsor for a news program similar to that which Hayes had under the Richfield banner.

LEO SAYS:
JOE BOLTON'S TALK ON SPORTS IS STILL THE TALK OF THE TOWN!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

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The response of theatre patrons is ample justification for securing the best feature pictures obtainable. It proves that the theatre-going public seeks out the best. But the theatre patron is critical and is not satisfied with a good picture, poorly screened. Expensive features merit the best light.

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VOL. 41. NO. 128 NEW YORK, WEDNESDAY, JUNE 2, 1937 TEN CENTS

Korda in Deal For Facilities Of Production

Economy Prompted Pact With Basil Dean

London, June 1.—Further concrete evidence of a general movement on the part of the English producing industry toward a consolidation of production facilities, seen by observers here as dictated by the necessity for economies, came today in the official revelation of the conclusion yesterday of a reciprocal agreement between Basil Dean and Alexander Korda.

The agreement between Dean and Korda provides for the interchange of stars and technical facilities between the Korda studios at Denham and the Dean plant at Ealing. Herbert Wilcox is also participating.

Greater significance is attached to the move since it follows by only a few days the report of a new holding company planned for the Denham, Pinewood and Amalgamated studios. The report indicated the holding company plans as designed to standardize service charges among the three studios and provide for an interchange of staffs, equipment and the like. The cooperation was taken as a move to reduce operating expenses.

It is also reported in some quarters

(Continued on page 6)

British Expect No Film Measures Now

London. June 1.—No film legislation is expected in the English Parliament during this session, but is likely before the end of the year, Oliver Stanley, new president of the Board of Trade, succeeding Walter Runciman, declared in a letter to Hall Caine Stanley suggested that action could not be expected before the fall.

At an emergency meeting of the council of the Cinematograph Exhibitors' Ass'n, the group received a report of the delegation which attended

(Continued on page 6)

Goetz Says England Has "Growing Pains"

England's production industry today is suffering from what may be described as growing pains, Harry M. Goetz, who is associated with Max Gordon in Max Gordon Plays and Pictures Corp., declared yesterday, following his return from a two and one-half months' stay in England. He arrived in town on the *Normandie*

(Continued on page 6)

"Armour" Strong

London, June 1.—"Knight Without Armour," Alexander Korda's latest for London Films and, incidentally, his best from a box-office standpoint since "The Ghost Goes West," has Marlene Dietrich and Robert Donat furnishing excellent performances in a romantic story of a fugitive countess and a British secret service agent told against the vivid background of the Russian revolution.

The technical quality is high, the crowd scenes effective, the comedy amusing and the types excellent. It looks like an American winner.

ALLAN

Wilby-Kincey Pact To Hold for a Year

Paramount will renew for one year the Wilby-Kincey circuit operating agreement, which expires June 26, Y. Frank Freeman, Paramount vice-president and theatre head, said yesterday.

No changes in the operating agreement will be made, it was said. The pact does not involve any stock ownership in the circuit by the operators, such as the A. H. Blank partnership which is also in process of renewal.

Freeman returned yesterday from Galveston, where he attended the meeting of the Hoblitzelle circuit.

Nebraska Theatres Are Dropping Games

Omaha, June 1.—As an aftermath of Attorney General Richard Hunter's filing of an injunction suit against Omaha theatres using Bank Night, outstate exhibitors are quickly obeying his orders to discontinue the drawings. The Omaha injunction suit is in the state Supreme Court and is to be heard soon.

Three theatres of the Fox-Midwest

(Continued on page 6)

Strike Ended By Agreement With Painters

FMPC Groups to Return With 10% Raise

Hollywood, June 1.—The strike instituted on April 30 by the Federated M. P. Crafts collapsed today when settlement was effected with jurisdictional differences smoothed over at a meeting convened by Edward P. Fitzgerald, Dept. of Labor conciliator, and attended by George Browne, president of the I.A.T.S.E.; William Bioff, his aide; Joseph Clarke, vice-president of the Painters' Brotherhood, and Pat Casey, producers' representative.

By the terms of the pact reached, make-up men, draftsmen, scenic artists and hairdressers enter a basic agreement on the same terms as those previously offered, namely, a closed shop and salary increases of 10 per

(Continued on page 6)

President Attacks Personal Companies

By BERTRAM F. LINZ

Washington, June 1.—Personal holding companies were today assailed by President Roosevelt as one of a number of "clever little schemes" which have been adopted to avoid income taxes.

In a message to Congress recommending immediate legislation to make the tax structure "evasion-proof" and urging that the Treasury be given authority for a full investigation of the situation, the President indicated his belief that tax avoidance and evasion was a predominating factor causing revenues to fall below anticipations.

The message was accompanied by

(Continued on page 6)

Outdoor Sports Bump Early May Grosses in Key Cities

Outdoor sports and spring weather hit key city grosses during the first two weeks of May and shot them down close to Christmas week level. The total for the week ending May 7-8 was $1,506,702. For the week ending May 14-15 the total was $1,590,536.

The total of first run theatres in operation also fell off.

The recovery for the week ending May 14-15 from the low of the previous week was general, 19 of the 28 cities reporting to Motion Picture Daily showing better figures than the previous week. "Shall We Dance?" "A Star Is Born" and "Wake Up and Live" were responsible for the improvement in a number of spots. Comparative grosses will be found on page 13.

20th-Fox to Have 66 for Next Season

Coast to Make 52; 204 Shorts with Newsreel

Los Angeles, June 1.—A total of 66 features will be released by 20th Century-Fox during the 1937-38 season, the delegates to the annual sales convention at the Ambassador Hotel here were told this morning. The outline of the new season's product was made to the meeting by John D. Clark, general manager of distribution. In all, 60 titles for next season were revealed.

The company's program will be supplemented by 204 short subjects, including 104 issues of Movietonews, two one-reel series of six each, and 46 one-reelers and 42 two-reelers from Educational, released through 20th Century-Fox.

Of the feature total, 52 will be produced on the coast, under the supervision of Darryl F. Zanuck, vice-president in charge of production. The additional features will include four westerns and two Tarzan pictures produced by Sol Lesser, three features to be produced in London, under the supervision of Robert T. Kane, head of New World Pictures, 20th Century-Fox English subsidiary; four reissues of Will Rogers' pictures, and "Borneo," the last film made by the

(Continued on page 8)

Educ'l to Produce 88 for New Season

Los Angeles, June 1.—Educational will contribute a total of 88 short subjects to the release schedule of 20th Century-Fox for the 1937-38 season, John D. Clark, 20th Century-Fox general manager of distribution, told the sales convention at the Ambassador Hotel here today.

The Educational lineup, which will

(Continued on page 8)

20th-Fox Continues Its Policy on Radio

Hollywood, June 1.—John D. Clark today told the 20th Century-Fox convention that the company would continue to follow its established radio policy with the studio approving each radio appearance or program of its contractees. He lauded radio in the

(Continued on page 13)

More Radio—Pp. 12-13

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 2, 1937 No. 128

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926 at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

S. Z. Poli Funeral Set for Tomorrow

WOODMONT, CONN., June 1.—Funeral services for S. Z. Poli, who died here Monday from a heart attack, will be held Thursday at his summer home, Villa Rosa. A high mass of requiem will be sung at St. John's Church, New Haven, at 10 o'clock. Burial will be at St. Lawrence Cemetery.

Poli was 77 at the time of his death. He had had pneumonia since attending a wedding Friday in Danbury.

He had been a prominent figure in New England exhibition since the earliest days of films. He came to this country from Italy when a boy and was on the staff of the old Eden Musee on 14th St. for several years. In 1888 he began touring with wax figures. This became a vaudeville venture in 1892. Vaudeville developed into a circuit of theatres with houses in New England, Pennsylvania and Washington, D. C.

In 1928 Poli sold his circuit to William Fox, but later he foreclosed and the houses were managed by Harry Arthur for a time before being acquired by Loew's, Inc.

Poli is survived by his widow and four daughters, Lillian, the Marchesa Gerini of Italy; Mrs. Adeline Poli-Leonard, Mrs. Walter M. Sheaman and Mrs. Lorina Poli-Nolan.

◂ Purely Personal ▸

ALEXANDER KORDA, ERICK LOCKE, Paramount producer; L. GODOWSKI, Technicolor inventor; JOSEPH ERMOLIEFF, continental producer; NAT DEVERICH, Hollywood agent; GLADYS SWARTHOUT, her husband, FRANK CHAPMAN; LEE SHUBERT and SHEILA GRAHAM, film critic on the *Los Angeles Times*, sail today on the *Normandie*.

•

WILL H. HAYS left yesterday for his Sullivan, Ind., home and will go to Crawfordsville, Ind., from there to attend commencement exercises at Wabash College, where his son is being graduated. He plans to return to New York before leaving for the coast where he will spend the summer.

•

PERCY PHILLIPSON, managing director of Automaticket, Ltd., of London and president of General Register Corp. of America, arrived on the *Aquitania* yesterday on a periodic business trip. He remains until the end of the month.

•

LOU LIFTON, Monogram's director of advertising and publicity, went to Washington yesterday. He will screen "Blazing Barriers" for the Emergency Conservation Work bureau and a group of C.C.C. members.

•

BILL ORNSTEIN of MOTION PICTURE DAILY'S staff is passing out the cigars. The reason was born yesterday morning, her weight is seven and one-half pounds, she is the second daughter, and mother and child are doing very well.

•

E. J. SMITH of Imperial left Dallas yesterday for New York with intermediate stops scheduled at Omaha, Kansas City, Minneapolis, Chicago and Pittsburgh. In Dallas he signed a five-year franchise with JACK ADAMS.

•

CHARLES B. COCHRAN, London producer, arrived on the *Aquitania*. He says he came over to see a good three-ring circus.

•

ARTHUR A. LEE, G.B. vice-president, is due back today from a business trip to Buffalo and Toronto.

•

ERICK LOCKE, business manager for ERNST LUBITSCH, and HARRY PERRY, cameraman, arrived yesterday from Hollywood en route to England to shoot background scenes for MARLENE DIETRICH'S "Angel."

•

SAM ECKMAN, JR., managing director for M-G-M in England, expects to remain here a month, as usual. He arrived from London Monday on the *Normandie*.

•

GLORIA SWANSON, GLENDA FARRELL, NEIL HAMILTON, J. J. SHUBERT, NAT LEVINE and A. C. BLUMENTHAL were among the arrivals on the *Normandie*.

•

LEE STEWART, casting director at the Vitaphone studios, will spend a month in Canada when the studio closes for the summer.

•

RALPH HANBURY, managing director of RKO in England, wil arrive in New York on the *Queen Mary* on Monday.

•

VYVYAN DONNER, fashion editor of Movietonews, arrived yesterday on the *Europa*. She attended the Coronation.

•

FRITZ LEIBER and his wife, VIRGINIA BRONSON, have arrived in New York for a short stay.

•

RED KANN has returned from a lengthy stay in Hollywood.

•

SIR CEDRIC HARDWICKE leaves today on the *Aquitania*.

It's Unusual

Hollywood, June 1.—"Unusual California weather" is doublecrossing Goldwyn executives on outdoor shooting for "The Hurricane" to such an extent that the other day they issued three sets of call sheets headed:

"If Raining."

"If Cloudy and not Raining."

"If Sunshine."

Looking 'Em Over

"The Girl from Scotland Yard"

(*Major Prod.-Paramount*)

A trite and uninspired yarn of Scotland Yard's effort to scotch the vengeful attacks of a mysterious foreign force bent on destroying England's military power, this film has a few exciting moments of suspense and action, but aside from those, little to recommend it for any but the smaller situations.

The cast makes a valiant effort, especially Karen Morley, in the title role, but the material is a bit too much for it. Robert Baldwin, as the young American newspaper man who falls in love with Miss Morley, nearly spoils her plans and then not only saves her life but with her shoots down the enemy raider during his air attack on Coronation air force maneuvers, appears to have rather more willingness than expertness. Eduardo Ciannelli, as England's menace who turns out to be a scientific genius exiled from his country because of an attempt to sell military secrets to the enemy, is properly sinister.

Robert Vignola directed from a screenplay by Doris Anderson and Dore Schary and a story by Coningsby Dawson.

Production Code Seal No. 3,223. Running time, 60 minutes. "G."

Jury Disagrees in Ruben Frels' Suit

DALLAS, June 1.—A jury in Federal Court here was discharged without reaching a verdict in a case in which Ruben Frels, Victoria theatre owner, sought to recover damages from the Jefferson Amusement Co. of Beaumont, and several of the major distributing companies on the grounds that they withheld films from his several South Texas theatres. In its verdict the jury found for one of the defendants, B. F. Fordtran, Belleville theatre owner, but stated it could not agree on the others.

U. S. District Attorney John Erhart watched the case with interest, as he has a case now pending in which he is charging the Interstate Circuit with violation of the Sherman anti-trust law.

The damages sought by Frels reached a maximum of $655,000. Other defendants in the case were East Texas Theatres, Paramount Pictures Dist. Co., Columbia M-G-M, Universal, Vitagraph, Sol Gordon, J. C. Clemons and J. G. Long.

Order Messmer Testimony

Julian Messmer, president of the Ray Long and R. R. Smith Corp., was yesterday ordered by Federal Court Judge Murray Hulbert to submit to an examination before trial in connection with the corporation's action against 20th Century-Fox and Irvin S. Cobb. The suit charges infringement of the copyright on the stories "Down Yonder with Judge Priest and Irvin S. Cobb" and "Br'er Rabbit" in the 20th Century-Fox picture, "Judge Priest." The plaintiff claims that it acquired the copyright from Cobb when they published the stories. A permanent injunction, damages and an accounting are asked.

20th-Fox, Famous Sued

TORONTO, June 1.—Francis, Day & Hunter, Ltd., music publishers, have filed suit against 20th Century-Fox and Famous Players Canadian in Ontario Supreme Court, alleging infringement of copyright on the song "The Man Who Broke the Bank at Monte Carlo" for which unstated damages are asked. The plaintiff claimed that the title, theme, melody and central idea of the picture having that name and that the feature had been advertised so as to lead the public to believe the musical composition and the photoplay were identical in concept.

The All-Year Route to CALIFORNIA

Only "American" follows the favorable, lower-ground-level, ALL-YEAR Transcontinental Route. Two Overnight Schedules in 14-berth Flagship Skysleepers:

THE MERCURY
3 stops only
Leaves New York 6:10 pm. daylight time
Arrives Los Angeles 7:30 am.

THE SOUTHERNER
5 stops only
Leaves New York 9:40 pm. daylight time
Arrives Los Angeles 11:41 am.

Phone VAnderbilt 3-2580 or your travel agent
Ticket Office—45 Vanderbilt Ave.

AMERICAN
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personalities
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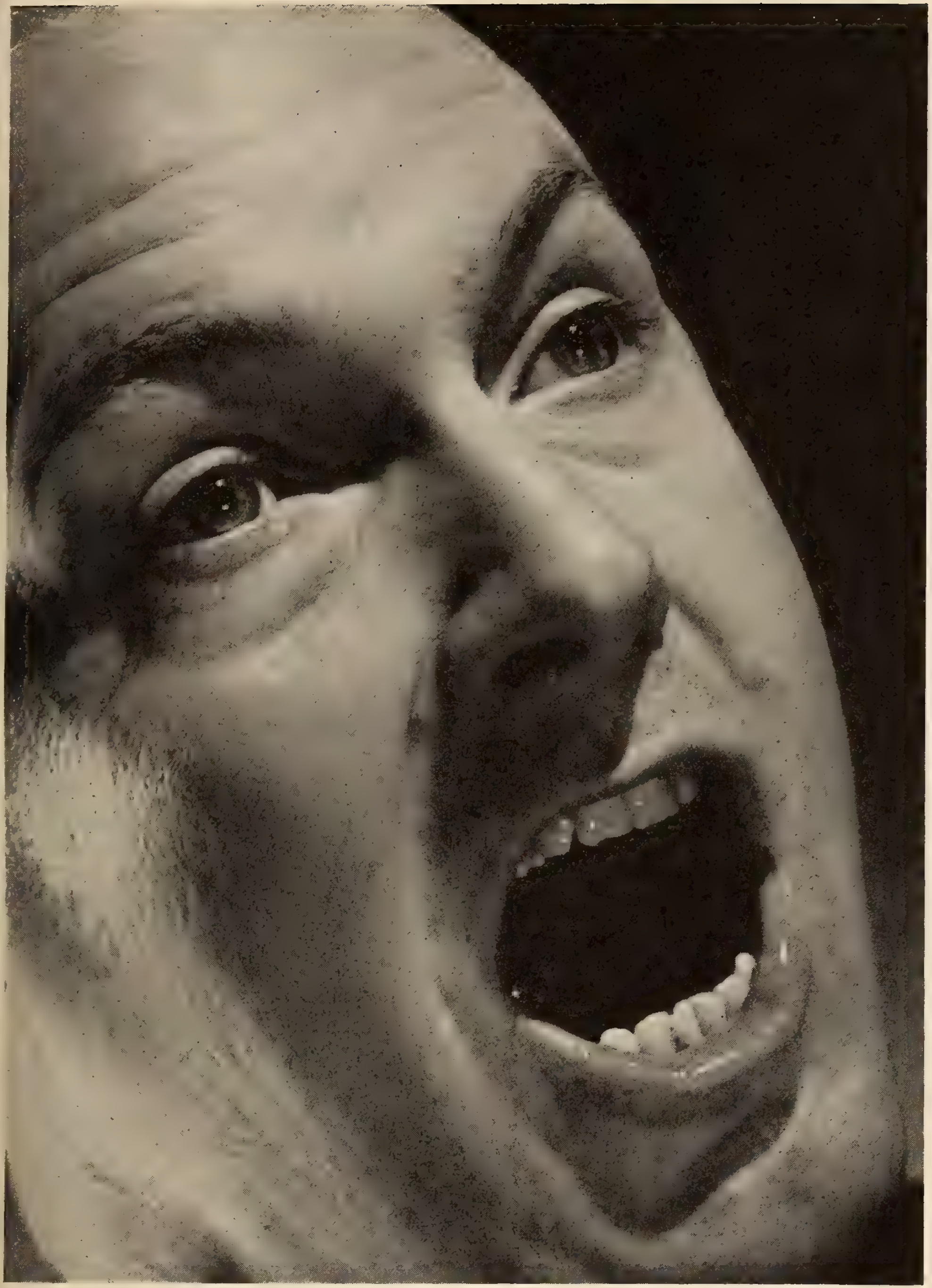
cut-ups
and
cuties
and
lines
like
this
at
the
box
office for Marx Bros. in "Day at the Races"

MARX BROS. (*Groucho, Chico, Harpo*) in "A DAY AT THE RACES"
with Allan Jones and Maureen O'Sullivan • A Sam Wood Production
A Metro-Goldwyn-Mayer Picture.

LITHO U S A



SHOUT THE NEWS!

It tops them all!

THESE ARE THE FIRST PRESS NOTICES ON "DAY AT THE RACES"

(By quick wire from San Diego preview!)

"It far surpasses previous Marx vehicles. The audience reaction far outshadowed 'Night at the Opera.' Continual uproar. Leaves you limp from laughter."—*Maurice Savage, SAN DIEGO EVENING TRIBUNE.*

"Merry Marxes enthusiastically received. 'Day at the Races' is a lot funnier than 'Night at the Opera.' Elaborate musical numbers. Fans were amazed, then burst into spontaneous applause. It's a riot. This comedy should make everybody happy." —*Willis Werner, SAN DIEGO SUN*

THESE ARE JUST THE START! FORWARD MARX!

"Galahad" on Dual $22,000 Hit in Frisco

San Francisco, June 1.—"Kid Galahad," on a dual with "Charlie Chan at the Olympics," was outstanding in a quiet week. The $22,000 take was $4,500 over normal at the Fox.

"Shall We Dance?" slipped to $13,500 in its second week at the Golden Gate. "A Star Is Born" took $6,400 in its fourth week at the United Artists.

Total first run business was $83,200. Average is $80,500.

Estimated takings:

Week Ending May 25:

"SHALL WE DANCE?" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days, 2nd week. Stage: vaudeville. **Gross:** $13,500. (Average, $16,000)

Week Ending May 26:

"KID GALAHAD" (W.B.)
"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $22,000. (Average, $17,500)

"LEAGUE OF FRIGHTENED MEN" (Col.)
"SPEED TO SPARE" (Col.)
ORPHEUM—(2,440), 15c-30c-40c, 7 days. **Gross:** $5,700. (Average, $8,500)

"THEY GAVE HIM A GUN" (M-G-M)
"MELODY FOR TWO" (W.B.)
PARAMOUNT — (2,740), 15c-35c-40c-55c-75c, 7 days. **Gross:** $12,000. (Average, $13,000)

"CAFE METROPOLE" (20th-Fox)
"MOUNTAIN JUSTICE" (W.B.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 7 days, 3rd downtown week. **Gross:** $5,000. (Average, $7,500)

"A STAR IS BORN" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days, 4th week. **Gross:** $6,400. (Average, $7,000)

"TURN OFF THE MOON" (Para.)
"TWO WISE MAIDS" (Republic)
WARFIELD—(2,680). 15c-35c-40c-55c, 7 days. **Gross:** $9,000. (Average, $14,000)

Week Ending May 28:

"BEETHOVEN CONCERTO" (Amkino)
CLAY—(400), 15c-35c, 7 days. **Gross:** $1,100. (Average, $1,000)

Week Ending May 30:

"CAPTAINS COURAGEOUS" (M-G-M)
GEARY — (1,400), 55c-85c-$1.10-$1.65, 7 days. **Gross:** $8,500. (Average, $10,000)

Ask Para. Replacements

Los Angeles, June 1.—The I.T.O. here has demanded, in a communication to Paramount, that the company replace the 10 pictures held out of the 1936-37 contract. The letter followed a resolution on the subject adopted recently.

To Coast Sunday

The Paramount convention delegation from New York headquarters and the east leave for Los Angeles Sunday. Robert M. Gillham will precede the delegation by two days.

It's Minimum

New Orleans, June 1.—A price record of some sort has been set by the Joy-Strand here which will admit children on Saturday mornings for one cent. The adult admission is five cents for ordinary seats and 10 cents for de luxe seats.

And that one cent for the youngsters includes a regular program.

Ontario Tax Ends

Toronto, June 1.—For the first time in 20 years theatre patrons in Ontario today entered the film houses of the province without having to dig for that extra few cents. Today marked the end of the provincial admission tax which has been in effect since 1917, when it was passed as a war measure.

The improved state of Government finances led to the abolition of the tax. The saving has been passed on to the public in practically every theatre.

British Expect No Film Measures Now

(*Continued from page* 1)

the Moyne report conference held with Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade. It was decided that a full deputation, including circuit representatives and other dissentients to the quality clause, as well as two extra independents, should attend the Board of Trade conference with the Kinematograph Renters' Society (distributors) and the Film Group of the F.B.I. on June 9.

It is suggested that Burgin's previous rejection of the quality clause may be taken as definite. The C.E.A. is now anxious to present its case to the exhibitors.

Goetz Says England Has "Growing Pains"

(*Continued from page* 1)

on Monday, and may go to the coast later, but he has set no definite departure date as yet.

The first production of the Gordon company will be "The Women," currently playing on Broadway, Goetz said. It will go into work next summer and be ready for release in the 1938-39 season. No other pictures are set as yet, he indicated, but the company's play-producing activities will be largely confined to those plays which will most readily serve for adaptation for the screen. Deals with several major companies for distribution of his company's product are being considered, Goetz declared, but no decision has been reached as yet.

He has no intention of renewing the association with Edward Small, which broke up with the liquidation of Reliance Pictures, which released through United Artists, Goetz said. The plan of Small to produce a picture in England with Robert Donat starred is being held in abeyance, he said, because of the continued illness of Donat.

Intermountain Has Gain

Salt Lake City, June 1.—Increased attendance and generally improved conditions throughout the intermountain territory were reported by managers of the 25 houses comprising the Intermountain Theatres, Inc., here a few days ago. Speakers included Harry David, vice-president and general manager; Ray Hendry, assistant to David; William Borack, booker; F. J. T. Wald, treasurer, and Harry Ungerleider, statistician.

Technicolor Plans Expansion Program

Hollywood, June 1.—Technicolor plans to spend $1,500,000 in an expansion program that will double its laboratory facilities, according to Dr. Herbert T. Kalmus. Work will start when he returns from London.

It is said that the present Hollywood and London plants are booked to capacity.

Laemmle Sails Today

Carl Laemmle, Sr., accompanied by his secretary, Jack Ross, leaves today on the *Normandie* for visits to Paris, Zurich and Carlsbad, with plans for returning on the *Ile de France* at the end of July. The trip is solely for pleasure, Laemmle said yesterday, declaring that he would transact no business while abroad.

Carl Laemmle, Jr., has called off a planned trip to Bermuda and will leave for the coast at the end of the week with brief stopovers in Washington and Chicago. He is due at the M-G-M studio June 15 to begin work on his new production contract for the company.

Hamrick on 6-Day Week

Seattle, June 1. — For the first time managers and assistant managers of all Hamrick-Evergreen theatres here are now on a six-day week.

Assistant managers previously were given one afternoon and evening off every two weeks, but managers had no time off, regularly.

Granting of the six-day week to executives has no connection with the recent affiliation of 300 cashiers, usherettes and doormen with the I.A.T.S.E., it was reported.

Gene Antony Passes

New Orleans, June 1. — Gene Antony, manager of the Ideal in Ponchatoula, La., died in Marine Hospital here yesterday after a long illness. He was a former deputy U. S. Marshal in addition to his theatre activity.

Phil Blum, 83, who joined Saenger when he organized his circuit here, also died yesterday. Blum had retired eight years ago.

Flash Previews

"The Lady Escapes"—Sophisticated stuff, interesting, amusing, but not particularly well handled.

"Riders of Whistling Skull"—In which The Three Mesquiteers cooperate with a desert scientific expedition.

These films will be reviewed in full in a coming issue of Motion Picture Daily.

Monogram Plans Party

Monogram will hold open houses all day Thursday at its new local office at 630 9th Ave. Hosts will be W. Ray Johnston, president; Edward A. Golden, general sales manager, and J. J. Felder, branch manager.

Deny Jersey Expansion

Warner theatre executives deny that the company intends to take over four I. A. Roth houses at Madison, Morristown and Summit, N. J.

Rob National Premium

Boston, June 1.—Offices of the National Premium Co. were broken into over the weekend and about $1,600 worth of silverware was stolen.

President Attacks Personal Companies

(*Continued from page* 1)

a report from Secretary of the Treasury Morgenthau in which a number of devices to avoid taxes were outlined.

With respect to personal holding companies, which have been formed by several prominent figures in the film industry, the report pointed out that taxes were reduced last year upon enactment of the undistributed profits tax in the expectation that the combined rates of the two taxes would be sufficient to insure distribution of the entire incomes of such companies and the consequent imposition of surtaxes upon their owners.

Nebraska Theatres Are Dropping Games

(*Continued from page* 1)

circuit at North Platte, Neb.; John Nessinger's Capital at Madison, Harry Goold's Sunbeam at Geneva and M. Biemond's Ord at Ord have dropped Bank Night. So far, however, District Manager Ralph Blank of the General Theatre Corp. has reserved decision on an order to drop Bank Night at the Granada in Norfolk, Neb.

Appeal Alabama Case

Birmingham, Ala., June 1. — The Alabama Court of Appeals has taken under advisement a suit testing the legality of theatre Jack-Pots and Bank Night.

The suit came to the Court of Appeals from Tuscaloosa County, where a theatre Jack-Pot was held to be a lottery, and Cecil B. Grimes, operator, was fined $200.

Korda in Deal to Get Production Facilities

(*Continued from page* 1)

here that the tendency in the direction of joint production activity is the result of a strong hint from the Government preliminary to indirect financial aid in production. It is thought by some that the promise of financial aid may be conditioned by Governmental demands that distribution charges be reduced.

Delay N. H. Sunday Bill

Concord, N. H., June 1.—A measure providing for the opening of New Hampshire theatres at 4 o'clock, instead of 6, on the Sabbath in winter months, is having rough going in the Legislature. Defeated in the Senate after coming from the Judiciary Committee with an unfavorable report, it was decided to reconsider the measure and it was sent back to the Judiciary Committee for further study.

A New Venture

A. C. Blumenthal told the ship news reporters on the *Normandie* that he intended to open a chain of white front hamburger stands in England.

He has tested hamburgers on a few Britishers and has found they like 'em.

He may have been spoofing, dash it all!

Welcome Home John M. Stahl!

Every man and woman of the New Universal, from the Home Office in New York to its farthest outposts, echoes this sentiment! We, to whom you brought such shining glory with "MAGNIFICENT OBSESSION", "IMITATION OF LIFE", "ONLY YESTERDAY", "BACK STREET", and "SEED", are happy in the knowledge that you are back again within the fold. We know that you will help carry the company's standards to even greater heights in the future.

The world-wide organization of

THE NEW UNIVERSAL

(SIGNED)

20th-Fox to Have 66 for Next Season

(Continued from page 1)

late Martin Johnson and his wife during an expedition to Borneo.

Included among features to be produced at the company's Beverly Hills studio will be several ambitious pictures, such as "In Old Chicago," a dramatic treatment of the city's history, with Henry King as director, and the players including Jean Harlow, Tyrone Power and Don Ameche. Other major efforts will be "Hudson's Bay Company," "Stanley and Livingstone" and "Jesse James." Osa Johnson, widow of Martin Johnson, will leave the coast June 10 at the head of a unit to do location scenes for the first film in Africa, and it is planned to send a unit into northern Canada for "Hudson's Bay Company."

Shirley Temple will be starred in three. The first, "Heidi," is now in production, with Jean Hersholt, Thomas Beck, Mady Christians and Helen Westley importantly cast, and "Susannah of the Mounties" will be the second.

Musicals Listed

The list of musicals will be headed by Irving Berlin's "Alexander's Ragtime Band," and includes "Sally, Irene and Mary," starring Loretta Young, Louise Hovick and Fred Allen, and "Pigskin Parade of 1937," two specials with Sonja Henie and others.

The team of Tyrone Power and Loretta Young will appear in "Second Honeymoon" under the direction of Edward H. Griffith; the Ritz Brothers will star in "Moonstruck" and Walter Winchell will be seen with Ben Bernie again in "Love and Hisses."

Eddie Cantor will star in two specials, "Ali Baba Goes to Town" and "Saratoga Chips," based on an original by Damon Runyan and Irving Caesar.

The Dionne Quintuplets will be starred in their third film, "Mother Knows Best," and Jane Withers will appear in four. Warner Oland will make three more "Charlie Chan" pictures, and Peter Lorre will star in a new series featuring the adventures of J. P. Marquand's detective character, "Mr. Moto." The first film will be "Think Fast, Mr. Moto." The Jones Family will continue the current series with four new films.

Fields Film in England

The company plans to send a large group of coast players to England for the cast of Gracie Fields' "He Was Her Man." Annabella, French star, will be starred in "Follow the Sun," with Romney Brent and Paul Lukas, then will come to the coast to star in her first American film, "Jean."

Smith Ballew will star in four westerns, produced by Lesser, including, "Boots and Saddles," "Western Gold" and "Devil's Highway." The two Tarzan films will star Glenn Morris, decathlon champion, and also will be produced by Lesser. The first Rogers reissue set thus far will be "Handy Andy."

Among the short subjects will be six "Adventures of a Newsreel Cameraman," in one reel, and six one-reel specials.

Educational's output will include 46 one-reel subjects and 42 two-reelers, among them 27 "Terry Tunes," 10 "Treasure Chest" subjects and 10 "Song Hits."

Following are the 60 titles thus far selected:

"In Old Chicago" which Henry King will direct and which stars Jean Harlow, Tyrone Power and Don Ameche.

"Hudson's Bay Company."

"Stanley and Livingstone."

"Jesse James."

"Heidi," now in production and starring Shirley Temple supported by Jean Hersholt, Arthur Treacher, Thomas Beck, Mady Christians and Helen Westley.

"Susannah of the Mounties," another Shirley Temple starring vehicle.

"Alexander's Ragtime Band," a musical by Irving Berlin.

"Sally, Irene and Mary," starring Loretta Young, Alice Faye, Louise Hovick and Fred Allen.

"Pigskin Parade of 1937."

"Second Honeymoon," co-starring Tyrone Power and Loretta Young and to be directed by Edward H. Griffith.

"Moonstruck," in which the Ritz Brothers will be starred.

"Love and Hisses," in which Walter Winchell and Ben Bernie will appear.

"Splinter Fleet," story of the navy's activities in the Adriatic during the World War.

"Four Men and a Prayer," on the same dramatic plan as "Beau Geste."

"Mr. Nickelby Sits Down."

"Career in C Major."

"Kidnapped."

"Last Year's Kisses," by Robert Louis Stevenson.

"Dance, Fool, Dance."

"The Giant Swing."

"Meet the Girls."

"Ali Baba Goes to Town," an Eddie Cantor vehicle.

"Saratoga Chips," based on an original story by Damon Runyon and Irving Caesar which will also star Eddie Cantor.

"Mother Knows Best," in which the Dionne Quintuplets will be starred.

"Wild and Wooly," "45 Fathers," "His Master's Voice" and "Little Dynamite," four pictures in which Jane Withers will appear.

"Charlie Chan on Broadway," "Charlie Chan at College" and "Charlie Chan in Radio City," with Warner Oland.

"Think Fast, Mr. Moto," "Thank You, Mr. Moto" and "Mr. Moto's Gamble," a new detective series with Peter Lorre.

"Too Much Limelight," "City Cousins" and "A Trip to New York" in which the Jones Family will continue its serio-comic life. There will be a fourth in this series, yet to be selected.

"You Can't Have Everything," a musical starring Alice Faye, the Ritz Brothers, and Don Ameche, with Louise Hovick making her debut.

"Lancer Spy," in which Peter Lorre, Virginia Field and George Sanders appear.

"One Mile from Heaven," with Claire Trevor.

"Thin Ice," co-starring Sonja Henie and Tyrone Power.

"Danger, Love at Work," in which Simone Simon and Jack Haley will star.

"Love Under Fire," a Loretta Young and Don Ameche vehicle.

"Wife, Doctor and Nurse," starring Warner Baxter, Barbara Stanwyck and Loretta Young.

"Six Girls and Death," based on a story by Mark Hellinger.

"Shanghai Deadline," with Claire Trevor, Michael Whalen and Alan Dinehart.

"Rings on Her Fingers," with Michael Whalen and Gloria Stuart.

"Island in the Sky," with Brian Donlevy, Rochelle Hudson, J. Edward Bromberg and John Carradine.

"Page Mr. Barker," with Rochelle Hudson, Phyllis Brooks, Michael Whalen and Robert Kent.

"Headline Huntress," with Michael Whalen and Gloria Stuart.

"The Gay Bargain."

"The Bride Steps Out."

"At Your Service."

"Free to Live."

"He Was Her Man," starring Gracie Fields.

"Follow the Sun," starring Annabella and supported by Romney Brent, and Paul Lukas.

"Jean," another Annabella starring vehicle, based on the London stage success of that name.

"Boots and Saddles," based on a Zane Grey story, "Western Gold," "Devil's Highway," with a fourth to be selected starring Smith Ballew.

What They're Down For

Los Angeles, June 1.—A study of the 1937-'38 product lineup for 20th Century-Fox as made known here today to the sales convention in session at the Ambassador Hotel, revealed the following assignments thus far set:

Fred Allen—Co-starred with Loretta Young, Alice Faye and Louise Hovick in "Sally, Irene and Mary."

Don Ameche—Co-starred with Jean Harlow and Tyrone Power in "In Old Chicago; co-starred with Ritz Brothers and Alice Faye in "You Can't Have Everything" and co-starred with Loretta Young in "Love Under Fire."

Annabella—Starred in "Follow the Sun" and "Jean."

Smith Ballew—Starred in "Boots and Saddles," "Western Gold," "Devil's Highway" and one unnamed.

Warner Baxter—Co-starred with Barbara Stanwyck and Loretta Young in "Wife, Doctor and Nurse."

Thomas Beck—"Heidi."

Ben Bernie—Co-starred with Walter Winchell in "Love and Hisses."

Romney Brent—"Follow the Sun."

J. Edward Bromberg—"Island in the Sky."

Phyllis Brooks—"Page Mr. Barker."

Eddie Cantor—Starred in "Ali Baba Goes to Town" and "Saratoga Chips."

John Carradine—"Island in the Sky."

Mady Christians—"Hiedi."

Alan Dinehart—"Shanghai Deadline."

Dionne Quintuplets—Starred in "Mother Knows Best."

Brian Donlevy—"Island in the Sky."

Alice Faye—Co-starred with the Ritz Brothers and Don Ameche in "You Can't Have Everything" and co-starred with Loretta Young, Fred Allen and Louise Hovick in "Sally, Irene and Mary."

Virginia Field—"Lancer Spy."

Gracie Fields—Starred in "He Was Her Man."

Jack Haley—Co-starred with Simone Simon in "Danger, Love at Work."

Jean Harlow—Co-starred with Tyrone Power and Don Ameche in "In Old Chicago."

Sonja Henie—Starred in one unnamed and co-starred with Tyrone Power in "Thin Ice."

Jean Hersholt—"Heidi."

Louise Hovick—Co-starred with Loretta Young, Alice Faye and Fred Allen in "Sally, Irene and Mary" and featured in "You Can't Have Everything."

Rochelle Hudson—"Island in the Sky" and "Page Mr. Barker."

Peter Lorre—"Lancer Spy," "Think Fast, Mr. Moto," "Thank You, Mr. Moto" and "Mr. Moto's Gamble."

Paul Lukas—"Follow the Sun."

Robert Kent—"Page Mr. Barker."

Glenn Morris—Starred in two unnamed.

Warner Oland—"Charlie Chan on Broadway," "Charlie Chan at College," and "Charlie Chan in Radio City."

Tyrone Power—Co-starred with Jean Harlow and Don Ameche in "In Old Chicago"; co-starred with Sonja Henie in "Thin Ice" and co-starred with Loretta Young in Second Honeymoon."

Ritz Brothers—Starred in "Moonstruck" and co-starred with Alice Faye and Don Ameche in "You Can't Have Everything."

George Sanders—"Lancer Spy."

Simone Simon—Co-starred with Jack Haley in "Danger, Love at Work."

Barbara Stanwyck—Co-starred with Loretta Young and Warner Baxter in "Wife, Doctor and Nurse."

Gloria Stuart—"Headline Huntress" and "Rings on Her Fingers."

Shirley Temple—Starred in "Heidi," "Susannah of the Mounties" and one unnamed.

Arthur Treacher—"Heidi."

Claire Trevor—"One Mile from Heaven" and "Shanghai Deadline."

Helen Westley—"Heidi."

Michael Whalen—"Page, Mr. Barker," "Headline Huntress," "Rings on Her Fingers," and "Shanghai Deadline."

Jane Withers—"His Master's Voice," "Little Dynamite," "45 Fathers" and "Wild and Wooly."

Loretta Young—Co-starred with Don Ameche in "Love Under Fire"; co-starred with Tyrone Power in "Second Honeymoon"; co-starred with Barbara Stanwyck and Warner Baxter in "Wife, Doctor and Nurse"; co-starred with Alice Faye, Louise Hovick and Fred Allen in "Sally, Irene and Mary."

Walter Winchell—Co-starred with Ben Bernie in "Love and Hisses."

Educ'l to Produce 88 for New Season

(Continued from page 1)

be revealed in detail to the convention tomorrow, will include 42 two-reel subjects and 46 one-reelers. Among the groups to be produced will be 26 "Terry Tunes," 10 in the "Treasure Chest" series and 10 "Song Hits." Twelve of the two-reelers will be musicals.

Speaking at yesterday's session, Jack Skirball, Educational sales manager, told of the difficulties in keeping the short subject stars, remarking that the major companies take them as soon as audiences like them. The same is true of writers, he said.

E. W. Hammons, Educational president, declared that last week's receipts for Educational constituted a new record, running $11,000 over the previous high mark. Last week was the final week of the company's anniversary drive.

Nat Levine to Form Own Producing Firm

Nat Levine is forming his own production company and will release through a major distribution organization, he stated yesterday. He is now negotiating the distribution arrangements and hopes to conclude them within the next four or five days, he said. He plans to leave for the coast early next week to complete production plans for the new company. Levine arrived here Monday on the *Normandie.*

High Speed Claimed For Color Printer

Development of a mechanical, electrically-controlled optical printer capable of turning out 1,000,000 or more feet of color film a day is claimed by the Telco Corp. The machines are now being built at the Tickle Engigineering Works, Brooklyn, under the supervision of Robert Hoyt, president of Telco. He predicts they will be in operation in Hollywood by the first of the year.

The new machines are designed to eliminate the necessity for special lenses on projectors for Telco color film and to speed up the delivery of prints so that they can be turned out as fast as regular black and white prints.

Bob Burns Marries

Las Vegas, June 1.—Bob Burns and Harriet Medelia Foster, his secretary, were married here yesterday.

Raye, Westmore, Wed

Las Vegas, June 1.—Martha Raye and Hamilton Westmore were married here following an elopement from Hollywood.

"Woman" Starts June 10

"Woman Chases Man" is scheduled to go into the Music Hall June 10. It has been delayed by the holdover of "This Is My Affair."

"Souls" Set for Astor

Paramount will open "Souls at Sea" at the Astor on a two-a-day basis starting June 30. George Raft and Olympe Bradna will come to New York for the opening, according to Neil F. Agnew.

Canada Group In 1st Place For 20th-Fox

Los Angeles, June 1.—The 20th Century-Fox territory of St. Johns, Canada, the smallest of the company's selling groups, took first prize in the cash awards which totalled $32,000 distributed among 647 employes in 21 exchanges. The St. Johns men, headed by R. G. March, each receive a bonus equal to five weeks' salary.

The New York territory took second place, with everybody from Manager Harry Buxbaum down to the janitor getting an extra three weeks' salary. The awards were announced here yesterday.

Long List of Winners

The employes of the following branches, in the order listed, received prizes of from three weeks' extra pay to 50 per cent of one week's salary: Salt Lake City, Charles E. Walker, manager; Des Moines, St. J. Mayer, manager; Omaha, J. E. Scott, manager; Oklahoma City, Charles Clark, manager; Minneapolis, J. Podoloff, manager; Los Angeles, John Dillon, manager; Pittsburgh, Ira H. Cohn, manager; St. Louis, B. B. Reingold, manager; Dallas, H. R. Beiersdorf, manager; San Francisco, G. W. Ballentine, manager; Cleveland, I. J. Schmertz, manager; Calgary, V. M. Skorey, manager, and Philadelphia, managed by Sam Gross.

Fifth prize for ad sales and third prize for short subjects went to Salt Lake City, while Des Moines took second place in the ad sales division and third for the lesser outdoor revenue. Omaha took third place in both ad sales and Movietonews.

Oklahoma Wins Ad Sales

First place in ad sales and fourth place in outdoor revenue was taken by Oklahoma City while first prize in the Educational division went to Pittsburgh. Calgary occupies sixth position in ad sales and Cleveland seventh place in the outdoor group.

Atlanta, managed by Paul Wilson, took first prize for Movietonews and second place in the outdoor division. Tom Young's Memphis territory took two prizes and New Orleans, Charlotte, Boston and Milwaukee were awarded one each. The checks were presented by William C. Gehring.

Herman Wobber, west coast division manager, got a Buick coupe, the Sidney R. Kent prize as head of the number one district. Kent stated that James P. O'Loghlin will be the leader in the Kent Fifth Anniversary Drive which will extend from August until the end of November.

Plan New Oregon House

Portland, Ore., June 1.—W. H. Leverett, operator of a circuit of four houses in southern Oregon, is planning a 700-seater, costing $50,000, for Ashland.

Calloway in Oregon

Portland, Ore., June 1.—Cal Calloway, Pacific coast manager for Warners, is in this part of the country in company with Vete Stewart, Portland manager.

20th-Fox Flashes

Los Angeles, June 1.—The oldest delegate to attend the convention, in terms of field exchange activity, is I. J. **Schmertz**, Cleveland manager, who started as an office boy in the original Fox exchange 29 years ago.

✚

Bookers promoted to that post during the past year, and attending a 20th Century-Fox convention for the first time are **Fred Eagner** of Chicago, **Dan Houlihan** of Albany, J. O. Mock of Charlotte and T. P. **Tidwell** of Dallas.

✚

John A. "Jockey Jack" Needham, Cincinnati salesman, achieved something of a record in sartorial ornamentation by wearing a fresh red carnation every morning of the trip west.

✚

For **Ben Simon** of New Haven the trip to California was a home-coming. He spent Sunday with his folks at San Jose.

✚

Lew Lehr, one of five Movietonenews delegates to the convention, admitted when cornered that he had been brushing up on gags for his address Monday, for two weeks preceding the convention.

✚

Jack Skirball, Educational sales manager, asked **Felix A. Jenkins**, chief counsel, whether there was any law governing singing on trains. If so, **Skirball** intended to prosecute **Jenkins** and **Harvey Day**.

✚

For the first time in the annals of the Montreal exchange, one of its representatives went to a convention with a record of more than 100 per cent of quota. He is **Eddie English**, who put his city on 20th Century-Fox's map in larger type than it has ever appeared before. Coincidentally, all Canadian branches went to the convention with an accumulated 22 weeks' delivery score that was in excess of their local quota for that period.

✚

The ad sales department has its own special headquarters at the convention. Ad sales director **Lee Balsly**, art director **Jerry Novat** and field representatives **Eddie Hollander**, **Bill Caldwell** and **Don Reed** are holding special meetings with branch ad sales heads, to map the 1937-38 campaign.

✚

First-timers at a 20th-Fox conclave from the home office include **Leonard Gaynor** of the publicity department, **Ted A. Shaw**, assistant to Central Division Manager **William C. Gehring** and **Sam Epstein**, assistant to Contract Manager **Jack Bloom**.

✚

Eastern Studio executive **Joseph Moskowitz** and eastern story editor **Frank Underwood** preceded the regular convention delegation to the coast by a week.

✚

Representing Europe at the convention are **Luigi Giordano** of Egypt, A. **Paucker** of Roumania, T. **Isdahl, Jr.**, of Norway, and R. **Sutton Dawes**, sales director in London.

✚

Railroad representatives on the convention special were **George Stanton** of the New York Central and **Tom Walcott** of the Santa Fe.

Convention Commanders

As the cohorts of 20th Century-Fox rallied to their meeting at the Ambassador in Los Angeles, these men prepared the strategy and described the ammunition. In the accustomed left to right order they are: William Goetz, vice-president and executive assistant to Darryl F. Zanuck; that same Zanuck, vice-president in charge of production; Sidney R. Kent, president; Joseph M. Schenck, chairman of the board, and John D. Clark, general manager of distribution.

Republic Men Hear Partnership Talk

Hollywood, June 1.—Republic franchise holders today heard at their business session the plan of Arthur Bromberg of Atlanta who placed his salesmen on a partnership basis. Bromberg said the results were gratifying. The consensus of opinion was that others would give the proposition a trial. J. J. Milstein presided.

The morning speakers were William Underwood and Claude Ezell of Dallas, J. T. Sheffield of Seattle, B. Berkowitz of Buffalo and Moe Siegel.

The afternoon speakers in addition to Bromberg, were E. E. Schnitzer, Max Roth, Chicago, and Grover Parsons of San Francisco. Routine business was discussed.

Announcement of product is expected Wednesday.

Painters Agreement Ends Studios Strike

(*Continued from page* 1)

cent. This is somewhat less than the concessions offered by Louis B. Mayer which agreed to the ousting of all strikebreakers and the institution of negotiations for wage scales.

Five crafts affiliated with the F.M.P.C. have already returned to work. Members of the Painters' Brotherhood are expected to resume their jobs immediately.

Academy Asks That Old Pact Be Voided

Hollywood, June 1.—The Academy has asked the producers to abrogate their agreement with the actors' branch of the organization as a result of the signing of a new pact by the producers and Screen Actors' Guild.

Date for the abrogation is June 10.

Advance Labor Law in Mass.

Boston, June 1.—The so-called baby Wagner Act, a duplicate of the Federal enactment designed to cover purely intrastate business, has been passed by both houses of the Legislature, with an amendment declaring sit-down strikes illegal.

An amendment to force labor unions to incorporate was defeated.

Organize in Kansas City

Kansas City, June 1.—The Theatre Employes' local has been organized here by the I. A. T. S. E., with which the new group will be affiliated. Approximately 120 front-of-the-theatre employes from the five first runs and the Fox Plaza attended the organization meeting. The group will meet again June 4 to elect officers. Every one in the theatres except executives, stage hands and projectionists are being included in the local.

Claim Union Gain in N. O.

New Orleans, June 1.—The organizers of the new exchange union here claim that 50 per cent of all eligible exchange employes have joined, and that 80 per cent are expected before a meeting scheduled for Friday. Exchange managers appear undisturbed, and have disclosed that preparations have been made to ship film from other points in the event a strike should tie up the local offices.

FIRST SCREEN SERIAL FEATURE CAST!

FRANK

No. 1 OF COLUMBIA'S NEW-STYLE SERIALS

JUNGLE MENACE

with the greatest serial cast on record and the amazing

"TIGER MAN"

who kills jungle brutes with a deadly spear!

SASHA SIEMEL

First time on the screen!

COLUMBIA PICTURES

WITH A

BUCK

- REGINALD DENNY
- WILLIAM BAKEWELL
- CHARLOTTE HENRY
- ESTHER RALSTON
- LEROY MASON
- JOHN ST. POLIS
- RICHARD TUCKER
- DUNCAN RENALDO
- MATTHEW BETZ
- WILLIE FUNG

Coming! Three more crackerjack big-name attractions!

No. 2
FRANK HAWKS
in the
"ADVENTURES of the MYSTERIOUS PILOT"

No. 3
Secret of
TREASURE ISLAND

No. 4
The Great Adventures of
WILD BILL HICKOK

◀ Radio Personals ▶

HELEN STRAUSS, in charge of radio publicity for Benton & Bowles, leaves this week for a short stay in Hollywood. . . . E. P. H. James, NBC sales promotion manager, left yesterday for a week's vacation with his parents who arrived here from London over the holiday period. . . . Lucille Manners will not leave for a European tour as has been reported, but will remain on the Cities Service program. . . . Mrs. Aimee Verrill, mother of Virginia, left by plane for Hollywood last night. Daughter Virginia is a CBS artist. . . . Al Pierce's broadcast last night originated in the grand ballroom of the Astor, to accomodate Ford dealers. . . . Rosaline Greene and Lowell Thomas have been granted life memberships in the International Radio Club. They are the first to be so honored. . . . Bènay Venuta leaves her WOR program for the summer June 13 for an engagement at the Drake Hotel, Chicago. . . . Kay Kyser's band opens at the Ritz Carlton in Boston June 21. . . .

✚

Carl Glick, a Radio Events, Inc., author, is the author of a new mystery novel, "The Sitting Buddha," and press notices have been uniformly good. . . . Jane Frohman will guest perform on "Ridin' High" June 10. . . . Andre Kostelanetz has been awarded the annual accolade of *Stage Magazine* for the outstanding contribution to radio of the year. . . .

Cecil Underwood to Celebrate

HOLLYWOOD, June 1.—Cecil Underwood, currently producing the Fibber McGee and Molly programs, celebrates his 13th year in the radio field this week.

NBC Moves to Clear Talent Social Security Problems

In an effort to untangle the uncertainty as to the status of radio artists under the Social Security Act, NBC's legal department has notified all sponsors and advertising agencies with which the network does business that artists engaged on commercial shows through NBC are not to be considered as employes of the network. It is up to the particular sponsor and its agency to decide whether the artist on their program is an independent contractor or an employe of either of them, states NBC. However, the network regards instrumental musicians, the members of the house orchestras and staff conductors as its employes, and assumes the obligation for social security taxes for them.

Conductors and instrumental soloists under NBC management contracts or under contract to others are not included in the above exceptions.

Others who are classified as NBC employes are artists used on programs conceived, directed and produced by the network, and staff announcers, production men, engineers and other personnel in NBC's general employ whose services on commercial programs are covered by the network's facilities charge. Excluded are announcers, producers and script writers under management of the network and furnished at special compensation, the network acting as agent and receiving a commission.

Colbert Gets Silver Series

Claudette Colbert has been signed for a series of guest appearances on the new 1847 Rogers Silverware network program, beginning in the fall. Young & Rubicam is handling the program details.

The program will be a dramatic show. The network and starting date have not been determined as yet. The silverware account formerly was handled by N. W. Ayer & Son. The company's program last season was known as "The Musical Camera," and featured Joseph Cherniovsky's orchestra.

WOR Men Organizing

WOR announcers and production men have been meeting secretly with a view toward organizing themselves in a unit similar to the Announcers and Producers' Guild formed at CBS, a member of the WOR staff admitted yesterday, but thus far no definite action has been taken. There is a strong likelihood, however, that a definite decision will be reached by Thursday of this week, it was intimated.

Babb, Butcher on Tour

Vance Babb, NBC assistant publicity head, and Jesse Butcher, of the network's station relations staff, left New York yesterday for a tour of the network's eastern station points. Their itinerary includes stopovers in Cleveland, Pittsburgh and Washington.

Dick Foran to Leave Program

Dick Foran, vocalist on the Burns and Allen network program for General Foods, will leave the series shortly. His successor has not yet been named by the client, but it is believed that Tony Martin will inherit the spot.

10,665 in Day

Tourist traffic at Radio City hit an all time high over the Decoration Day holiday week-end, with 10,665 tourists making the inspection trip. Last Decoration Day the paid admissions were 8,990.

NBC Pays $206,184 To Concert Singers

Concert artists under NBC management have earned $206,184 in radio appearances during the past year, according to a report compiled by George Engles, managing director of the network's artists service bureau.

NBC concert artists have totalled 610 radio appearances this season without impairing their concert activities in any way, Engles said. Rather, the box-office power of most of the artists has been considerably enhanced by their becoming well known to radio audiences, states Engels.

The concert division report shows that Kirsten Flagsted has made six air appearances this season; Gladys Swarthout, 16; Lauritz Melchior, nine; Sussane Fisher, six; Frank Forrest, 14; Elizabeth Rethberg, four; Ezio Pinza, five; Mario Chamlee, four; with two or more appearances for Martinelli, Dussolina Giannini, Marjorie Lawrence, Marion Anderson, Queena Mario, Kerstin Thorborg, and single appearances for a large number of others.

Commercial sponsors who have featured concert artists during the past 12 months include General Motors, Ford, Kraft-Phoenix, RCA, Firestone, Chesterfield, Lucky Strike, Shell, Sealtest, Camel, American Can, Fleischmann, General Electric, Jergens-Woodbury, American Radiator, Ry-Krisp, National Ice and many others.

KGLO to Enter CBS Network

KGLO, Mason City, Ia., will become an outlet of CBS, effective June 27. Weed & Company are national representatives for the station. The station's initial broadcast was on January 17 of this year and the Columbia tie-in is its first network connection.

Lenox R. Lohr Goes West

Lenox R. Lohr, NBC president, left New York last night for California, where he will confer with west coast divisional heads on network business matters. His stay there will be indefinite.

Pickering Opens Agency

Baxter Pickering, until recently president of Kelsey-Pickering & Co., Inc., has started an advertising agency under his own name with offices at 30 Rockefeller Plaza. Gayle Bishop is associated with him.

Jerry Lawrence to Join CBS

Jerry Lawrence, WOR announcer, has resigned to join the CBS announcing staff.

Rural Radio Tastes Studied in Report

The Cooperative Analysis of Broadcasting, known in the trade as the "Crosley Report," will issue several reports per year on rural program popularity, it was announced yesterday simultaneously with its release to subscribers of its first study of program audiences and listening habits of rural people.

The C.A.B. report is based on completed interviews with 9,815 farmers and 10,785 rural small town set owners, and shows that of the 10 leading programs most favored by rural audiences, five were among the most favored by the urban listeners. The report shows the 10 rural favorite evening programs to be: Jack Benny, Major Bowes' Amateur Hour, Lowell Thomas, Lum and Abner, Lux Radio Theatre, Eddie Cantor, Fibber McGee & Molly, Amos 'n' Andy, Phil Baker, and National Barn Dance. Most popular evening programs among city set owners for a comparable period were: Jack Benny, Lux Radio Theatre, Eddie Cantor, Major Bowes' Amateur Hour, Royal Gelatin Hour (Rudy Vallee); Town Hall Tonight, Phil Baker, Hollywood Hotel, Kraft Music Hall (Bing Crosby) and Al Jolson.

An analysis of preferences by program types shows that generally rural listeners favor news and human interest stories, while the smart sophisticated programs do not fare as well.

The work was carried on in 325 communities and towns in the basic area having an average population of less than 760.

WHB Is Celebrating

KANSAS CITY, June 1.—WHB is celebrating its 15th anniversary this week with banners on downtown streets; eight full-page advertisements in the Kansas City *Journal-Post* over the seven-day period; special programs, including an interview of E. J. Sweeney, who founded the station; by John T. Schilling, now general manager, and Henry E. Goldenberg, chief engineer, and a big dance and how and broadcast at Auditorium.

Re-Sign Lud Gluskin's Band

Lud Gluskin's band has been re-engaged for an additional 13-week period on the Ken Murray Campbell Tomato Juice series on CBS. F. Wallis Armstrong is the agency.

Rem Goes on WOR Sept. 26

The Maryland Pharmaceutical Co., for Rem, will start a series of announcements over WOR beginning Sept. 26, and three times daily, Sundays through Saturdays, thereafter.

National Silver Adds WBAL

The National Silver Co., sponsors of the Irving Kaufman program on WOR, have added WBAL, Baltimore, to its coverage, as of last Sunday. The series is heard from 11:30 A. M. to 12 noon, E.D.S.T.

Seek Talent in Denver

CHICAGO, June 1.—G. B. McDermott and O. P. Morton of the NBC Chicago sales staff spent the Memorial Day week in Denver at the request of A. E. Nelson, KOA manager, listening to Denver talent with an eye to NBC bookings.

Radio

Records Are Cut for Spot Announcements

With the growing volume of spot announcement business, most standard 15-minute programs, excepting chain programs, are being reduced to 14-minutes, with the station selling the last minute of a quarter-hour program twice, stated Joseph M. Koester, president of Radio Events, Inc., yesterday. Eventually everyone will accept the standard length of a quarter-hour program as 14 minutes, he said.

"It means an increased commercial content of each hour's broadcast time," he stated, "and this is something that radio will have to handle eventually or lose its business."

20th-Fox Continues Its Policy on Radio

(*Continued from page* 1)

exploitation of pictures, saying that an exhaustive check following the airing of portions of pictures with stars appearing showed that box offices definitely benefited and added that this policy would continue.

Clark said that 5,000 exhibitors who have signed to play product for three years have approved the 20th Century-Fox radio exploitation plans. Present system will have production heads approving all radio dates of personalities, including stars, minor players, directors, writers and like. Zanuck introduced about 200 stars, directors, writers.

Change "Human Relations"

"True Story Court of Human Relations," sponsored weekly by MacFadden Publications, Fridays from 9:30 to 10 P.M., E.D.S.T., on the NBC-Red, has changed the time of its repeat program from 12:30 to 1 A.M., to the new hour of 11:30 P.M. to 12 midnight, effective July 9.

Reilly Joins Weed & Co.

Wiliam Reilly has been added to the Weed & Co. staff in Chicago to fill the vacancy caused by M. J. Thoman's recent assignment as head of the new Detroit branch of the firm. Reilly is new to radio.

Switch WMCA Program

Charlotte Buchwald, playgoer for WMCA, will broadcast at a new hour, beginning Friday. Formerly heard Tuesdays, her program will now be aired from 2 to 2:15 P.M. every Friday.

Bill Bivens Going to WBT

CHARLOTTE, June 1.—Bill Bivens will join the announcing staff of WBT, here, this week. He was formerly with WJSV, CBS station in Washington.

Byron to Benton and Bowles

Norman Byron, for the last six years with Lennen & Mitchell, has joined Benton & Bowles as art director.

WDRC Expands Offices

HARTFORD, June 1.—WDRC has taken more executive offices and commercial department space.

Outdoor Sports Bump Early May Grosses in Key Cities

Comparative grosses for the latest available periods:

	Week Ending May 14-15		*Week Ending May 7-8*	
	No. Theatres	***Gross***	***No. Theatres***	***Gross***
Boston	8	$111,000	8	$82,800
Buffalo	5	44,600	5	39,150
Chicago	9	140,300	8	127,800
Cincinnati	7	47,800	7	41,150
Cleveland	6	66,400	6	65,000
Denver	6	31,500	6	39,000
Detroit	6	72,100	6	69,600
Houston	4	26,200	4	28,000
Indianapolis	5	25,000	4	28,100
Kansas City	5	38,300	5	40,100
Lincoln	5	11,000	4	10,900
Los Angeles	8	86,336	8	83,352
Louisville	7	27,100	7	25,500
Milwaukee	6	34,300	7	41,500
Minneapolis	5	25,500	5	24,600
Montreal	5	40,500	5	41,000
New Haven	4	21,700	4	23,500
New York	10	254,050	10	252,100
Oklahoma City	4	11,500	3	9,400
Omaha	3	21,900	3	26,100
Philadelphia	9	84,900	9	84,600
Pittsburgh	5	57,650	5	51,950
Portland	6	41,900	6	34,300
Providence	5	42,600	5	46,800
San Francisco	8	89,000	8	82,600
St. Paul	4	13,500	4	10,200
Seattle	7	41,800	8	37,400
Washington	6	82,100	7	59,200
	168	$1,590,536	167	$1,505,702

Key city grosses from September to the week ending May 14-15:

	No. Theatres	***Gross***
Sept. 4- 5	163	$1,747,748
Sept. 11-12	173	2,090,144
Sept. 18-19	176	1,806,350
Sept. 25-26	177	1,744,332
Oct. 2- 3	177	1,705,308
Oct. 9-10	175	1,625,287
Oct. 16-17	174	1,780,168
Oct. 23-24	175	1,690,044
Oct. 30-31	177	1,625,216
Nov. 6- 7	178	1,629,560
Nov. 13-14	180	1,711,209
Nov. 20-21	180	1,654,312
Nov. 27-28	176	1,568,247
Dec. 4 -5	176	1,946,078
Dec. 11-12	172	1,613,087
Dec. 18-19	176	1,568,151
Dec. 25-26	173	1,316,371
Jan. 1- 2	178	2,037,040
Jan. 8- 9	175	2,262,950
Jan. 15-16	174	1,674,774
Jan. 22-23	170	1,793,041
Jan. 29-30	151	1,554,610
Feb. 5- 6	154	1,598,645
Feb. 12-13	166	1,621,731
Feb. 19-20	169	1,621,495
Feb. 26-27	168	1,849,622
Mar. 5- 6	169	1,596,679
Mar. 12-13	168	1,673,999
Mar. 19-20	171	1,626,240
Mar. 26-27	174	1,513,717
April 2-3	175	2,008,743
April 9-10	178	1,815,850
April 16-17	180	1,716,387
April 23-24	176	1,718,379
April 30-May 1	175	1,714,841
May 7- 8	167	1,505,702
May 14-15	168	1,590,53

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Selznick Finds Tom Saw

Tommy Kelly, 12-year-old East Bronx schoolboy, has been chosen by Selznick International to play the role of Tom Sawyer in Mark Twain's "The Adventures of Tom Sawyer." Kelly was chosen from among hundreds who were given screen tests for the role during the past nine months.

Illinois Allied Delays

CHICAGO, June 1.—Allied of Illinois will postpone any theatre divorce or chain tax legislative moves until the next session of the Legislature, Aaron Saperstein said today. He said it would be impossible to get bills through at this late date in the session.

Token Troubles on For Kansas Showmen

KANSAS CITY, June 1.—Kansas exhibitors today began collecting the new two per cent sales tax by means of tokens plus the regular admission. At the last minute the Kansas Tax Commission ruled that retailers must charge the regular price and collect the tokens.

The Kansas-Missouri Theatres Ass'n had suggested that to avoid the nuisance of handling the metal two-mill pieces at the box-office, exhibitors should set up a new schedule of admissions: 9.8 cents plus .2 cents tax for the 10-cent admission and the like. On admissions above 10 cents and under 40 cents exhibitors would have collected an extra cent to cover the tax, under the plan. Now they will have to collect mills. The tax must be collected on all sales above four cents: from four cents to 14 cents, two mills (one token); from 15 cents to 24 cents, four mills, (two tokens), etc.

In Missouri the Legislature is moving slowly. A joint conference committee of the House and Senate is ironing out differences over the two per cent sales tax. Some of the Senate amendments are expected to be lost. The House is expected to pass a $44,000,000 old age pension, relief, and children's aid bill.

Songwriters Reject Offer of Publishers

The Songwriters' Protective Ass'n yesterday rejected a new compromise offer from the Music Publishers' Protective Ass'n in connection with the S.P.A.'s plan to reclaim recording and synchronization rights from the publishers as of June 1. Another meeting will be called within the next few days to consider alternate proposals, it was said.

The publishers declare that as the matter now stands they will not accept for publication any song to which recording and transcription rights are not granted to the publisher.

Wall Street

Light Board Changes

	High	Low	Close	Net Change
Columbia	34½	33½	33½	—1¼
Consolidated	3⅛	3⅛	3⅛	.....
Consolidated, pfd.	12¼	12¼	12¼	— ¼
Eastman	170½	169	169	—3¾
Eastman, pfd.	150½	150	150	—1
K.-A.-O., pfd.	98½	98½	98½	—1
Loew's, Inc.	77⅝	77	77⅝	—2⅜
Loew's, pfd.	105⅝	105¼	105¼	— ¾
Paramount	19	18½	18¾	— ½
Paramount 2 pfd.	17¾	16¾	16¾	—1
Pathe Film	7⅜	7⅛	7⅜	.....
RKO	8	7¾	8	— ⅛
20th Century-Fox.	37	36½	36½	—1
Universal, pfd.	72	71	72	+2
Warner Bros.	13⅜	12⅝	13	— ⅝

Curb Holds Levels

	High	Low	Close	Net Change
Grand National	2⅜	2¼	2¼	.....
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	26⅞	26¼	26½	— ⅞
Trans-Lux	4½	4⅜	4⅜	.....

Little Bond Movement

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	— ½
Loew's 3½s '46	99	98⅝	99	.....
Paramount B'way 3s '55	68	68	68	.....
Paramount Pict. 6s '55	100¼	100	100¼	.....
Warner Bros. 6s '39 wd	95⅝	95	95	— ⅞

(Quotations at close of June 1)

the New Universal presents

HOPE HAMPTON..

Management
HARRY E. EDINGTON—FRANK W. VINCENT, Inc.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 129 NEW YORK, THURSDAY, JUNE 3, 1937 TEN CENTS

MPTOA Radio Moves Await Studio Action

Cooperation of Producers Held Sufficient Now

Having obtained assurances from major companies that efforts will be made to regulate Hollywood radio broadcasts in such a way as to lessen their competition with theatres and to preserve the popularity of stars and film material employed on the air, the M.P.T.O.A. radio committee may take no further action for the time being, at least, Walter Vincent, committee chairman, said yesterday.

Additional developments in radio yesterday on pages 7 and 8

Vincent has addressed the members of his committee with a request for suggestions on what further action, if any, they believe is required now. To date, no replies have been received and, unless some special proposal requiring committee action is

(Continued on page 7)

Film Group Offers Reciprocity Plan

By BRUCE ALLAN

LONDON, June 2.—The Film Group of the Federation of British Industries today presented to the Board of Trade its plan for optional reciprocity as a feature of the proposed new Films Act which is designed to replace the law which expires next year.

The significance of the plan, according to observers here, is that its basic principle is understood to be acceptable to the American interests, and provides the basis of a possible agreement looking toward the settlement of that phase of the quota situation in the new act.

The most striking feature of the

(Continued on page 4)

Freeman in Hub for Transfer of Olympia

Y. Frank Freeman, Paramount vice-president and theatre department head, left last night for Boston, where he will participate in the formal transfer tomorrow of Olympia Theatres assets to New England Theatres Corp. The $4,000,000 cash bid of the Martin Mullin and Samuel Pinanski company for the Olympia assets, which

(Continued on page 6)

Pennsylvania Passes Bill Taxing Circuit Theatres

HARRISBURG, June 2.—The Pennsylvania Legislature late yesterday finally passed the bill imposing a tax ranging from $1 to $500 each on chain stores and chain theatres, the size of the tax ranging on a sliding scale according to the number of stores or theatres constituting a chain controlled by one organization. As the bill had Administration backing, it is expected the measure will be approved by Governor Earle.

Under the sliding scale the tax per store or theatre is: One unit under single ownership, $1; up to and including five under one ownership, $5 each; 10 units, $10; 15, $20; 20 units, $30; 30 units, $50; 50, $100; 75, $200; 100, $250; 200, $350; 500, $450, and

(Continued on page 4)

Trade Endangered By War, Says Kent

LOS ANGELES, June 2.—Stressing the danger to the American industry which would result from a general war in Europe, Sidney R. Kent, president of 20th Century-Fox, told delegates gathered at the company's sales convention here that the conflict in Spain has cost the company $1,500,000 thus far and that it has resulted in even greater losses to some other companies. A general war, said Kent, would necessitate either increased admissions or lowered budgets to permit American distributors to get back the cost of their films.

Also hurting foreign business, Kent added, are the frozen assets of companies where the export of money is forbidden. Despite these impediments,

(Continued on page 6)

Educational List Equals This Year

LOS ANGELES, June 2.—Educational will supply 88 of the 20th Century-Fox short subject schedule of 100 shorts in addition to the 104 issues of Movietonews, the company's annual sales convention at the Ambassador Hotel here was told today. The total is the same as for the current season.

The 12 to be produced by 20th Century-Fox will include two series of six each. One group will be "Adventures of the Newsreel Cameraman," one-reel subjects, and the other will be "Along the Road to Romance on the Magic Carpet of Movietone," one-reel travel subjects.

The Educational output will com-

(Continued on page 6)

A Definition

From Bob Goldstein's dictionary:

"A B picture is so described because those who brave a theatre to see one are usually stung."

One-Third of Theatre Firms Had '34 Profit

By BERTRAM F. LINZ

WASHINGTON, June 2.—Slightly more than one-third of the country's film theatre corporations, less than one-fourth of the producers and about 15 per cent of the legitimate theatre corporations operated "In the Black" in 1934, it was disclosed tonight by the Treasury Dep't.

An analysis of the 1934 corporation returns showed that of 3,668 theatre corporations, 168 of which were inactive during the year, only 1,327 had a net income on which taxes were paid. These concerns showed a gross income of $258,994,000, and net income of $19,804,000, on which they paid income taxes of $2,786,000 and excess profits taxes of $250,000. The 2,173 corporations which had no net income had a gross income of $194,072,000, but after deductions a deficit of $24,473,000.

Returns were filed by 293 produc-

(Continued on page 4)

Discussion Halted On Ticket Tax Bill

WASHINGTON, June 2.—Efforts of the House Ways and Means Committee to secure discussion of repeal of the admission and other nuisance taxes and demands that public hearings be held before any action is taken toward their continuance today cut short committee consideration of the Doughton bill to extend the levies.

In view of the smashing defeat yesterday of a revolt against the Administration on the relief bill it is not anticipated that the movement for repeal of the admission tax will make much headway, nor will public hearings be called if Representative Doughton of North Carolina, chairman, can prevent them.

No Final RKO Plan Is Seen Before Autumn

Alger Indicates Details Will Run That Long

Definite indications that RKO's reorganization plan will not be formally approved by the Federal court before next fall were given yesterday by Special Master George W. Alger at the conclusion of the day's hearing on opposition to the plan.

After setting June 10 for the resumption of the hearings on opposition to the plan, Special Master Alger stated that when all of the testimony is in, he would spend seven weeks studying the data and then would ask all interested parties to present arguments and briefs. This would require several additional weeks which would make it impossible for Special Master Alger to make his recommendations on the plan to the Federal court before the end of August, at the earliest. Additional hearings before Federal Judge William Bondy would be likely, thereafter, and as Judge Bondy plans to leave on a European vacation late in the summer, there appears to be

(Continued on page 8)

Painters Repudiate Strike Settlement

HOLLYWOOD, June 2.—Strike settlement terms proposed by Joseph Clarke, international vice-president of the painters' union after conferences with Dept. of Labor officials and I.A.T.S.E. men last night were repudiated by the painters by a 640 to 276 vote. Clarke was booed.

The painters refused to accept the proposal that the F.M.P.C. members return to work under the basic I.A.T.S.E. agreement under which they were to receive 10 per cent raises and union recognition. They insisted the guarantee of recognition and the promise of raises should be in writing.

Writers to Revive Guild on the Coast

HOLLYWOOD, June 2.—The Screen Writers' Guild of the Authors' League of America was revived last night at a writers' meeting. It is organizing to bargain collectively with producers and to replace the Academy and Screen Playwrights, Inc., codes.

An election of officers to replace the

(Continued on page 8)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 3, 1937 No. 129

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president; Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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Entered as second class matter January 4, 1926 at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Expect $31,000 Week On "Wings Honolulu"

"Wings Over Honolulu" is expected to wind up a week at the Roxy tonight with approximately $31,000. "Fifty Roads to Town" will be previewed at the theatre tonight.

The second week of "Turn Off the Moon" at the Paramount ended with about $25,000 with a stage show. The third week of "Captains Courageous" at two-a-day at the Astor tallied close to $14,000. "Make Way for Tomorrow" in its fourth week at the Criterion garnered about $7,000. The 14th week of "Lost Horizon" at two-a-day prices at the Globe got about $5,000.

ITOA Discusses Rentals

Increased film rentals were discussed yesterday at the I.T.O.A. meeting at the Astor with no action taken. Harry Brandt presided. The organization will hold an outing at Bear Mountain July 21.

"Girl No" on 2-a-Day

Grand National will open "The Girl Said No" on a two-a-day basis at the Shubert, Boston, at a date to be set soon.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Lady Escapes"

(20th Century-Fox)

Hollywood, June 2.—Even in expert hands sophisticated comedy-romance is a delicate undertaking; when essayed by those not quite so adept the results are not always as satisfactory as may have been anticipated. There's a lot of good material in "The Lady Escapes" that occasionally provoked hearty laughter. Likewise there are some good performances and characterizations. But somehow the whole thing doesn't jell in a manner that might excite audience enthusiasm.

Michael Whalen and Gloria Stuart, abetted by her mother, Cora Witherspoon, start squabbling before they are married. Their wedded life is a hectic affair, given to outbursts of temper and prop tossing. Whalen demands a divorce, but Miss Stuart, won't grant it unless he finds her another husband. Ensues an unsuccessful search. Finally, although Whalen loves Miss Stuart frantically, as she does him, George Sanders who has skipped out on June Brewster becomes involved with Miss Stuart in a Riviera romance. The climax, interluded by a burlesqued exhibition of the French art of self-defense, savette, eliminates Sanders in favor of Miss Brewster as Whalen and Miss Stuart decide that even though they may continue to squabble mightily, they still love each other.

With Gerald Oliver-Smith, Franklin Pangborn and several lesser lights contributing their talents in support of the mentioned principals, the picture is based on a novel by Eugene Heltai. Don Ettlinger did the screenplay and Eugene Forde directed.

Production Code Certificate No. 3,310. Running time, 65 minutes. "G."

Looking 'Em Over

"Paris Commune"

(Amkino)

The Soviets in their latest film to reach this country offer a study of revolt in France. Specifically, it treats of the uprising of the Parisian workers in 1871.

In laborious sequences it tells of the troubles of the street-fighting forces in Paris and its suburbs, due to the lack of cohesion between the military and the governing council. The course of revolt is shaky. After a number of battles are fought the revolt is crushed, for the time being. It ends with labored heroics. As in previous pictures the fundamental revolutionary philosophy is revealed with heavy-handed delivery.

Reviewed without production code seal. Running time, 100 minutes. "A."

"I Met Him in Paris," now being shown at the Paramount, was reviewed by wire from Hollywood on May 20.

"Fifty Roads to Town," tonight's preview at the Roxy, was reveiewd by wire from Hollywood on March 26.

"The Go-Getter," previewed by wire from the coast on April 26, opens at the Criterion tonight.

"Kid Galahad," at the Strand, "This Is My Affair," at the Radio City Music Hall, and "The Hit Parade," at the Rivoli, are holdovers.

No Loew Board Meeting

Loew's board meeting, scheduled for yesterday, will not be held this month, the reason being that the last session, called after two postponements, was held May 26.

Seek Hollywood Name

Culver City, June 2.—The Culver City Chamber of Commerce today started a petition to change the name of the community to Hollywood.

George Givot to Marry

Hollywood, June 2.—Maryon Dorothy Curtis, actress, and George Givot will be married shortly at the Little Church of the Flowers.

Bernhard in Pittsburgh

Joseph Bernhard, Warner theatre general manager, is attending the convention of central district theatre men which opened yesterday in Pittsburgh.

S. Charles Einfeld, publicity and advertising head; Roy Haines, eastern and Canadian sales manager; Norman H. Moray, Vitaphone sales manager; Robert Smeltzer, central district manager, and Harry Goldberg, director of Warner theatre advertising and publicity, also are attending.

Schane Takes Theatre

Morris Schane, formerly with Leff-Meyers circuit, has taken over the Eagle, Brooklyn, and has reopened the house.

Variety Club

Kansas City

Kansas City, June 2. — Senn Lawler, Fox Midwest publicity and advertising director, "emceed" "The Three Short Waves," mimickers of film and radio great currently at the Fox Tower, for Variety Club members. Accompanying the "Waves" were Charley Murray, house manager and producer at the Tower, and Judy Conrad, Tower musical director.

About 60 barkers and guests attended the first meeting at which the Club itself prepared and served the luncheon. Guests included W. J. Cammer, Grand National; Ray Halpern, G. B. manager, guest of Barker Douglas Desch; Art Bowman, Nevada, Mo.; Lee Jones, Commonwealth, Harrisonville and Carrollton, Mo., with his young son; C. D. Struble, former film man now in the oil business, and Harry Hays of Warners in Indianapolis.

No Move Yet on Long Title Registrations

Despite a consensus of opinion among members of the M.P.P.D.A. title registration committee that registered title rights should remain exclusive for either three of four years, instead of the present two years, no formal proposal for altering the existing regulations has been drafted by the committee yet, it was learned yesterday.

As any change must be approved by the M.P.P.D.A. board before it becomes effective, there is no prospect of early action on the matter unless a proposal is drafted immediately for submission to the quarterly meeting of the M.P.P.D.A. later this month, it was stated. The M.P.P.D.A. board is not scheduled to meet thereafter until next fall.

Kusell's Exchange Leads Zukor Drive

Milt Kusell's exchange in New York has finished first in the recent 17-week Zukor Silver Jubilee drive. Boston took second place and New Jersey was third.

Irwin Lesser, New York salesman, scored highest in the 100 Per Centers division. Herbert Kaufman of the same exchange took second place and Bernie Brooks, New Jersey salesman, came in fifth.

Lesser will be among the 100 Per Centers leaving for the coast Sunday with the eastern and home office Paramount personnel to attend the annual sales convention which will get under way at the Ambassador June 10.

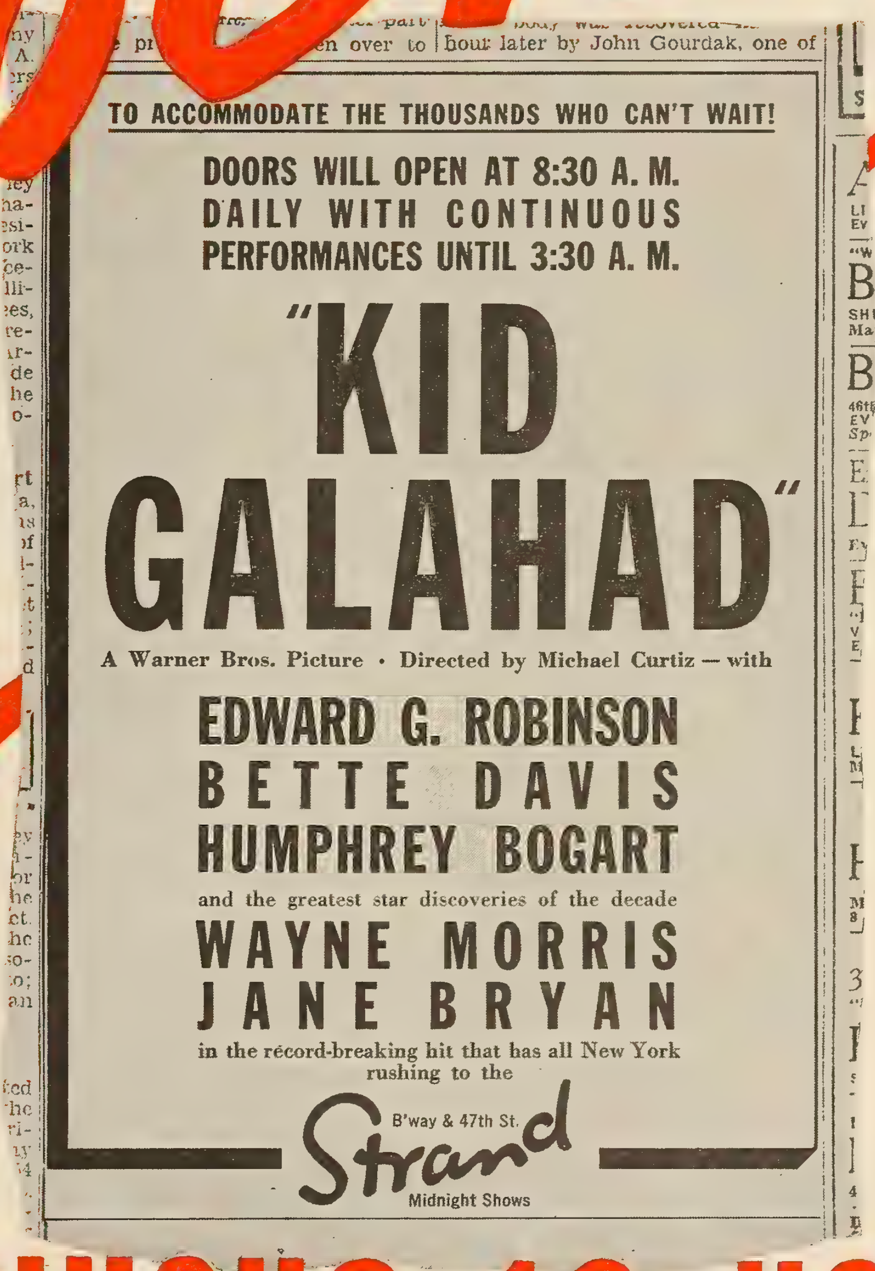
Midwest Remodeling Up

Kansas City, June 2.—Activity in theatre remodeling continues. A new building is being erected at Appleton City, Mo., by Crump Taylor to house his Plaza, for opening about June 20.

Frank Morris has opened his new Meade at Meade, Kan. The new 450-seat house cost approximately $20,000. Fred Lambert has set the opening of his new Lambert at Princeton, Mo., for June 23. Fire destroyed the house several months ago.

G. W. Bastin is remodeling his house at Atwood, Kan. The job will require about four weeks.

Socko!



hour later by John Gourdak, one of

TO ACCOMMODATE THE THOUSANDS WHO CAN'T WAIT!

DOORS WILL OPEN AT 8:30 A. M.
DAILY WITH CONTINUOUS
PERFORMANCES UNTIL 3:30 A. M.

"KID GALAHAD"

A Warner Bros. Picture • Directed by Michael Curtiz — with

EDWARD G. ROBINSON
BETTE DAVIS
HUMPHREY BOGART

and the greatest star discoveries of the decade

WAYNE MORRIS
JANE BRYAN

in the record-breaking hit that has all New York
rushing to the

B'way & 47th St.
Strand
Midnight Shows

CONTINUOUS 19-HOUR PERFORMANCE DAILY!

Everybody's doing it now—and everybody's miles ahead of "Green Light" and "Marked Woman" with this record-breaking, heat-breaking holdover hit from

WARNER BROS.

One-Third of Theatre Firms Had '34 Profit

(Continued from page 1)

ing corporations, 57 of which were inactive, and only 76 of which paid taxes. The 76 had an aggregate gross income of $201,181,000, and a net income of $7,396,000, on which they paid income taxes of $1,031,000 and excess profits taxes of $35,000.

The 160 producing companies which were "In the Red" had a gross income of $29,753,000 but accumulated a deficit of $3,417,000.

There were 508 legitimate and vaudeville theatre corporations, 161 of which were inactive, the department reported. Taxes were paid by 75 which had a gross income of $6,987,000 and a net of $528,000, income taxes being $73,000 and excess profits taxes $6,000. The remaining 272 had gross income of $9,616,000, but a deficit of $2,971,000.

The department also analyzed the returns of 484 radio broadcasting corporations, 35 of which were inactive, finding that 197 were taxable with an aggregate gross income of $69,275,000 and a net of $8,205,000 on which income taxes amounted to $1,128,000 and excess profits taxes to $170,000. The remaining 252 corporations had a gross income of $11,828,000, but a deficit of $2,138,000.

Netco Plans Tourney

The Netco Theatres Co., Paramount subsidiary in upper New York state, with headquarters in Newburgh, will hold its first annual golf tournament on June 17 at the Central Valley course. George Walsh and Eugene Levy are sponsoring the tournament.

Rivoli to Close

The Rivoli closes for three days beginning June 13 for its usual summer housecleaning and reopens on June 16 with "Slave Ship."

Purely Personal

JOHN W. HICKS, Jr., Paramount vice-president and foreign distribution head, now plans to attend the company's annual sales meeting in Los Angeles, June 10, and will leave here for the coast immediately after his arrival on the *Queen Mary* from abroad, June 7.

•

LARRY WILLIAMS, former cameraman with Paramount, is now in the East shooting backgrounds for 20th Century-Fox. He recently returned from Florida, where he spent two months making sequences for "Slave Ship."

•

J. H. SEIDELMAN, Columbia's foreign manager, who has been in China, Japan and the Philippines for the past three months, arrived in San Francisco yesterday. He will visit the studios before coming east.

•

JULES DEMARIA of the Paris office of ANDRE DEBRIE, is visiting the American branch for a few weeks and is making a tour of all the film studios with the company's American representative, H. R. KOSSMAN.

•

DUKE ELLINGTON and his orchestra made a Paramount Pictorial short subject yesterday at the Master Record Studio under direction of LES ROUSH. BILL STEINER was at the camera.

•

CLEMENT TAMRAZ, formerly an instructor at Fordham University, is now writing plays and scenarios and will see his initial play, "Made In America," on the boards this fall.

•

A. E. MEYER, export manager of International Projector Corp. and National Theatre Supply Co. has returned from a two-month business tour of Latin America.

•

AEXANDER KORDA and MAURICE SILVERSTONE have delayed their departure for home until next week when they will sail on the *Queen Mary* for London.

•

LOUIS LIFTON, publicity and advertising head for Monogram, has left for Washington where he will screen "Blazing Barriers" for Government officials.

•

MILTON WEISS of M-G-M will leave tomorrow for the coast via American Airlines. He will remain in Hollywood a month.

•

ADRIAN, M-G-M's couturier, is aboard the *Normandie* bound for London and the Continent where he will view the latest styles.

•

LON COX, assistant to ELMER C. RHODEN, operating head of Fox Midwest, has returned to Kansas City.

•

JOE FELDER will play host all day today at the house warming at the New York Monogram exchange.

•

SPYROS SKOURAS is up and around again after being down for a week with a foot injury.

•

EMILY NEWMAN, formerly secretary to LARRY KENT, is now taking dictation from LLOYD FRENCH, director at the Eastern Vitaphone studios.

•

WILLIAM BOEHNEL, film reviewer for the *World-Telegram,* will leave for the coast this weekend.

•

HARRY C. ARTHUR is due from St. Louis the end of next week.

•

RICK RICKETSON is due from Denver today.

•

EDWARD FINNEY is back from the coast.

•

. . . New Haven

PHIL GRAVITZ, M-G-M booker, and THERESE SPERATORE, United Artists booker, were both married over the weekend.

LOU SCHAEFER is looking into cruises to the north.

ADOLPH JOHNSON reelected chairman of the 16th ward, Republican.

BARNEY PITKIN, DAN FINN, MORRIS NUNES, MEYER BAILEY, MAURICE BAILEY and SAM ROSEN all planning fishing trips.

ERLE WRIGHT returns to Midway, Pa., for a school reunion in June and will treat the small-towners to a look at the barefoot Midway boy who made good.

EVA COOPERSTACK mourning the loss of her father.

A Good Idea

Kansas City, June 2. — James Long, manager of the Fox Plaza, reports good results in boosting the usually weak Thursday business. During the evening show, he holds a "question box," with selected patrons on the stage answering—or attempting to answer—questions previously sent in by other patrons.

They seem to enjoy the fun, and the box-office is reported to reflect their enjoyment.

Film Group Offers Reciprocity Plan

(Continued from page 1)

reciprocity plan is that it is intended to be optional. Distributors are offered the choice of complying with the quota obligations or of contracting out of them by acquiring foreign rights in British films. In practice this means that, assuming a picture bought for export to be 6,000 feet, the company purchasing it would be free to import, for distribution in England, 24,000 feet of its own product, or four features, free of any obligation to provide quota coverage for that footage in England.

Lincoln Houses Worried

LINCOLN, June 2. — Small exhibitors here are worried about the city's big competitive stunt during the summer. The city has five floodlighted ball parks and promotes city leagues. In 1936 attendance totaled 297,243 and admission is free. This year KFOR, with Harry Johnson at the mike, will further advertise the free games by airing one key game each week.

Chain Theatre Tax Passed in Pennsylvania

(Continued from page 1)

for circuits of more than 500, $500 for each unit.

The measure carries a penalty of $50 to $100 for every day a store or theatre operates without a license. An appropriation of $151,517 is provided for the Dep't of Revenue to collect the tax. A number of Pennsylvania chain stores have closed on the assumption the Governor will sign the bill.

Governor Earle signed the "Little Wagner Act," applying principles of the Federal Wagner Act regarding relations of employers and employes in Pennsylvania. This law, which applies to theatre employers as well as others, creates a State Labor Relations Board to mediate labor controversies, recognizes the right of workers to bargain collectively and outlaws company-dominated unions. The board will be authorized to hear complaints of "unfair labor practices submitted by workers against employers."

Hearing for Divorce Bill

MILWAUKEE, June 2.—A hearing on the Senate and Assembly theatre divorcement bills was heard this afternoon before the Senate Committee on State and Local Government. No recommendations have been issued as yet.

Columbia Beats RKO

Columbia's baseball team defeated RKO, 9-5, on the Catholic Protectory Oval in the latest game of the M.P.A.L. series. It was the first defeat for RKO. Rocco pitched for Columbia.

Wall Street

Fractional Board Gains

	High	Low	Close	Net Change
Columbia	33	33	33	— ½
Columbia, pfd. ...	42	42	42	— ⅛
Eastman	171	169½	170	+1
Eastman, pfd.	152	152	152	+2
Gen. T. Equip.....	23½	23½	23½	— ¼
Loew's, Inc.	78½	78	78½	+ ⅞
Paramount	19¼	18½	18⅝	— ⅛
Pathe Film	7⅜	7	7	— ⅜
RKO	8	7⅞	8	.....
20th Century-Fox.	37	36⅝	36⅝	+ ⅛
20th Century, pfd..	46½	46½	46½	+ ½
Warner Bros.	13⅜	13⅛	13⅛	+ ⅛

Technicolor, Trans-Lux Curb Gains

	High	Low	Close	Net Change
Grand National ..	2¼	2¼	2¼	.....
Sentry Safety	½	½	½	— ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	28¼	27⅛	28	+1¼
Trans-Lux	4½	4½	4½	+ ⅛
Universal Crp. ...	5¼	5¼	5¼	— ⅛

Bonds Rise Lightly

	High	Low	Close	Net Change
Keith B. F. 6s '46	99	98½	99	+ ½
Loew's 3½s '46...	99¼	98¾	99¼	+ ¼
Paramount B'way 3s '55	68	68	68	.....
Paramount Pict. 6s '55	100	100	100	— ¼
Warner Bros. 6s '39 wd	95	94¾	94¾	— ¼

(Quotations at close of June 2)

THE ANSWER

EASTMAN'S coöperation with the industry has helped to solve many a problem of motion picture technique. Now it supplies a complete answer to the important duplicating problem. Eastman Fine-Grain Duplicating Positive and Negative Films are capable of producing duplicates actually indistinguishable from originals. Eastman Kodak Co., Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*

DUPLICATING FILMS

Trade Endangered By War, Says Kent

(Continued from page 1)

he said, European revenues show a 30 per cent increase over last year.

Kent is optimistic concerning American business, saying that present times in the industry are comparable to 1929 despite the fact that admissions are 10 per cent lower and production costs 40 per cent higher.

A building and expansion program planned by 20th Century-Fox was detailed by Joseph M. Schenck, chairman of the board of directors.

Of eight new sound stages planned on the 110 acres recently acquired adjoining the present studio site, three already are completed and two others are under construction, Schenck said. The other improvements include a new production department building, a second mill, new buildings to house technical departments and a general expansion of permanent exterior sets.

Schenck declared newspapers to be one of the most important factors in the world distribution of films. "There are many mediums through which we advertise our product to the world," he said, "but none has so far proven as far-reaching and effective as the daily newspaper."

John D. Clark stated that trade paper advertising will be greatly increased during the new season.

Addresses were also made to the delegates by Charles E. McCarthy, Harry Brand, Arch Reeve, Earl Wingart and Lee Balsley on publicity and advertising.

The several division managers held distribution sessions with district and branch managers during the afternoon.

France Honors Schenck

Hollywood, June 2. — Joseph M. Schenck yesterday received the rosette and ribbon of the French Legion of Honor from Georges Bonnet, French consul here.

20th-Fox Pact to Brown

Hollywood, June 2.—Harry Joe Brown has been given a long term contract by 20th Century-Fox as associate producer, Darryl F. Zanuck, vice-president in charge of production, stated today.

Percy Kent Services To Be Held Tomorrow

Los Angeles, June 2.—Funeral services will be held at the Pierce Brothers chapel in Los Angeles Friday for Percy R. Kent, 47, brother of Sidney R. Kent, 20th Century-Fox president, who died suddenly of spinal meningitis last weekend in St. Luke's Hospital, New York, following an emergency operation for mastoiditis.

Kent was formerly vice-president in charge of real estate for Fox West Coast, and recently had been doing similar work here for National Theatres. He is survived by his parents, two brothers besides Sidney R. Kent, a sister, two sons and a daughter by a former marriage, and his widow, the former Margaret Germo.

Convention glee was dimmed by the news.

George Skouras, head of Skouras Theatres, is accompanying the body to the coast where it is due today. No successor at National Theatres has been appointed.

20th-Fox Flashes

Los Angeles, June 2.—A. M. Van Dyke, division manager in Chicago, has been with the company for 20 years but this is the first convention held outside of Chicago that he has attended. John D. Clark didn't overlook anyone in his invitation to the field force.

✚

The convention edition of the *Los Angeles Times,* a four-page and insert on "Slave Ship," carried the complete program of the conclave. It was the idea of Bob Doman. A boy was stationed at the Hotel Ambassador to pass the copies out to the delegates, but many passed it up, thinking that they would have to pay for it, the job was so realistically done.

✚

Norman Manning is one of the busiest men at the convention. He's handling the arrangements for the big dinner of the conventionites and is known as one of the most efficient glad-handers in the business. He's made a specialty of arranging industry and studio gatherings.

✚

The convention's press brigade, working under the supervision of Harry Brand, consisted of Milton Howe, in nominal charge, Dick Pittinger, and photographers Charles Goldie and Bill Winter, and Roger Ferri, of the home office.

✚

Rochelle Hudson broke up her afternoon water painting session to be one of the guests of honor at the Monday meeting. She and Jean Hersholt were guests on Lowell Thomas' NBC program. The broadcast was not released locally, however.

✚

The publicity department passed out a lot of pictures of conventionites to the local papers. But the first batch did not have photographs of Darryl Zanuck and Joe Schenck.

✚

Harry Brand lost his hat and overcoat at the Ambassador. It was the first loss reported.

✚

Hettie Grey Baker of the eastern censorship department is celebrating her 20th year with the organization.

✚

The whole convention staff was thrown into an uproar when Darryl Zanuck couldn't find Lou Schrieber. He got him an hour later.

✚

There was plenty of competition at this convention for the "Beau Brummel" honors. Up to a couple of years ago, "Jockey" Jack Needham of Cincinnati walked away with the honors. This year he received plenty of competition from Herman Beiersdorf, Dallas; Ira Cohn, Pittsburgh; Milton Simon, Chicago; Eddie Bergman, Cleveland; H. B. Kinzer, Kansas City; Jack Dillon, Los Angeles; Moe Levy, district manager; Charlie Clark, Oklahoma City and "Gentleman" Jim Grady, Cincinnati manager.

✚

Lowell Thomas, chief commentator of Movietonews, had a private telephone wire established between here and his office in New York. While attending the convention, he is making his regular broadcast out of the Hollywood NBC station.

✚

With three weddings of contract players during the week, Harry Brand pulled the best gag of the convention, saying: "Now that we have so many marriages, we have to break them up by importance—we have listed 'A' nuptials and 'B' nuptials."

✚

Gordon and Revel have written a special piece dedicated to the sales force titled "We're in the Driver's Seat Now." They will sing and introduce it at the Cocoanut Grove banquet tonight.

✚

For E. W. Hammons the start of the convention meant the celebration of the beginning of his 22nd year as president of Educational. As a matter of fact, May was known as Educational anniversary month.

✚

Smith Ballew, the radio star, and Glenn Morris, two new Sol Lesser stars, were introduced to the boys. Ballew will be starred as the singing cowboy for the new Lesser and outdoor series.

✚

The Buffalo manager, Sidney Sampson, came on ahead, combining business with his annual vacation. He spent his vacation with relatives here in Los Angeles.

✚

Dan Michalove of Kent's New York staff took the opportunity of being here at the convention to renew old acquaintances.

✚

Fred Dodson of Atlanta came to the convention as the No. 1 salesman on the basis of revenue performance since the first of the year.

Freeman in Hub for Transfer of Olympia

(Continued from page 1)

consist principally of 30 theatres in Massachusetts, was approved by the courts several weeks ago.

The transfer of assets tomorrow formally concludes the five-year receivership of Olympia, one of the important Paramount theatre units and the last affiliate of the company remaining under court jurisdiction. New England Theatres will absorb and operate the Olympia houses. The part interest of Maine & New Hampshire Theatres in Olympia is to be adjusted with New England at a later date.

Para. Holds P. M. Jones

Hollywood, June 2. — Paul M. Jones, for several years assistant to William LeBaron at Paramount and more recently supervisor in the Harold Hurley unit, has been given a new deal by Paramount, signing a year's contract, with options for two more, as associate producer. Jones' first under the new pact will be the W. C. Fields' "A Bag of Tricks."

Para Sets 2 at Astor

Paramount will have two two-a-day attractions in a row at the Astor following "Captains Courageous." The first will be "Souls at Sea." This will be followed by "High, Wide and Handsome."

Educational List Equals This Year

(Continued from page 1)

prise 42 two-reel comedies and 46 one-reelers, divided into three series. The two-reel comedies will star Willie Howard, Imogene Coca, Buster West, Tom Patricola, Bert Lahr, Niela Goodelle, Jefferson Machamer, Herman Timberg, Jr., Pat Rooney, Jr., Harry Gribbon and others.

The one-reelers will include 26 Terry-Toons, cartoons produced by Paul Terry; 10 Treasure Chest productions, described as miscellaneous novelties; 10 Song and Comedy Hits, featuring comedians and singers of stage, screen, radio and night clubs.

Willie Howard and Imogene Coca are new additions to Educational's comedy star roster. Jefferson Machamer will continue the "Gags and Gals" series he started for the current season. The dancing team of West and Patricola will make six and Niela Goodelle will star in four musical comedies.

Truman Talley, producer of Movietonews, will be responsible for the 20th Century-Fox series of one-reeles, with Lew Lehr as editor.

Republic Is Seeking Big Starring Names

Los Angeles, June 2.—Republic franchise holders were told at the final session of their meeting here today that the studio is attempting to get bigger names for the new season's product. Moe Siegel stated that among other draw names James Cagney was being sought for at least one picture a year outside of his Grand National pact.

Franchise men were told that the system of unit production now in effect will be retained and that it has worked satisfactorily; that under the unit system producers and directors would be held responsible for cast names and that each man would be placed on his own to get names which, however, would be limited by the budgets of the pictures.

S. S. Milstein declared that the remaining five features on the 1936-37 program would be delivered as per agreements.

A number of franchise men went to Siegel asking that the coast publicity department be put in operation again. Siegel is reported to favor the move.

The meeting reconvened at the Republic lot for a buffet luncheon and a screening which was followed by a formal dinner dance and entertainment tonight at the Roosevelt.

Most of the delegates will leave for home tomorrow.

British Veteran Dies

London, May 25.—A. E. Mainwaring, film veteran died here at the Cinema Trade Benevolent Fund's home, "Glebelends." Starting with the Hepworth Co. in 1909, Mainwaring was manager of Western Import for Harry Aitken before the war. He was originally an actor.

W. B. Man in D. C. Post

Washington, June 2.—Theodore Lohmeyer, who rose from the job of usher to be manager of Warners' York here, has been elected second vice-president of the Parkview Business Men's Ass'n.

Four Stations Are Licensed By the F.C.C.

By CLARENCE LINZ

WASHINGTON, June 2.—Operating licenses were granted today by the F.C.C. to four broadcasting stations, as follows:

Hearst Radio, Inc., San Francisco, KYA, 1,230 kilocycles, 1,000 watts night, 5,000 watts day; Marshall Electric Co., Marshalltown, Ia., KFJB, 1,200 kilocycles, 100 watts night, 250 watts day; Universal Broadcasting Co., Pine Bluff, Ark., KOYN, 1,500 kilocycles, 100 watts, daytime only; and Navarre Broadcasting Ass'n., Corsicana, Tex., KAND, 1,310 kilocycles, 100 watts, daytime only.

At its weekly meeting, the broadcast division ordered hearings held on the applications for new stations of C. Bruce McConnell, Indianapolis, Ind., 1,500 kilocycles, 100 watts night, 250 watts day; Floyd A. Parton, San Jose, 1,330 kilocycles, 250 watts, daytime only; The Enterprise Co., Beaumont, Tex., 1,350 kilocycles, 250 watts night, 500 watts day; Waterloo *Daily Courier,* Waterloo, Ia., 1,400 kilocycles, 500 watts, daytime only; Church of Jesus Christ of Latter Day Saints, Salt Lake City, (television) 50,000 watts; and on the applications of Stations KMLB, Monroe, La., for change of frequency to 620 kilocycles and increase of power to 500 watts; KQW, San Jose, for increase of day power to 5,000 watts; WEED, Rocky Mount, N. C., for change of frequency to 1,240 kilocycles and increase of power to 500 watts and KSLM, Salem, Ore., for change of frequency to 1,360 kilocycles and increase of power to 500 watts.

Power Increases Granted

The commission authorized Station WHLB, Virginia, Minn., to increase its day power from 100 to 250 watts, and KSEI, Pocatello, Idaho, to increase day power to 1,000 watts.

On the recommendation of an examiner, construction of a new station at Middlesboro, Ky., by the Lincoln Memorial University was authorized on 1,210 kilocycles, 100 watts night, 250 watts day; and new stations at Sarasota, Fla., and Traverse City, Mich., were denied.

Mary Small on Vallee Show

Mary Small, who made her radio debut four years ago as a guest star on the Rudy Vallee program and who has just completed four weeks at the Paramount Theatre, will again appear as a Vallee guest on his variety program tonight.

CBS Directors Meet

The monthly meeting of the CBS board of directors was held yesterday, but word of the proceedings was not made public.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production—
that "extra" something that's good radio

MPTOA Radio Moves Await Studio Action

(*Continued from page* 1)

advanced, no further meetings of the committee will be called, Vincent said.

At the last meeting of the committee two weeks ago, representatives of all major companies with the exception of Warners assured the exhibitor group that they were equally desirous of preventing Hollywood broadcasts from competing with or injuring theatre business, and asserted that definite regulatory measures would be adopted covering the use of their stars or material on the air. Pending observation of the manner in which the regulated broadcasts are conducted, the M.P.T.O.A. committee is of the opinion that little more of a definite nature can be accomplished.

Producers of One Mind

Producers' representatives are emphatic, also, in asserting that nothing more than regulated supervision of Hollywood broadcasts is possible, and inasmuch as they have given assurance that this will be attempted, they believe nothing more can be accomplished by further meetings and discussion. All producing companies, it was revealed, are of the same mind as the M.P.T.O.A. radio committee on the potential dangers of unregulated radio broadcasting, but none is willing to substitute the judgment of the exhibitor committee for its own where corrective measures involving the use of its stars or film material on a program is involved.

Complaints from exhibitors will be investigated and dealt with, whenever warranted, it was said, but little hope is held of developing any definite set of rules to govern all Hollywood broadcasts. The exercise of good judgment and common sense in individual cases will achieve whatever regulation is possible or required, according to producers' representatives.

Discuss Richmond Deal Here

Here to confer with NBC about plans for the joining of WRTD, Richmond, Va., to the NBC network are Ovelton Maxey, resident manager of WRTD, and Campbell Arnoux, general manager. Arnoux is also manager of WTAR, Norfolk.

WTRD will begin operation and join NBC June 27.

Canada Gets "Houseboat"

"Houseboat Hannah," a transcribed Procter & Gamble program, has been placed on five Canadian stations by the Compton agency, New York office. The platters are aired in behalf of Chipso.

Stations which will carry the program are: CFRB, Toronto; CJRC, Winnipeg; CFCN, Calgary; CJOR, Vancouver; and CFCF, Montreal.

WOSU to Celebrate

COLUMBUS, June 2.—WOSU. Ohio State University station, will celebrate the 15th anniversary of its entrance into the educational radio field tomorrow. The station originally was established about 25 years ago as a "wireless," and did emergency service during the 1913 flood. It was licensed in 1922 as WEAO.

Slight Error

It happens in Hollywood, but in radio, too.

The Newell - Emmett agency yesterday delivered to NBC the script for the June 12 broadcast of "Snow Village Sketches," sponsored by the Loose-Wiles Biscuit Co. "Snow Village Sketches" were formerly known as "Soconyland Sketches," sponsored by the Socony Oil Co. The change in sponsorship and title occurred months ago.

The delivered script was perfect in all but one detail. The title page read: "Soconyland Sketches."

Bidding Begun for Poughkeepsie Race

The special events war between the networks is on again, with the Poughkeepsie regatta as the prize this time.

CBS and NBC are bidding competitively for the rights to the race, with Mutual in the center. Mutual broadcast the regatta exclusively last year, with neither NBC nor CBS able to take the program due to commercial commitments. This year the schedules of all three networks are open for the regatta.

Not known is the amount NBC and CBS are quoting for the race. Mutual at the moment is standing pat on a gratis basis, the same as last year, although this network, too, may unfasten the purse strings any moment and make a cash bid. The word from 1,440 Broadway is that their feelings have been ruffled for the last time without retaliation.

Report Doug Connah To Take a New Post

Although confirmation could not be obtained from Batten, Barton, Durstine & Osborn, it is learned that Doug Connah, who handled the agency's radio publicity, has resigned.

Connah was not available for comment when called at his home yesterday, but it is known that his resignation was tendered last week. It is said he has completed plans to join another agency. The identity of this organization, however, is not known at the moment.

Connah joined B. B. D. & O. several years ago from the CBS press department.

A. R. Steinberg to Speak

A. Ralph Steinberg, president of Radio & Film Methods Corp., will speak to the Credit Retailers' Ass'n. of America at the annual convention to be held during the week of Aug. 23 at the Hotel New Yorker. Steinberg's subject will be The Development of Electrical Transcription for Retail Selling by Radio.

Ripley Series to Start July 16

The new Ripley program will begin July 16, from 9 to 9:30 P. M., E.D.S.T., on the NBC-Blue, with a rebroadcast to the west coast from 12:30 to 1 A. M. The sponsor is General Foods Corp., and Benton & Bowles handles the account.

More Radio—Page 8

Radio Personals

HAVEN McQUARRIE and Tom Fizdale, Chicago publicists, arrived in New York yesterday. . . . Jane Rhodes and Billy Wilson were signed for the summer Packard series by Young & Rubicam yesterday. They are vocalists. . . . Glen Gray's orchestra smashed attendance records in the first week of their Palomar engagement in Los Angeles, according to word received by Rockwell-O'Keefe here yesterday. . . . Josephine Antoine will be the guest soloist on the final Ford concert series over CBS June 13. . . .

+

Gladys Swarthout and Frank Chapman, her husband, sailed for Europe yesterday. . . . Another European voyager is Cecile Cummings of the NBC program desk. She will include Dublin, London and Paris in her stops. . . . Larry Collins has been signed by NBC artists' service. . . . Terri la Franconi, network vocalist, drops the "la" from his name this week. . . . Pinkey Tomlin, Eddie Stanley and Ella Logan will be the newcomers on the first of the Texaco program without Eddie Cantor. . . .

+

Loretta Young will be interviewed by Elza Schallert on the NBC-Blue tonight. . . . William Allen White will be CBS's convocation speaker this year, and will broadcast a talk over the network June 12 from 5 to 5:30 P.M., E.D.S.T. . . . Gene Raymond will be the "Hit Parade" guest over CBS June 12. . . . Cornelia Otis Skinner will be the "Sunday Night Party" guest June 6; the same evening Constance Bennett guests on the Chase and Sanborn show. . . . Dr. Charles M. Courboin, WOR staff organist, has been engaged to play the musical portion of the ceremony attending the forthcoming wedding of Ethel duPont and Franklin D. Roosevelt, Jr. . . .

+

Leo Reisman, through a special permit issued by the French Government, will play at the Paris Exposition in July. . . . Patsy Kelly will be Radie Harris' screen guest on the WHN "Movie Club" tomorrow night. . . . Mrs. Martin Johnson will fulfill last December's promise to Joe Cook by appearing on the Shell program Saturday night. . . .

+

Hollywood Town Pump

HOLLYWOOD, June 2.—Charles Ruggles, McClelland Barclay and Natalie Bodanya will be Kraft Music Hall guests tomorrow. . . . Harrison Holliway says the San Francisco Golden Gate bridge is in the key of D, the wind producing that sound when it whistles through the railing. . . . KMTR Friday starts a new feature, "Front Page Drama," transcriptions of mystery stories based on actual events. Rudy Cornell conducts. . . .

LEO SAYS:
For covering the nation's richest area, there's one station that does the job most effectively—WHN.
WHN DIAL 1010
AFFILIATED WITH M-G-M • LOEW'S

Radio

Mutual Affiliates Plan Celebrations

Two Mutual affiliates will celebrate the 15th anniversaries of their founding Saturday by broadcasting special programs commemorating the events.

WHB, Mutual's affiliate in Kansas City, will offer a half-hour musical session from 11:30 to 12 midnight, E.D.S.T. The program will originate in the Kansas City Municipal Auditorium before an audience of 15,000 invited onlookers.

WEAN, Mutual's affiliate in Providence, and also the key station of the Colonial network, will be on the air from 7:15 to 7:45 P.M., E.D.S.T., with an anniversary program.

Tris Speaker Surprise Guest

CLEVELAND, June 2.—Local listeners to Jack Graney's baseball broadcast for General Mills and Socony Vacuum on WHK were surprised and delighted today when Graney introduced Tris Speaker, former Cleveland Indians star, to broadcast during two innings of the New York-Cleveland game here. Speaker recovered only recently from a serious injury. Clevelanders believed him to be still confined to the hospital.

Dot Haas Starts on Tour

Dot Haas, director of publicity for Fanchon & Marco, left New York yesterday to precede the tour of Al Pierce and his Gang in the cross-country promotional trip in behalf of the Ford Motor Co. dealers. Pierce is handled by Fanchon & Marco.

Miss Haas will direct the publicity for the troupe. She will return to New York July 14.

Chevrolet Program Renewed

The Chevrolet Motor Co's transcribed program, "Musical Moments," on WMCA, has been renewed as of June 8, for an additional 13 weeks.

Another WMCA renewal is the Book Store of the Air Co's. program, "The Messenger." The renewal is effective June 8 and is for 52 weeks.

Skol to Start Program

Skol Products Corp. will start a local program on NBC tomorrow, featuring Renee Long in talks on personality and beauty. The program will be heard over WJZ from 9:45 to 9:55 A. M., E.D.S.T. The Park agency handles the account.

Skol also sponsors a coast-to-coast program on Mutual.

Operate on O. B. Hanson

O. B. Hanson, NBC chief engineer, underwent an appendectomy yesterday in Norwalk, Conn., Hospital. His condition is favorable.

George McElrath, of the network engineering staff, has assumed Hanson's duties until the latter's recovery.

Marx Brothers on Air

The Marx Brothers will be the guest players on "Hollywood Hotel," June 11, when they will present highlight scenes from their latest picture, "A Day at the Races."

Shift "Jazz Nocturne" Time

"Jazz Nocturne," effective June 14, will be heard at a new time on Mutual, 8 to 8:30 P. M., E.D.S.T. The new time schedule will remain throughout the summer months.

No Final RKO Plan Is Seen Before Autumn

(Continued from page 1)

little prospect of the final hearings being undertaken by him before October.

John Stover representing Ernest W. Stern, who had started a stockholders' suit in Maryland prior to the reorganization proceedings, placed several documents in evidence at yesterday's hearing but offered no oral testimony. Stover is objecting to the granting of 500,000 shares of RKO common stock to Rockefeller Center in satisfaction of the claims for breaching leases on the Music Hall and Center. Stover contends that damages should be limited to a maximum period of three years. He also asks that the claims of holders of debentures issued in 1931 be substantially reduced. David Stoneman, counsel for Iva McPherson and three other holders of Class A and common stock, contended that the 1928 transfer of 500,000 shares of Class B stock to RCA was illegal and without consideration. It was conceded by proponents of the plan that the contracts for the sale of equipment by RCA to RKO were to be at the usual market prices but Stoneman's offer to prove that broadcasting privileges were "of no value" was rejected by Special Master Alger on the ground that the proof would be too speculative.

George L. Schein, representing the independent protective committee, requested a three weeks' adjournment in order to complete his case which he has been conducting at the last two hearings, but Special Master Alger limited the request to one week. Schein charged that the proponents' proof was "haphazard" and that no evidence had been presented of the value of the new common stock or of the conversion rights for new debentures and new preferred stock. Carlos Israels, attorney for unsecured creditors, asked a speedy determination in order to allow his clients to receive payments on their claims.

Leo Spitz on Coast For RKO's Meeting

LOS ANGELES, June 2.—Leo Spitz, president of RKO, is here to complete arrangements for the company's third international sales convention which opens June 16 at the Hotel Ambassador. He will also confer on new RKO product for 1937-'38.

Delegates from many points, local and foreign, are en route here for the coming meeting. Harry Leasim and Reginald Armour, Continental and Far Eastern manager, respectively, are now in New York and will start west shortly. Latin American General Manager Ben Y. Cammack is in Panama en route here by water; Claire E. Hilgers, with headquarters in Paris, has stopped in Dallas and will be here in a few days while Ralph Hanbury is aboard the *Queen Mary* due to arrive in New York next Monday.

Change "Taxi War" Title

HOLLYWOOD, June 2.—"A Fight to the Finish" has been chosen by Columbia as the final title for the film originally called "Taxi War."

Hearing Date Fixed On Four RKO Claims

Federal Judge William Bondy yesterday set June 14 for a hearing on the petition of the Irving Trust Co., RKO trustee, to settle upon consent four claims against RKO totaling $9,318,443, for $1,249,998.

The claims are based upon alleged breach of leases of theatres operated by RKO. The claim of the Broadway & 47th St. Corp. for $1,893,983 is to be settled for $500,000, the Hoblitzelle Investment Co. claim for $3,421,940 is to be settled for $211,982. The Hoblitzelle Realty Co. claim for $1,941,929 is to be settled for $168,885 and the claim of the Hoblitzelle Corp. for $2,060,489 is to be settled for $369,131.

Date Fox Brooklyn Hearing

A hearing on applications for fees and expenses in the reorganization proceedings of the Flatbush Ave. and Nevins St. Corp., owners of the Fox Brooklyn, was set for June 21 by Federal Judge William Bondy yesterday.

Moskowitz to Testify

Examination before trial of Charles C. Moskowitz, Loew executive, in connection with the I.T.O.A. suit on the split week booking policy of the major circuit, will be held today at Milton C. Weisman's office. Weisman is representing the independent exhibitor organization. Irving Greenfield, Loew attorney, will represent Moskowitz.

Denies F. W. C. Review

WASHINGTON, June 2.—The U. S. Supreme Court has denied to T. L. Tally and the Corbar Corp. a review of the Circuit Court ruling that it had no jurisdiction to consider the approval of the U. S. District Court of the reorganization of Fox West Coast Theatres under the Federal bankruptcy law.

Gas Strike May Shut Mexico City Houses

By JAMES LOCKHART

MEXICO CITY, June 2.—Closing of many local theatres here may be necessary as a result of the scarcity of gasoline and curtailing of transportation facilities by the petroleum strike which is now in its sixth day.

Neighborhood houses in heavily populated sections are being helped by the situation since patrons must of necessity attend theatres close to home rather than travel to the more distant sections.

Attendance at the large downtown houses consists principally of tourists and hotel guests.

Sign for New Sound

SAN FRANCISCO, June 2.—Golden State Theatres have closed with Western Electric for Mirrophonic sound. Immediate installations will be made in the Central, Dimond and Fairfax, Oakland; State, Auburn; State, Monterey; Merced, Merced; El Camino, San Rafael; the California, Petaluma; Capitol, Sacramento; Uptown, Alexandria; Harding and Irving, San Francisco.

Clark Dinner Called Off

PHILADELPHIA, June 2.—The dinner scheduled for July 12 in honor of Jim Clark, president of Horlacher Delivery Service, has been called off.

Writers to Revive Guild on the Coast

(Continued from page 1)

entire slate which resigned last night has been set for June 8.

Ralph Seward, Regional Labor Board attorney, addressed the 400 writers who attended, telling them that they were classified as employes and had a right to bargain under the Wagner Act.

Ernest Pascal, retiring president, appointed Lillian Hellman, Dudley Nichols, Dalton Trumbo, Boris Ingster, Tess Schlesinger and Martin Burke as a steering committee.

A nominating committee headed by Wells Root was named.

Ask Wisc. License Bill

MADISON, WIS., June 2.—Labor organizers and business agents of unions would be licensed by the state under provisions of the McIntyre bill introduced in the state Assembly.

The license fee for organizers would be $100 a year and for business agent $25. To obtain a license, the applicant would be required to file with the Secretary of State a verified statement of his residence, citizenship and occupation in the event he engages in any other business. Licenses could be revoked by the Secretary of State either on his own motion or on petition of six residents of the state.

Milwaukee Truce Reached

MILWAUKEE, June 2.—A temporary truce has been agreed to between the Building Service Employes' union, an A. F. of L. affiliate, and the Aragon, Milwaukee and National, local neighborhood houses, in the labor dispute which resulted in retaliatory picketing by the United Theatre Workers' union, C.I.O. group, before the Tower, Grace, Savoy, Garfield and Egyptian, all circuit controlled. It is believed that the state labor board will bring about a permanent settlement of the dispute.

K. C. Union Presents Terms

KANSAS CITY, June 2.—The Film Exchange Employes' Local No. 23, recently organized by I.A.T.S.E., has presented to exchange managers demands for recognition as exclusive bargaining agent, 40-hour week, vacations with pay, a closed shop, etc., and the following wages: head shippers, $40 a week; assistant shippers, $32.50; head inspectors, $30; assistant inspector, $25, and poster clerks, $30.

Exchange managers planned to forward the demands immediately to their home offices for action.

The union also asks that any agreement be retroactive to June 1.

Hold Exchange Scale Meetings

Meetings on the unionization of exchange employes were resumed yesterday with home office executives, union delegates and I.A.T.S.E. officials in attendance.

With delegates in town from Buffalo, New Haven, Cleveland and Pittsburgh, distribution representatives yesterday met with the upstate New York group. Today another delegation will meet with sales executives.

Within the past few weeks, distributors have completed arrangements with Boston and Philadelphia delegations.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 130 NEW YORK, FRIDAY, JUNE 4, 1937 TEN CENTS

Doyle Leaves Greater Union Theatre Group

Disposes of Interests, Too, Attorney Says

Stuart F. Doyle, managing director of Greater Union Theatres, Ltd., and 29 subsidiaries which have a total capitalization of $5,000,000, resigned yesterday (Friday) in Australia, after a reported disagreement on policy with the board of directors.

With his resignation, Doyle, through his New York attorneys, M. L. Willson of Walker & Redman, announced he had sold his entire holdings in the companies. The resignation will become effective June 30.

Doyle will concentrate on radio, film production and theatre operations. He has acquired a major interest in Commonwealth Broadcasting, one of the largest group of radio stations in Australia. He is also transferring his film production activities to England where an important British banking group will be associated with him. A number of stories have already been lined up for future production.

Two theatres, the Regent and Rex West End, are now being completed in London and will be operated by

(*Continued on page* 5)

House Unit Votes to Continue Ticket Tax

By **BERTRAM F. LINZ**

WASHINGTON, June 3.—By a strictly party division, the House Ways and Means Committee today voted, 18 to seven, to make a favorable report on the Doughton measure extending the admission and other nuisance taxes for a period of two years.

Prior to voting the report on the bill, the committee rejected proposals to repeal the taxes or to extend them for only one year.

Grosses Off in K. C. But Prospects Good

KANSAS CITY, June 3.—Grosses for theatres in this area are less than they were for the same period of 1936. This is borne out by both circuit and independent reports, and by a check of first run grosses here. The same report is made by Glen W. Dickinson of the Dickinson circuit, which has 25 houses in Kansas, western Missouri and southern Iowa.

Dickinson believes that within 60

(*Continued on page* 5)

Radio News—Page 14

Production Levels Again Hold at 40

HOLLYWOOD, June 3.—Production levels again held at 40 last week. Seven features were started, seven were finished, 19 were ready for an early start and 75 were in the cutting rooms.

Those started were: Columbia, "Thanks for Nothing" and "Life Begins with Love;" M-G-M, "Double Wedding;" Paramount, "Good Night, Ladies," "Hopalong Rides Again" and "Ebb Tide;" RKO, "Annapolis Salute."

Columbia had two shootings, one in preparation and nine editing; Goldwyn had two, zero and one; M-G-M, six, two and four; Paramount, nine, six and 11; Republic, one, two and four; RKO, three, two and five; Roach, zero, zero and one; Selznick, zero, zero and one; 20th Century-Fox,

(*Continued on page* 8)

Philadelphia Game Ads Put Under Ban

PHILADELPHIA, June 3.—Philadelphia newspapers were notified today by the local postmaster to eliminate direct or cryptic references in advertising copy to Bank Night and lotteries of all sorts.

Some theatres have been using such phrases as "Tonight's the Night," "It Pays to Go to the Blank Theatre," and the like in advertisements to indicate the nights on which the games are held.

Burkan's Estate Is Placed at $511,258

The late Nathan Burkan, attorney, left a net estate of $511,258, according to an accounting filed in Surrogate's Court by the executors yesterday. The bulk of the estate was left to the widow and six-year-old son, the principal to accrue to the latter on the widow's death.

Burkan's extensive library on copyright was bequeathed to Ascap, for which he was general counsel for many years. His law library was left to Charles Schwartz and Louis D. Frohlich, his partners and successors.

Building Light in Europe, Says Lange

Very little theatre construction is going on in Continental Europe at the present time, Fred W. Lange, general manager for Paramount covering these countries, stated yesterday. Business is about normal, he added.

Paramount operates a theatre in Paris, Rheims, Lille, Brussels and Stockholm and in August will assume

(*Continued on page* 5)

Paramount Men to Start West Sunday

Paramount home office executives, with foreign and eastern sales representatives, will leave Sunday on the Commodore Vanderbilt for the coast to attend the sales convention at the Ambassador June 10-12. Three special cars will be attached to the train.

In the group will be: Neil F. Agnew, Charles Reagan, J. J. Unger, G. B. J. Frawley, Alec Moss, Herman Lorber, Arthur Dunne, Knox Haddow, Fred Leroy, Jack Roper, Larry Flynn, Bob Moriarity, Don Velde, George Weltner, Fred Lange of the Paris office, John Day of Buenos Aires, Albert Deane, A. J. Richard, Lou Diamond, Russell Holman, Louis Phillips and A. O. Dillenbeck of Buchanan & Co.

From Chicago the conventioneers will have a special train on the Santa Fe.

Hicks Names Olsen To Schaefer's Post

Andre Olsen, who has been with Paramount for the past 11 years, has been named Central European manager by John W. Hicks, head of the company's foreign department. He succeeds Gustave J. Schaefer, who recently joined Universal as head of foreign activities.

Olsen is now in the post with headquarters at Paris. He joined the company in 1926 in the Copenhagen of-

(*Continued on page* 8)

Expect Reelection Of Equity Officers

The reelection of the regular Actors' Equity Ass'n slate of officers and 12 councillors, headed by Frank Gillmore, president, is expected at the annual meeting of the organization at the Astor today, although results of the election probably will not be known before Monday due to the length of time required for counting the votes, including absentee ballots, which are expected.

Two opposition tickets are in the field, although neither offers a full

(*Continued on page* 5)

Labor Organization Hits Theatre Bills

MADISON, Wis., June 3.—The State Federation of Labor, representing various theatrical unions, has gone on record as opposed to the theatre divorce bills now pending in the Wisconsin Senate. J. J. Handley, federation secretary, declared at the hearing before the Senate Committee on State and Local Government that labor is

(*Continued on page* 8)

Roxy Plan Is Sanctioned by Judge Caffey

20th-Fox Must File Its Formal Entry in Case

Federal Judge Francis G. Caffey yesterday approved the reorganization plan for the Roxy under which 20th Century-Fox is given a 20-year lease on the house.

In a 30-page opinion, Judge Caffey also approved the report of Special Master Addison S. Pratt, who conducted the hearings on the plan during which 2,659 pages of testimony were taken, and also authorized 100 per cent payment to general creditors of the Roxy's equity receiver, together with full payment for the receiver's administration expenses. The court indicated that before signing a formal order approving the plan, however, 20th Century-Fox would be required to file a formal notice of appearance in the proceedings in order to bring the company within the court's jurisdiction for the purposes of the reorganization. Submission of the proposed new indenture and film franchise will also be required by the court.

Three major questions were treated by Judge Caffey. These were the solvency of the Roxy, the fairness of the proposed plan and the matter of payment to creditors of Harry G. Kosch, original equity receiver of the Roxy.

Judge Caffey held that the Roxy was "clearly proven" to be insolvent and, in consequence, neither unsecured creditors nor stockholders were granted participations in the plan. The

(*Continued on page* 5)

Coast Labor Groups Jockey for Control

HOLLYWOOD, June 3.—Latest developments in the strike situation here today are:

(1) Disclosure that Joe Clarke actually signed an agreement with the I.A.T.S.E. giving the makeup men to George Browne and signed a pact with Pat Casey giving the painters and scenic artists a union shop, a 10 per cent raise and reentry into the

(*Continued on page* 5)

Buffalo Exchanges Close Union Pacts

Home office distribution executives yesterday completed negotiations with union representatives from Buffalo and the I. A. T. S. E. and immediately started conferences on wage and hour

(*Continued on page* 5)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 4, 1937 No. 130

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Levine to Complete His Plans on Coast

Nat Levine will complete plans for the formation of a new producing company on his return to the coast, he said yesterday. Distribution arrangements which he discussed while here are not yet completed and, likewise, will not be closed until after his return to the coast, he said.

Levine will leave for Culver, Ind., tomorrow to spend several days with his son who is at school there. He plans to arrive in Los Angeles about June 12.

Poli Funeral Held

New Haven, June 3.—Following services today at St. John's Church here, S. Z. Poli, veteran theatre man, was buried in St. Lawrence Cemetery.

Leslie E. Thompson, RKO; Joe Vogel, Loew's, and Thomas W. Lamb, architect, returned yesterday from New Haven after attending the funeral services of the late S. Z. Poli at St. John's Church.

Jean Harlow Ill

Beverly Hills, June 3.—Jean Harlow is ill at her home. Work on her latest picture with Clark Gable has been suspended.

Looking 'Em Over

"Parnell"

(M-G-M)

Your reviewer left the Capitol Theatre last night telling himself M-G-M had added to its already illustrious reputation with the making of "Parnell."

The scene is London and Dublin. The period is the decade between 1880 and 1890 and the drama, the conflict between Charles Stewart Parnell, leader of the Irish Party, and William Gladstone, prime minister to England, over Home Rule for Erin. This is the stirring and historic background, but background largely it is. Implanted and drawing upon it as the motivation is the dominant, but fragilely handled love story of Parnell for Katie O'Shea and how that love drags him to his political and his actual death.

The muddy skirts of politics parade all through the drama. Parnell's adversaries seek to pin upon him forged letters tending to demonstrate he and his followers were guilty of murder. He is cleared, of course, but only at the fortuituous intervention of Mrs. O'Shea, who discovers the key to the truth. When her estranged husband fails to exact political favors from Parnell, his unscrupulous tactics lead to a divorce suit which names the Irish patriot as co-respondent and sounds his deathknell among the bigotries of late Victorian England.

His supporters deserting him, except for a handful, and his lifelong fight for Home Rule rudely and precipitously delayed, Parnell eventually succumbs to his weakened heart. Thus, he dies with his love by his side as he exorts his faithful political allies to fight for Ireland unitedly under whatever leader may follow.

Clark Gable is Parnell. Myrna Loy is Katie, and both are very good indeed. The long cast, including Edna Mae Oliver, Donald Crisp, Edmund Gwenn, Alan Marshall, Montagu Love, Billie Burke and others appear to have caught the spirit of the times and of the play they were enacting under John M. Stahl's sympathetic and well-tempered direction. The direction here is more toward undertones, rather than overtones, and the consequences assert themselves in nicely modulated and well-restrained moods throughout the 118 minutes of running time.

"Parnell" is emphatically worthwhile. Yet it may be that its enactment of periods and events far removed from the American scene perhaps will prove aloof for portions of audiences beyond the larger cities. This is not by way of necessarily stating that it will be, for the box-office, once again, will assert its habit of establishing the point or no.

On a pure approach of merit caught on the celluloid, however, this attraction properly deserves a high place in the current market. It also has Gable and Miss Loy as its two principals and their draw, of course, is not to be discounted.

Kann

(Additional Reviews on Page 4)

Monogram Has Openings

Many local major and independent circuit heads yesterday attended the housewarming by Monogram which officially opened its New York exchange in the Film Center. Edward Golden, general sales manager, and Joe Felder, branch manager, combined in greeting exhibitor friends.

Boston, June 3.—Monogram opened its local exchange with a party to local exhibitors. Everything from cigars to caviar was on hand. Steve Broidy has taken on Leo Britton and Philip Sherman as salesmen with Tom O'Brien, formerly of Universal, as head booker.

Sets Monogram Dates

Hollywood, June 3.—Scott R. Dunlap has fixed release dates for six Monogram pictures. The first will be "Blazing Barriers," June 23. Others are "The Thirteenth Man," June 30; "Legion of Missing Men," July 7; "Riders of the Dawn," July 14; "The Hoosier Schoolboy," July 21; "Paradise Isle," July 28.

Jennings With Republic

Boston, June 3.—Jack Jennings has joined the Republic sales staff here.

Renowned Signs Ford

Hollywood, June 3.—John Ford has been signed by Renowned Artists to direct at least one feature a year for five years. He has also been named to the company's board of directors.

Ford's present commitments call for two pictures for Darryl Zanuck, two for Selznick and one for Walter Wanger, Harry Wurtzel, Ford agent, stated today.

John V. Ward Honored

John V. Ward, in charge of the laboratory and print supply department for Universal for the past 25 years, was guest of honor yesterday at a luncheon given by about 100 of his associates. Charles B. Paine acted as toastmaster. A check from the Universal board and presents from his fellow-members of the Universal Club were given to Ward.

20th-Fox Meet Ends

Hollywood, June 3.—The annual convention of 20th Century-Fox came to an official close tonight with a formal dinner-dance at the Cocoanut Grove. Delegates are expected to leave for home tomorrow.

Shirley Temple was hostess to the conventionites this afternoon.

◂ Purely Personal ▸

A. A. SCHUBART of RKO will leave tomorrow by plane for the coast to handle preliminary arrangements for the company's convention, June 16-20.

•

Samuel S. Kestenbaum has resigned as ad production manager for Grand National and will leave June 10 for the coast to become west coast publicity director for Condor.

•

Dorothy Parker and her husband, Alan Campbell, will return to the coast tomorrow. They are flying via the *Mercury* of American Airlines.

•

Neil Hamilton left New York for the coast yesterday to play in two pictures before returning to England for further film work.

•

J. D. Trop is spending a few days in Baltimore with James Ellison, who is on location there for RKO's "Annapolis Salute."

•

Broderick Crawford will play host to a party at the premiere of "Woman Chases Man" at the Music Hall on June 10.

•

Gloria Swanson will leave for the coast this afternoon to start work for Columbia in "The Second Mrs. Draper."

•

Charles Moses, who recently resigned from Century Circuit, on Monday will open an office in the RKO Bldg.

•

Ed Levy will act as observer for the M. P. T. O. of Connecticut at the annual *Film Daily* golf tournament June 9.

•

Fenn Kimball, president of General Pictures, has purchased Max Marcin's novel, "Substitute Prisoner."

•

Rick Ricketson got in from Denver yesterday to spend a few days conferring with Spyros Skouras.

•

William Thalberg, father of the late Irving Thalberg, left for the coast yesterday.

•

Reg Wilson, special sales representative for G. B., was in Boston yesterday.

•

E. L. Alperson, president of Grand National, will leave for the coast tomorrow.

•

Carl Laemmle, Jr., expects to leave for Hollywood in four or five days.

•

Hal Roach will leave for Hollywood today after a short visit here.

•

Hal Horne plans to return to the coast in three weeks.

•

Louis Lifton returned yesterday from Washington.

•

Walt Disney got back in Hollywood yesterday.

•

Percy Phillipson to weekend at Montclair.

"THIS IS MY AFFAIR" HELD OVER IN NEW YORK [RADIO CITY MUSIC HALL] PHILADELPHIA

THE PICTURE THE WORLD IS TALKING ABOUT DEFIES WEEK-END HEAT-WAVES AS PUBLIC ACCLAIMS ITS GREAT STARS IN THEIR GREATEST ROLES!

ROBERT
TAYLOR
BARBARA
STANWYCK
in

THIS IS MY AFFAIR

with
VICTOR McLAGLEN
and Brian Donlevy, Sidney Blackmer, John Carradine, Alan Dinehart, Douglas Fowley, Robert McWade, Frank Conroy, Sig Rumann

Directed by William A. Seiter

Associate Producer Kenneth Macgowan. Story and screen play by Allen Rivkin and Lamar Trotti. Songs of mood and emotion by Gordon & Revel. Dances staged by Jack Haskell

Darryl F. Zanuck
In Charge of Production

20th CENTURY FOX
THE KEYSTONE
OF YOUR FUTURE

Short Subjects

"Clean Pastures"

(Vitaphone)

An entertaining satire on "Green Pastures." Things are not going so well in "Pair-O-Dice." Saint Peter sends Gabriel down to Harlem to gather converts from their sinful ways. Gabriel has little to attract the sinners. A heavenly council decides to inject rhythm into the sermons. The result empties the fleshpots and even the devil becomes a convert. It is well executed in color and various colored players are burlesqued. Production Code Seal No. 3,265. Running time, 9 mins. "G."

"The Cocktail Party"

(Mentone-Universal)

A collection of second rate acts perform in a night club setting. Their turns are not highly original nor are they very entertaining. The talent includes Lucille Page, Iris Dooley, the Six Balabanows and Lew Parker. Production Code Seal No. 01,558. Running time, 10 mins. "G."

"Floridian Curiosities"

(J. H. Hoffberg)

Scenes of the clear springs in the southern state, the alligators and other natural flora and fauna. It is fairly well filmed. Norman Brokenshire comments. Reviewed without production code seal. Running time, 11 mins. "G."

"Swing Stars"

(Rice-Paramount)

Interesting and lively scenes of golf from the manufacture and test- of the "pills" to professional play. Ted Husing comments. Also seen are Gene Sarazen, Walter Hagen, Lawson Little and others. Production Code Seal No. 01,564. Running time, 10 mins. "G."

"Going Places No. 36"

(Universal)

Interesting and well filmed scenes of Nassau. Lowell Thomas' dialogue is enlightening. The short offers nice diversion. Production Code Seal No. 01,460. Running time, 10 mins. "G."

"Carmen"

(Astor)

Bizet's opera is condensed into nine minutes. Great liberties are taken with the original. The film, an English production, does not compare in invention, imagination or execution with lesser calibre native efforts. The coloring is flat and unappealing. Production Code Seal No. 01,586. "G."

"Vitaphone Pictorial Revue No. 10"

(Vitaphone)

This number includes scenes of a group of dancers practicing their steps on floats in a lake, preparation of breakfast for the clientele of a hotel, the raising of long-haired rabbits and the processes in the manufacture of Morocco leather. The last sequence is in color. Production Code Seal No. 01,579. Running time, 10 mins. "G."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Slave Ship"

(20th Century-Fox)

HOLLYWOOD, June 3.—With strong dramatic emphasis this picture tells of a sordid chapter in American maritime history, the slave trade which flourished in the middle of the 19th Century, and with that hard and dangerous practice serving as a background for the romance of a slave ship captain and a young and innocent girl with whom the captain falls in love in Salem, Mass.

Perhaps the film will be found to have somewhat too much of the sordid, in picturing the lashing and chaining of slaves in the hold of the ship, the trick of tossing them overboard, chained to an anchor in order to escape the consequence of the discovery of evidence of slave trading aboard, since the penalty is death.

Warner Baxter is the captain, Elizabeth Allan his wife, Wallace Beery the unscrupulous and hard first mate, Mickey Rooney the cabin boy. To young Rooney must go performance honors, since he comes close to stealing the picture. It may be considered unfortunate that he is made to appear such a young ruffian, the only explanation being the circumstances of his shipboard environment.

Nunnally Johnson, associate producer, and Tay Garnett, director, have given the story punch and pace, made of it strong entertainment, with occasional flashes of comedy, occasional romantic interludes which never become too sentimental. There are sequences of excellent photography at sea. The story came from the pen of William Faulkner, based on a book by George S. King, and the screenplay was prepared by Sam Hellman, Lamar Trotti and Gladys Lehman.

Baxter, in from a successful slave run, accidentally meets and falls in love with Miss Allan. He orders the slave crew discharged, plans to quit the trade, buy a plantation in Jamaica with his wife. But Beery disobeys orders, and only after the ship is at sea does Baxter realize his slave crew is aboard. They take the ship from him, make him agree to sail to Africa on pain of harming his wife.

In Africa, the slaves aboard, they leave Baxter ashore, but he makes the ship and with his wife takes possession of the wheel, the chart house and the guns. Not able to make the United States, he steers for St. Helena, British post, and is arrested as a slaver. Rooney is the ruse by which the men hope to trick Baxter, but the boy remains loyal and a stirring climax finds the ship ablaze, Beery dead, most of the men killed and the slaves freed. Tried, Baxter is acquitted after an impassioned appeal by Miss Allan, and with Rooney they arrive at the Jamaica plantation.

Production Code Seal No. 3,087. Running time, 94 minutes. "G."

"Midnight Madonna"

(Major-Paramount)

HOLLYWOOD, June 3.—Mady Correll, a promising newcomer endowed with good looks, talent and with only some added experience needed to establish her prominently, is here given an auspicious debut. Playing the part of a persecuted mother, she handles herself with the poise and dignity certain to provoke commendation. Second to her, four-year-old Kitty Clancy appears to have the material of which stars are made. Adequately supported by a competent cast in which Warren William and Edward Ellis are outstanding, Miss Correll and Kitty are the central figures in an appealing human interest drama.

The story theme follows the thesis that crime is required to correct a miscarriage of justice.

Miss Correll and her child are cut off from an inheritance at the death of her husband when Robert Baldwin proves, by perjured testimony that she is not a fit person to be the child's custodian. The child is awarded to Baldwin. William, who had previously befriended the poverty stricken mother and child and who is romantically attracted to the woman, kidnaps Judge Ellis, who awarded Kitty to Baldwin. In devious ways he proves that Baldwin's witnesses were perjurers.

Ordering the reopening of the case on condition that William stand accused of the crime he committed to rectify the more heinous crime, Baldwin is jailed and William, Miss Correll and Kitty are sent on the way to new happiness.

The emotion-stirring quality of David Boehm's original has been intelligently adapted by Doris Malloy and Gladys Lehman. James Flood directed with an eye toward arousing the interest of womenhood. The film will fill a worthy spot on any program as it has plenty in addition to the appeal of the new personality to stimulate interest-creating showmanship.

Production Code Seal No. 3,043. Running time, 70 minutes. "G."

Short Subjects

"First Houses"

(N. Y. C. Housing Authority)

The progress of the Housing Authority in converting slum district houses into healthy and livable homes is aptly reported in this documentary film. It may be had without charge on application to the bureau. It deserves widespread playing due to its interest to the entire film-going public. Nationwide distribution plans will be set shortly. No production code seal. Running time, 10 mins. "G."

"Safety in the Air"

(Paramount)

Enlightening stuff concerning the scientific precautions exercised by airlines. The material illustrates radio beams, blind flying and other principles in actual use. It is well photographed. It should prove of interest to the majority of audiences. Production Code Seal No. 01,569. Running time, 10 mins. "G."

"Steel Workers"

(Universal)

Meany, Miny and Moe, the animated apes, follow routine in this cartoon. They get jobs as riveters and there follows much exciting tomfoolery. It holds to standard lines but should satisfy. Production Code Seal No. 2,769. Running time, 7 mins. "G."

"Double Talk"

(Vitaphone)

The recent popularity over the radio of Edgar Bergen and his "Charlie McCarthy" should prove adequate in luring the customers in to see this short. In its way it is entertaining. The situations are cleverly written. The plot concerns the adoption of the dummy by a rich woman. "Charlie" makes himself obnoxious to his own detriment. Production Code Seal No. 0,961. Running time, 10 mins. "G."

"Hollywood Magic"

(J. H. Hoffberg)

Little known activities in the studios are treated here. The reel shows insect exterminators, jewelry duplication, food faking and the other illusions. It holds interest. Reviewed without production code seal. Running time, 10½ mins. "G."

"Please Keep Me in Your Dreams"

(Fleisher-Paramount)

A bouncing ball song number. It contains the usual jocular newsreel stuff and features Henry King's band and a solo by Barbara Blake. Production Code Seal No. 01,159. Running time, 8 mins. "G."

Flash Previews

"Grandeur and Decadence"—From France comes this story of a fisherman's rise to commercial success. Plenty of English subtitles.

"Episode"—Set in Vienna in 1922, "little cinemas" should be able to use the Continental flavor of this light production profitably.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Roxy Plan Is Sanctioned by Judge Caffey

(*Continued from page* 1)

court pointed out that the special master's findings that the Roxy's assets had a value of $7,200,000 were "most liberal" and a finding of a lesser value would have been sustained, the opinion stated. With liabilities of $7,400,000, insolvency was "clearly proven," Judge Caffey found.

"The tragic outcome for Class A stockholders is most unfortunate," the opinion said. "It appeals to one's sympathy. Nevertheless, there is no escape from the court's attitude to enforce the law which definitely accords priority to the secured creditors."

On the fairness of the plan, Judge Caffey stated, "In my opinion the court would be without a shadow of excuse if it should compel secured creditors to endure further prolonged hazard which would be inevitable if the plan were disapproved. I feel, therefore, that the plan is fair, equitable and feasible. I agree with the applications for the approval of the plan that the proposals of the release of their expectations is as good as they probably ever could negotiate. The opposition which would be inevitable if the plan does not impress me as including any special grounds for refusing approval of it."

Judge Caffey overruled all exceptions to the special master's report.

Reserves ITOA Suit Ruling

Justice Ferdinand Pecora in N. Y. Supreme Court reserved decision yesterday on a motion by the Gotham Amusement Corp. and six other operators of independent houses to transfer from the Municipal Court to the Supreme Court seven actions in which the I.T.O.A. seeks to collect back dues from the theatre operators totaling $967. These actions are related to the suit brought by Gotham and the other operators against the I.T.O.A., the Allied M.P. Operators' Union and Local 306. In this action Gotham seeks to have set aside as invalid contracts between the defendant organizations.

Warners Ask Case Transfer

Casino Prod., Inc., and Yermi Stern have filed suit against Warners for $500,000 damages. The plaintiffs charge the defendants with libel in connection with the picture, "Go Into Your Dance." The suit was revealed when Warners filed a petition in the N. Y. Supreme Court yesterday asking that the case be transferred to the Federal Court.

Delay Moskowitz Hearing

Examination of Charles C. Moskowitz, scheduled for yesterday at Milton C. Weisman's office in connection with an I. T. O. A. suit on the split week policy of the major circuit, has been delayed until next Thursday. Melvin Albert of Weisman's office asked for the postponement.

Globe to Be Cooled

Universal has started installing a cooling system at the Globe for the opening of "The Road Back" on June 17.

Building Light in Europe, Says Lange

(*Continued from page* 1)

the operation of a new 1,100-seat theatre now being built at Helsingfors, Finland. The Finland deal is the first of its kind in two years for the company, Lange said, and no other expansion moves are contemplated.

"We are looking forward to the future with optimism and the renewal of our lease of the Joinville studio is another indication of it."

Lange will leave Sunday with other Paramount men for the coast to attend the annual sales meetings.

A sales meeting of European sales forces will be held in the fall. Lange will sail for home the end of the month.

Argentine Sales Drop

WASHINGTON, June 3. — European competition and adverse exchange conditions have retarded sales of American projection equipment in Argentina, according to a report to the Dept. of Commerce from Joe D. Walstrom, assistant trade commissioner in Buenos Aires. Of 550 houses in the country equipped with adequate apparatus, 265 have American equipment.

Coast Labor Groups Jockey For Control

(*Continued from page* 1)

basic studio agreement. (2) A written ballot of makeup men late today rejected unanimously a proposal they join the I.A.T.S.E. (3) Growing resentment among the Painters Brotherhood strikers against the International officers. (4) The possibility of the suspension of painters and scenic artists' locals from the International for refusal to obey the International officers' edict. A 60-day notice is required for this. (5) Active recruiting of members by the C.I.O. in both strikers' and I.A.T.S.E ranks.

Buffalo Exchanges Close Union Pacts

(*Continued from page* 1)

terms for New Haven exchange employes.

With the completion of the Buffalo arrangement, this makes the third exchange center in which union employes have been recognized by distributors. Boston and Philadelphia territories have been working under similar deals for the past few weeks.

Union delegations from Pittsburgh and Cleveland are in town and are expected to sit down with distributors' representatives today.

Honor Newsreel Men

Medals of distinction have been awarded by the Italian Government to Herve Missir and Arturo Giordani, newsreel cameramen who covered the Ethiopian war from the Italian side, according to word received by A. J. Richard, newsreel editor.

Allied to Meet June 10

Allied of New Jersey will hold a statewide meeting of New Jersey exhibitors at the Berkeley-Carteret, Asbury Park, June 10. Lee Newbury, president, and Sidney Samuelson will give a report on the recent national convention in Milwaukee.

Grosses Off in K.C., But Prospects Good

(*Continued from page* 1)

days, however, exhibitors should begin to feel the benefits of good crops. Harvesting of wheat begins in Kansas in June, and some marketing will start as soon as the grain is combined. General rains recently have assured many sections a good wheat crop, and have gone a long way toward "making" the corn. Rains in western and southwestern Kansas, the "dust bowl," were heavy and widespread during the week, and will suffice to save part of the crops there, it is said. Some observers predict the best farm year in 10.

Iowa Outlook Promising

DES MOINES, June 2.—The general prospect throughout Iowa for unusually good farm crops this season has encouraged theatre owners to remodel. Dan Smith, at Pella, Ia., has redecorated and air conditioned the Pella, the Princess at Britt has been remodeled, J. A. Meredith has remodeled the Garden at Sigourney, new sound equipment and screen have been installed in the Alta at Alta, Manager Nordhus reopened the Strand at McGregor, and the State at Allison has been reopened.

Expect Reelection Of Equity Officers

(*Continued from page* 1)

slate of officers or councillors, the primary object of the opposition tickets being the capture of as many places on the council as possible. E. J. Blunkall, an actor, who is opposing Gillmore, is the only opposition nominee for an officer's post.

The Equity membership also will vote on a proposal for reducing the salaries of the president and secretary-treasurer of Equity, reducing membership dues and inauguration of secret balloting. All three proposals have been disapproved by the council.

Discussion of Equity's plans for organizing radio talent may also occupy the meeting, although no action is called for by the membership on this. All groups within Equity are in favor of the radio organizing move, so it will not be an issue at the meeting.

Songwriters Conferring

Committees representing the Songwriters' Protective Ass'n and the Music Publishers' Protective Ass'n conferred again yesterday without reaching an agreement on the writers' proposal to reclaim recording and synchronization rights from the publishers. The latter have offered 50 per cent of the rights on classical music and 40 per cent of the rights on popular music to the S.P.A. Further discussions are scheduled for a meeting of the committees on June 10.

Wanger Picks 'Carelessly'

HOLLYWOOD, June 3.—"Carelessly" has been selected by Walter Wanger as the final title of the film previously known as "Summer Lightning." It will go into production shortly.

George Givot Married

HOLLYWOOD, June 3.—George Givot and Maryon Dorothy Curtis were married today at Givot's home in the San Fernando Valley.

Doyle Leaves Greater Union Theatre Group

(*Continued from page* 1)

Doyle. He plans to leave shortly on an extended South Seas cruise before assuming his new duties.

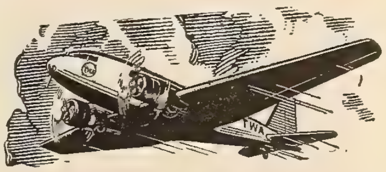
Doyle has been with Greater Union for 30 years. No successor has been named by the board, comprised of eight local men, who will continue the management of the company.

Negotiations between Hoyts, 20th Century-Fox subsidiary, and Greater Union, which have been on and off for the past few months, are expected to be resumed following the return of Sidney R. Kent, president of 20th Century-Fox, and Walter J. Hutchinson, foreign manager, from the coast next week. The talks are to be held in the hope of continuing the five-year partnership arrangement between the two Australian circuits.

Kenneth Asprey, Greater Union attorney from Australia, has been discussing the partnership deal here with Charles Munro, managing director of Hoyts. He will accompany Munro when the latter leaves for Sydney on June 25.

Is Sheriff Candidate

LOUISVILLE, June 3. — Sylvester H. Grove, who has operated a string of neighborhood houses for the past 26 years, and is president of the Park-View Amusement Co., has filed with County Clerk John P. Grieb as a candidate for Sheriff on the Democratic ticket.



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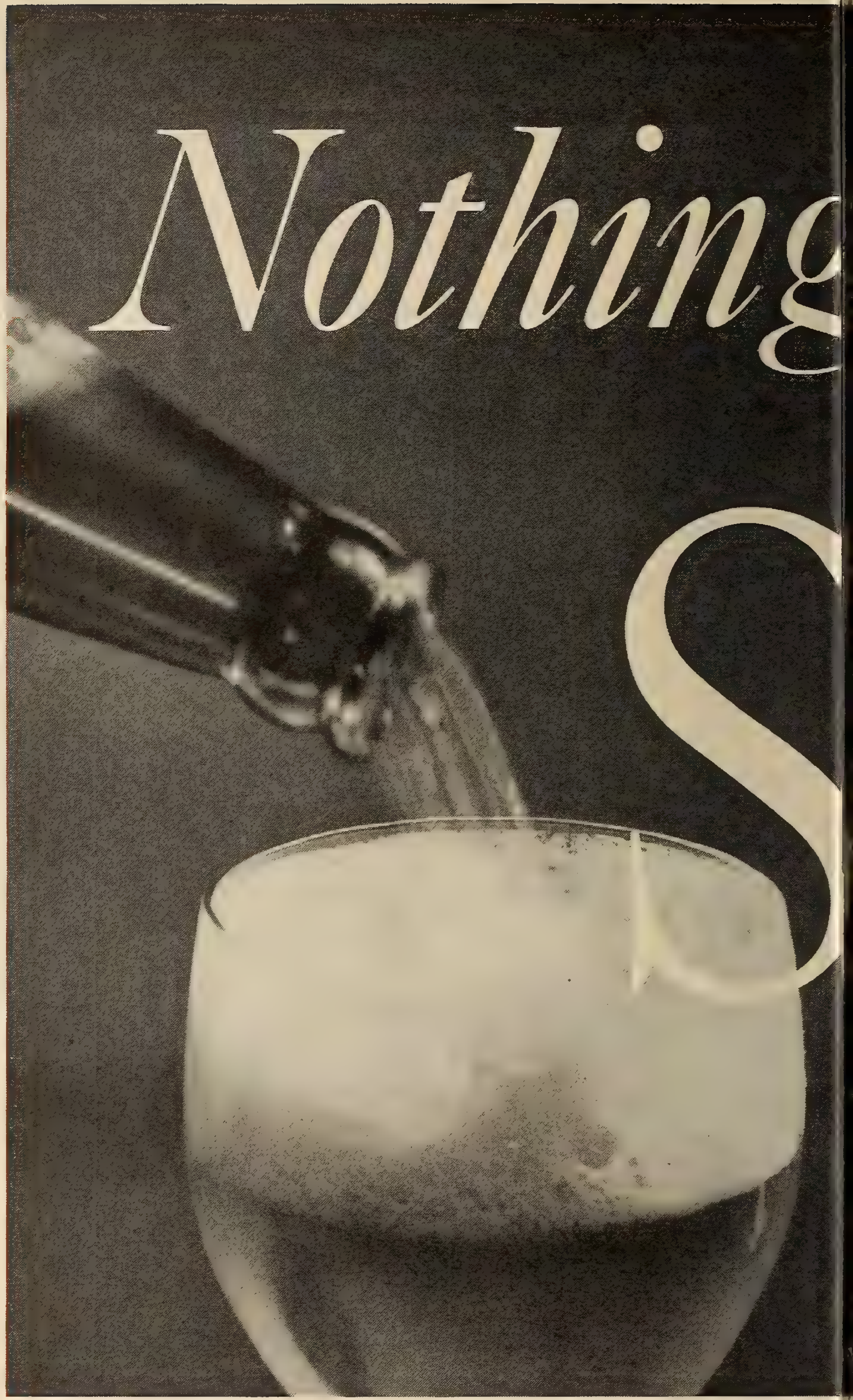
GEORGE BRENT
ANITA LOUISE
in
"THE GO GETTER"
with
Charles Winninger
Henry O'Neill
A Cosmopolitan Production

EDW. G. ROBINSON
BETTE DAVIS
in
"KID GALAHAD"
with
Humphrey Bogart
Wayne Morris

"SLIM"
with
Pat O'Brien • Henry Fonda
Margaret Lindsay
Stuart Erwin

KAY FRANCIS
ERROL FLYNN
in
"ANOTHER DAWN"
with
Ian Hunter
Frieda Inescort



"SAN QUENTIN"
with
Pat O'Brien • Humphrey
Bogart • Ann Sheridan
Barton MacLane
A First National Picture

"T
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Glori
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A Mervyn L

Like It for the ummer!

(The Set-Up is WARNER BROS.'
–The Pleasure is Yours!)

DICK POWELL
in
"THE SINGING MARINE"
with
Hugh Herbert • Allen Jenkins
Doris Weston • Lee Dixon

MARION DAVIES
ROBERT MONTGOMERY
in
"EVER SINCE EVE"
with
Patsy Kelly • Louise Fazenda
A Cosmopolitan Production

BORIS KARLOFF
in
"WAR LORD"
with
Beverly Roberts
Ricardo Cortez
A First National Picture

"MARRY THE GIRL"
with
Frank McHugh • Hugh Herbert • Mary Boland

SOUTH"
Dickson
Rains
Production

BETTE DAVIS
in
"THAT CERTAIN WOMAN"
with
Henry Fonda • Anita Louise
Ian Hunter • Donald Crisp

Montreal Youngsters Allowed to See Film

MONTREAL, June 3.—For the first time in approximately 10 years thousands of Montreal school children saw the presentation of a film in a local theatre when the Quebec Government granted special permission for sponsored juveniles to see the Coronation pictures on the screens of five houses, despite the act prohibiting the admission of persons under 16 years.

Following the agitation of press and public that the children of Montreal were not being permitted to view the Coronation films, the Provincial authorities granted the concession. Classes of children trooped to the shows under escort of teachers and police for three days, no charge being made for the brief performances at designated morning hours. The theatres which co-operated were the Palace, Capitol, Princess, Imperial and His Majesty's.

Production Levels Again Hold at 40

(*Continued from page* 1)

seven, two and seven; Universal, two, three and two; Wanger, two zero and one; Warners, six, one and 29.

Pictures finished were: Paramount, two; Columbia, Goldwyn, Roach, 20th Century-Fox and Warners, one each.

Columbia and RKO each started a short, making the total in work three.

RKO to Award Prizes

Prizes will be awarded at RKO's sales convention in Los Angeles to the winners in the company's three sales drives. The contests are: The Jules Levy Fifth Anniversary Billing and Sales Campaign, The March of Time Billing and Sales Drive and the 21-week Accessory Sales Contest.

Berlin to Do RKO Score

HOLLYWOOD, June 3.—Irving Berlin, composer of the Astaire-Rogers melodies for "Top Hat" and "Follow the Fleet," will write the complete score for the dancing team's next film which Pandro S. Berman will produce for RKO in the fall.

Briskin Signs Friml

HOLLYWOOD, June 3. — Rudolph Friml has been signed by S. J. Briskin to write the score for "Music for Madame" which Jesse L. Lasky will produce. Nino Martini is to star.

Additionally, Gus Kahn has been engaged to collaborate with Friml.

Marshall in RKO Relations Post

Fred A. Marshall, for many years in press, exploitation and managerial work, has been named by Leon J. Bamberger to the position of RKO western district public relations representative.

"Galahad" Gets $41,000

"Kid Galahad" tallied approximately $41,000 during the first week at the Strand. "Pick a Star" garnered about $13,000 at the Capitol. Alterations at the latter house last week are said to have affected the take.

French Films to Belmont

The Belmont has booked "Maternite," a French production, to follow the current "Grandeur et Decadence." "Under His Spell" is also scheduled for an early showing.

No Time for Dual

Kansas City, June 3.—So surprised was C. E. Esterley by having to turn away customers who came to see "Waikiki Wedding" at the Bijou he took off the other feature and spent money advertising the fact.

"We're sorry we couldn't handle the crowds the last four nights—lots of folks said they wish we would run a big picture like this on a single bill," read the advertisement in the *Star*. "Guess they wanted to see it twice, instead of sitting thru another feature they weren't interested in, so here it is with a fine program of short subjects added. Let's see if you really want a good single feature program. If so, there will be more to follow."

K. C. Circuit Starts Singles Experiment

KANSAS CITY, June 3. — Mutual Theatres, W. D. Fulton and Stanley Schwartz's independent circuit of seven houses here, has started an experiment with single bills for the entire group.

The Brookside, new southside unit of the group, several weeks ago started a similar experiment, but used only one single bill because it discovered an 18-day combination in "Times Square Lady" and "Jungle Princess." Others of the group here are the Southtown, Tivoli, Colonial, Strand, Mokan and LaSalle. Fulton and Schwartz also operate the State, Kansas City, Kan., and the Howard, Arkansas City, Kan.

Kansas City theatres, including first runs, are doubling more than 90 per cent of the time. Only the Fox Plaza, which now is advertising the fact, shows single features only.

Hicks Names Olsen To Schaefer's Post

(*Continued from page* 1)

fice, then was transferred to Australia for two years. Olsen was then shifted to Batavia, Java, where he remained six years, after which he came to the home office to study foreign operations for several months.

Up to the time of his new appointment, Olsen was in the Berlin office.

Film Firms Chartered

ALBANY, June 3.—The following film and theatre companies have been chartered here:

The Negro Speaks, Inc., New York, capital, $10,000, to deal in films, by Corel B. Campbell, Romeo L. Dougherty, Elsie E. Dorsey.

Musucail Shorts, Inc., New York, capital, 200 shares no-par stock, to distribute films, by Irwin R. Gwirtz, Paul Nienabar, Helen Sherry.

B. Ward Beam, Inc., New York, capital, 100 shares no-par stock, to exhibit films, by B. Ward Beam, Richard M. Wright, Helen Bennett.

Nu-Art Films, Inc., New York, capital, 200 shares no-par stock, to distribute films, by Catherine Dardis, Sidney Goldstein, John A. Wilhelm.

Schine Circuit, Inc., Gloversville, capital, 10 shares no-par stock, to exhibit films, by F. D. Thompson, Mark Benjamin, R. E. Wallace. Papers filed by Schine Theatre Enterprises.

Republic Men Head For Frisco Session

LOS ANGELES, June 3.—With the completion of the two-day franchise holders' meetings at the Roosevelt, Hollywood, Republic home office executives journeyed to San Francisco today to attend the first of four regionals.

The San Francisco session will open tomorrow with Grover C. Parsons, western sales supervisor, presiding. Salesmen and branch managers from seven exchanges will attend. The men who will be on hand are as follows:

San Francisco: Floyd St. John, Sid Weisbaum, W. I. Boland, S. C. Martenstein, C. J. Crowley, Joseph Crane.

Los Angeles: Francis A. Bateman, M. J. McCarthy, A. J. Frey.

Seattle: J. T. Sheffield, Edward Walton, L. C. Tomlinson, A. W. Hartford.

Denver: Gene Gerbase, Abel Davis, F. W. Sheffield, James Ecker.

Salt Lake City: W. M. Hughart, Robert Boomer, Nina Scott.

Butte: J. H. Sheffield, J. Rogers.

Portland: Harold Sheffield, Sid Tewksbury.

Labor Organization Hits Theatre Bills

(*Continued from page* 1)

not interested in monopoly as much as in protection for the men employed.

The bills were declared discriminatory by opponents and described as likely to build up barriers between the states. The proponents of the measures argued that when the alleged monopoly which they said is now threatening the independents is complete labor will suffer.

Advertising Not Taxed

KANSAS CITY, June 3.—Newspaper advertising is not taxed under the new two per cent sales levy which went into effect June 1, the State Tax Commission in Kansas has ruled. But sales of newspapers, magazines, periodicals, trade journals, etc., "are tangible personal property and the receipts from retail sales thereof; i.e., sales to purchasers who use the same and do not purchase them for resale, are taxable." However, publishers may make returns for agents or newsboys.

Mass. Film Bills Fail

BOSTON, June 3.—The Massachusetts Legislature has closed a session in which a large number of bills viewed by film leaders as unfavorable to the business failed to pass. Among the bills defeated were ones that would have established a two per cent sales tax, a chain store tax, regulation of billboards by individual cities and towns. Bills to outlaw pari-mutuals and Beano, favored by theatres, were also defeated.

To Ask Nebraska Stay

LINCOLN, June 3.—Members of the Omaha M. P. Exhibitors' Ass'n were told today by Assistant Attorney General Robinson that he would ask on Monday for a Supreme Court injunction against Bank Night until the court can pass on the recent Beatrice, Neb., decision by Judge Fred Messmore classifying Bank Night as a lottery.

Louisville's Lead Is Taken by "Moon"

LOUISVILLE, June 3.—"Turn Off the Moon" and "Night of Mystery" at the Rialto made the best showing on an otherwise dull week. The take was $5,500, over the line by $1,000.

"A Star Is Born" and "A Family Affair" did a good $3,100 on the second downtown week at the Brown. This was $600 over normal. The bill was held for an additional seven days.

Takings at other downtown houses were below normal.

Total first run business was $23,000. Average is $23,000.

Estimated takings for the week ending May 27:

"A STAR IS BORN" (U.A.)
"A FAMILY AFFAIR" (M-G-M)
BROWN—(1,500), 15c-25c-40c, 7 days, 2nd downtown week. **Gross:** $3,100. (Average, $2,500)

"GREEN LIGHT" (W.B.)
"CRIMINAL LAWYER" (RKO)
"WHEN YOU'RE IN LOVE" (Col.)
"GIRL FROM SCOTLAND YARD" (Para.)
KENTUCKY—(900), 15c-25c, 7 days, split week. **Gross:** $1,800. (Average, $1,700)

"WOMAN CHASES MAN" (U.A.)
"SONG OF THE CITY" (M-G-M)
LOEW'S STATE—(3,000), 15c-25c-40c, 7 days. **Gross:** $5,200. (Average, $5,500)

"THE GO-GETTER" (W.B.)
MARY ANDERSON—(1,000), 15c-25c-40c, 7 days. **Gross:** $3,000. (Average, $3,500)

"SHE MARRIED HER BOSS" (Col.)
"3 ON THE TRAIL" (Para.)
"WITNESS CHAIR" (RKO)
"EVERYBODY'S OLD MAN" (20th-Fox)
OHIO—(900), 15c, 7 days, split week. **Gross:** $1,200. (Average, $1,800)

"TURN OFF THE MOON" (Para.)
"NIGHT OF MYSTERY" (Para.)
RIALTO—(3,000), 15c-25c-40c, 7 days. **Gross:** $5,500. (Average, $4,500)

"AS GOOD AS MARRIED" (Univ.)
"LET THEM LIVE" (Univ.)
STRAND—(1,500), 15c-25c-40c, 7 days. **Gross:** $3,200. (Average, $3,500)

Film Congress in Paris

PARIS, June 3.—For the first time since its creation two years ago, the International Film Chamber will hold its annual congress in Paris, from July 5 to 10. It is expected that 15 European countries will send delegates. The headquarters of the chamber will remain in Paris until 1939. Neither England nor the United States has participated in the past, but it is anticipated that the move from Berlin to Paris may lead to decisions by those countries to take part.

Wall Street

Light Gains on Board

	High	Low	Close	Net Change
Consolidated	3¼	3¼	3¼	+ ⅛
Eastman	168	168	168	.....
Gen. T. Equip. ..	24	24	24	+ ½
Loew's, Inc.	80¾	78¾	80⅜	+1⅞
Paramount	18⅞	18¼	18¾	+ ⅛
Paramount 1 pfd..	129	129	129	—6¼
Paramount 2 pfd..	17½	17	17⅜	+ ⅝
Pathe Film	7⅜	7	7¼	+ ¼
RKO	8¼	7⅞	8	.....
20th Century-Fox.	37⅛	36⅝	37	+ ⅜
Warner Bros. ...	13½	13	13⅜	+ ¼

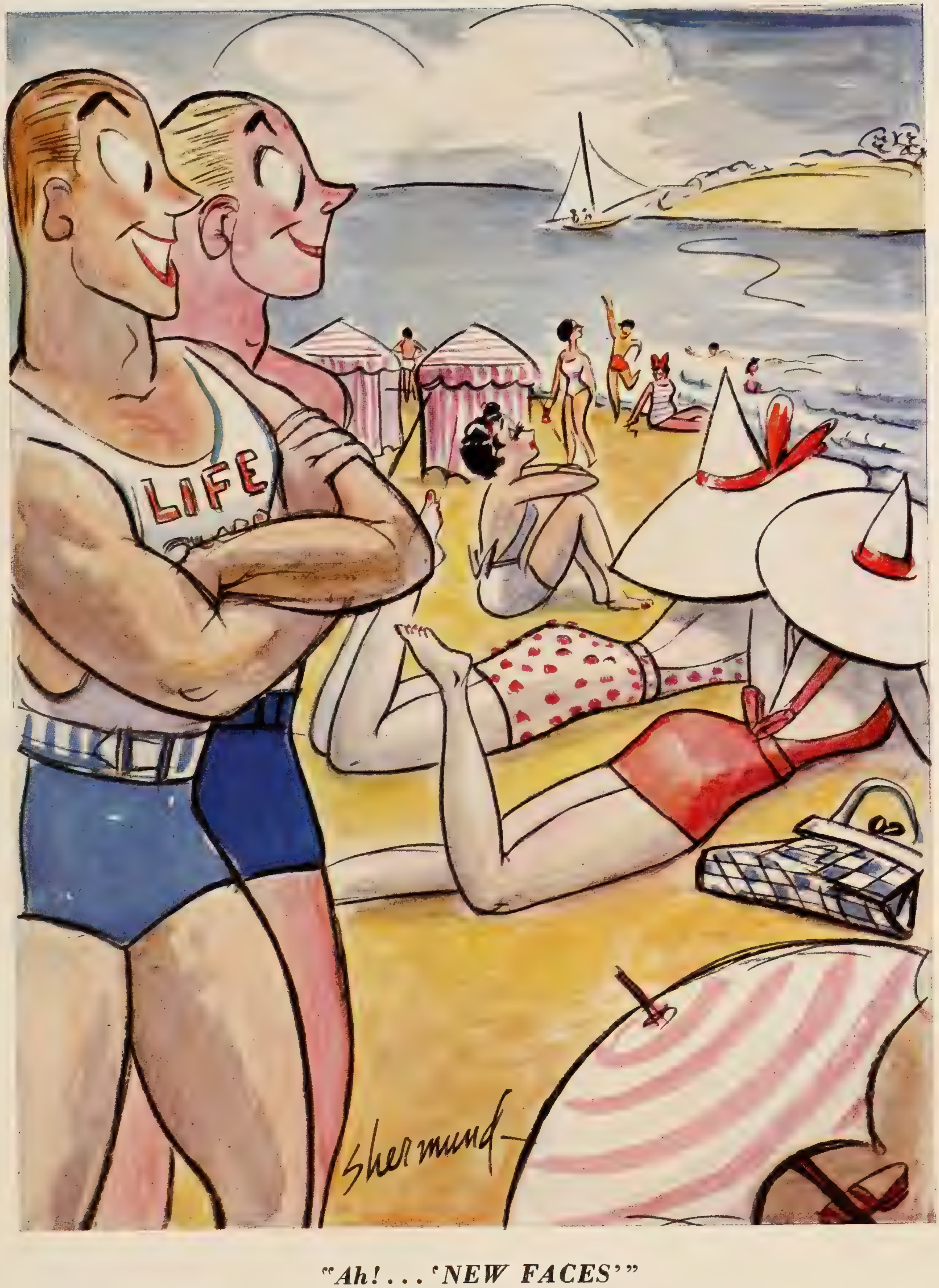
Curb Moves Slightly

	High	Low	Close	Net Change
Grand National ..	2⅜	2¼	2¼	— ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	27¾	27⅛	27¾	+ ⅛

RKO Best Bond Gain

	High	Low	Close	Net Change
Loew's 3½s '46...	99¼	99¼	99¼	.....
Paramount Pict. 6s '55	100⅛	100	100⅛	+ ⅛
RKO 6s '41 pp...	114½	114½	114½	+1½
Warner Bros. 6s '39 wd	95⅜	95	95⅜	+ ⅜

(Quotations at close of June 3)



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Directed by Leigh Jason

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Here comes the biggest Summer show you ever had! . . . A mad jamboree of fun and frolic . . . a 3-ring circus of entertainment spiced with girls, glamor and gaiety! . . . .

with these famous entertainers

JOE PENNER
MILTON BERLE
PARKYAKARKUS
HARRIET HILLIARD
WILLIAM BRADY
JEROME COWAN
THELMA LEEDS

Songs and Lyrics by Lew Brown and Sammy Fain

★

. . . more songs and lyrics by Walter Bullock and Harold Spinna . . . and by Ben Pollack and Harry James

★

. . . and still more songs and lyrics by Charles Henderson and Edward Cherkose... and by Joe Penner and Hal Raynor

RKO RADIO PICTURES

Screenplay by Nat Perrin, Phillip G. Epstein, Irving S. Brecher

AND SCORES OF OTHERS!

"Go-Getter," Lombardo Top In Washington

WASHINGTON, June 3. — Summer continued to affect grosses last week. The Earle topped the town, taking $20,500 on "The Go-Getter," to exceed average by $2,100. Guy Lombardo and his orchestra are credited with a generous share of the draw.

"The Good Old Soak," with Paul Whiteman and his orchestra at Loew's Capitol, took $19,400, to drop $1,500 below par. Loew's Columbia did nicely on a return engagement of "Wake Up and Live," taking $4,900.

"Romeo and Juliet" at Loew's Palace took $17,800.

Total first run business was (excluding the National) $75,300. Average is $76,700.

Estimated takings, exclusive of tax:

Week Ending May 25:

"SHALL WE DANCE?" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 7 days, 2nd week. **Gross:** $7,500. (Average, first week, $10,600)

Week Ending May 27:

"THE GO-GETTER" (W.B.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Guy Lombardo & His Royal Canadians, with Carmen, Lebert & Victor Lombardo; Grower & Jeanne; Rufe Davis. **Gross:** $20,500. (Average, $18,400)

"THE GOOD OLD SOAK" (M-G-M)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Paul Whiteman & Orchestra; "Three T's": Jimmy Brierly; Edwin Davis; Roy Bargy. **Gross:** $19,400. (Average, $20,900)

"WAKE UP AND LIVE" (20th-Fox)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days, return engagement. **Gross:** $4,900. (Average, first run, $3,600)

"ROMEO AND JULIET" (M-G-M)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, regular run. **Gross:** $17,800. (Average, $15,900)

"A DOCTOR'S DIARY" (Para.)
METROPOLITAN — (1,591), 25c-40c, 7 days. **Gross:** $4,300. (Average, $4,300)

Four Days Ending May 28:

"LE BONHEUR" (Franco-American)
"LE LAC AUX DAMES" (Franco-American)
BELASCO—(1,140), 25c-65c, 4 days. **Gross:** $900. (Average, 7 days, $3,000)

Week Ending May 29:

"LOST HORIZON" (Col.)
NATIONAL—(1,744), 55c-$1.65, 7 days. **Gross:** $7,600.

"Hit Parade" Dual New Haven Leader

NEW HAVEN, June 3.—"The Hit Parade" and "Night Must Fall" at Loew's-Poli were the only show in town to reach average, $7,000. All others dropped below the mark, with "Mountain Justice" and "When Love Is Young" hitting a low of $2,400 in six days at the Roger Sherman.

Total first run business was $15,900. Average is $19,300.

Estimated takings for the week ending May 28:

"DEVIL'S PLAYGROUND" (Col.)
"PAROLE RACKET" (Col.)
COLLEGE — (1,499), 25c-35c, 7 days. **Gross:** $2,500. (Average, $2,800)

"THE HIT PARADE" (Republic)
"NIGHT MUST FALL" (M-G-M)
LOEW'S-POLI—(3,040), 35c-50c, 7 days. **Gross:** $7,000. Average, $7,000)

"TURN OFF THE MOON" (Para.)
"NIGHT OF MYSTERY" (Para.)
PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $4,000. (Average, $4,800)

"MOUNTAIN JUSTICE" (F.N.)
"WHEN LOVE IS YOUNG" (Univ.)
ROGER SHERMAN—(2,200), 35c-50c, 6 days. **Gross:** $2,400. (Average, $4,700)

"Night Fall," $8,700, Beats Slump on Loop

CHICAGO, June 3. — "Night Must Fall" was one of the two attractions to get into the profit column during a Loop slump last week. The take at the Apollo was $8,700, over the line by $2,200.

The other money-maker was "Charlie Chan at the Olympics," with Heloise Martin and a revue on the stage went $1,200 over the line for a take of $16,200. "A Star Is Born" held up to a par $15,000 at the United Artists, but all other grosses were off.

Total first run business was $118,600. Average is $128,000.

Estimated takings:

Week Ending May 27:

"NIGHT MUST FALL" (M-G-M)
APOLLO—(1,400), 35c-55c-75c, 7 days. **Gross:** $8,700. (Average, $6,500)

"PRINCE AND THE PAUPER" (W. B.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Kit Klein and revue. **Gross:** $30,000. (Average, $32,000)

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Heloise Martin and revue. **Gross:** $16,200. (Average, $15,000)

"SHALL WE DANCE?" (RKO)
PALACE—(2,509), 35c-55c-75c, 7 days, 4th week. Stage: "Swing For Sale" revue. **Gross:** $14,600. (Average, $19,000)

"LET'S GET MARRIED" (Col.)
STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Haven MacQuarrie and revue. Gross: $12,300. (Average, $13,000)

Week Ending May 28:

"TURN OFF THE MOON" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $5,300. (Average, $6,500)

"GOOD OLD SOAK" (M-G-M)
ROOSEVELT—(1,590), 35c-55c-75c, 7 days, 2nd week. **Gross:** $8,000. (Average, $11,000)

"A STAR IS BORN" (U. A.)
UNITED ARTISTS—(1,700), 35c-55c-75c, 3rd week. **Gross:** $15,000. (Average, $15,000)

Week Ending May 29:

"CAPTAINS COURAGEOUS" (M-G-M)
ERLANGER—(1,200), 50c-$1.50, 7 days, 3rd week, 2 shows daily. **Gross:** $8,500. (Average, $10,000)

Columbia Team in Lead

Columbia by beating the RKO team, 9 to 5, now leads the team standings in the M. P. Baseball League. The same day RKO trimmed the Skouras nine, 6 to 5. Other recently played games and results were Columbia, 7 Paramount, 2; M-G-M, 5, N.B.C., 3. The listing now shows the teams in the following order: Columbia, RKO, Consolidated, Skouras, M-G-M, Paramount, N.B.C., Apeda Studios.

Plan French Imports

I. E. Lopert, E. Simmons and T. Witkin, executives of the newly-organized Pax Film, Inc., will meet in Paris July 15 to formulate plans to buy outright leading French productions which will be brought here for dubbing and American release. Lopert, president of the company, plans to leave for France July 9.

Lazar to Gloversville

BELLEFONTAINE, O., June 3.—Glenn Lazar, manager of the Schine's Holland here for the past two years, has been promoted to a position in the home office at Gloversville, N. Y. His place will be taken by a brother, Sander Lazar, recently of Gloversville.

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MOTION PICTURE HERALD

The World's Greatest Motion Picture Circulation (16,316 ABC)
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◀ Radio Personals ▶

ALEXANDER WOOLLCOTT'S program last night originated in the Doctors' Hospital, where Woollcott is a patient. . . . Bishop Sylvester I. Cannon, manager of KSL, Mormon station in Salt Lake City and an affiliate of CBS, is visiting here with Mrs. Cannon. . . . Other managers of stations affiliated with CBS visiting here are William Cherry, WPRO, Providence, and Don Searle, WIBW, Topeka. . . . Arthur Daly, NBC production director, leaves today for a vacation in Bermuda. . . .

* * *

NBC employes who have been bitten by the June love bug are Gerald Wolke, assistant manager of guest relations, who married Florence Dawson last Saturday; George Sax of the artists' bureau, who weds Eleanor Chascione June 15; John Baxter of artists' sales promotion, who will be married to Patrice Jane McCormick of J. Walter Thompson's art department tomorrow. . . . Ed Fitzgerald of WOR has been made an honorary admiral for his work for the Great Lakes Exposition. . . . Horace Heidt's Brigadiers return to their CBS program June 7, after a temporary absence to fulfill dance dates. . . .

* * *

Kay Kyser and band swing into New York June 20, their first stop here since the inception of the Mutual "Surprise Party" series. . . . Phil Houghton, an Antioch College student, has arrived here for a 10-week period of work in NBC's guest relations department. . . . Helen Mencken heads the list of guests on the Hammerstein "Music Hall" June 8. . . . Billy Swanson's orchestra will be heard twice weekly on CBS. . . . Dr. Franklin Dunham, NBC's educational director, will deliver the commencement address at Ithaca College, June 11, and before the Wellesley Hills High Schol student body on the Wellesley College campus, June 12. . . .

* * *

James Barton will be heard in scenes from "Broadway" on Kate Smith's program June 10 . . . Harry Elliott, CBS west coast publicity, is in town for a conference with CBS executives here . . . Charles Harold, arranger and accompanist for "The Norsemen," NBC act, has written several song compositions just accepted for publication . . . John Trent will be George Fischer's guest on "Hollywood Whispers" tomorrow . . . Lou Goldberg of the Major Bowes stage units is in the midwest and due back next Wednesday . . .

Crosby Gaige Program Off

Crosby Gaige's "Kitchen Cavalcade," heard five times weekly on NBC, leaves the network for the summer following today's broadcast. Gaige, however, has been re-signed and will return to the airways Sept. 6. Kenyon & Eckhardt, Inc., handles the account.

Albert Crockett Joins Agency

Albert Crockett has joined the Birmingham, Castleman & Pierce agency, where he will act as publicity director. Crockett is a former hotel publicist, and has written several novels.

P. & G. Signs Renewals on Nine Series

The tidiest mass renewal in years was effected yesterday when Procter & Gamble, largest network sponsor in radio, signed one-year renewal contracts for nine programs on NBC. The nine shows represent 68 broadcasts a week over the Red and Blue networks.

The shows renewed are "Ma Perkins" for Oxydol; "Vic and Sade" for Crisco; "Personal Column of the Air" for Chipso; "The O'Neills" for Ivory Soap; "Gospel Singer" for Ivory Soap; "Story of Mary Marlin" for Ivory Snow; "Pepper Young's family" for Camay Soap; Jimmy Fidler for Drene Shampoo; and "Guiding Light" for White Naptha Soap.

All shows but one, which was renewed last March for one-year, will begin their new contract period June 28.

Time Changes Impend

Several cancellations and changes in broadcasting time for additional Procter & Gamble programs are in the offing. Beginning June 28, "The Story of Mary Marlin" moves from its Blue time, 5:15 P. M., E. D. S. T., to 10 A. M., E. D. S. T., Mondays through Fridays, the time now occupied by Captain Tim Healy. The "Woman's Magazine of the Air," an NBC-Pacific coast feature, and Barry Wood's program, a Blue network feature, are to be discontinued. Also cancelled are the Wednesday and Friday Red network programs. This team, however, will continue to be heard at two other periods on the Red and Blue networks.

The Compton agency handles all the above accounts and programs.

"Kitty Keene" Now on KDYL

SALT LAKE CITY, June 3.—"Kitty Keene, Inc.," a five-times-a-week transcribed serial, is now heard on KDYL. The contract, for 52 weeks, is for Procter and Gamble, through the Blackett-Sample-Hummert agency.

Release New Script Series

The Script Library is releasing three summer twosome series—"Oh Jenkins," a comedy; "Murder in the 400," a mystery, and "Love Is a Word," romance. The scripts are especially planned and written for stations curtailing summer budgets, or anticipating smaller staffs due to vacations.

Fourth Dance Exchange June 10

The fourth in a series of dance exchange programs between CBS and BBC will feature Bunny Berrigan's band, June 10, at 6:30 P. M., E.D.S.T. The program will be heard over W2XE only for the first 15-minutes of the half-hour show. It will be heard over the CBS network from 6:45 to 7 P. M.

Biow & Co. to Move

Biow & Co., Inc., now located at 444 Madison Ave., has leased the 25th floor of 9 Rockefeller Plaza, effective July 1. The new space is considerably larger than the agency's present quarters.

CBS Billings Up

CBS billings for the month of May totaled $2,552,374, an increase of 45.9 per cent over the same month last year. The percentage of increase is an unusually high one in CBS revenue totals.

The cumulative total for the first five months of the year is $12,318,505, an increase of 27.2 per cent over the corresponding five months in 1936.

The NBC and Mutual time billings are not yet available.

CBS Sets Schedule For Latin Salutes

CBS has set a schedule of salute programs to Latin-American countries over its short wave station, W2XE. The schedule will begin June 20, and 22 nations in all will be saluted in the feature, to run 13 weeks.

The plan calls for short addresses to be given by Latin-American consuls and ambassadors in this country, and music by Vincent Sorey's orchestra.

The nations to be saluted include Argentina, Brazil, Chile, Bolivia, Cuba, Costa Rica, Guatemala, Mexico, Colombia, Equador, Peru, Panama, Salvador, Nicaragua, Haiti, Santo Domingo, Venezuela, Paraguay and Uruguay.

Joe Penner to Take Rest

LOS ANGELES, June 3.—The Joe Penner show definitely goes off the air for the summer, from June 27 to Oct. 3, with no replacement, according to Ruthrauff & Ryan. When the show resumes, the same supporting cast will be used. The program originally was scheduled to stay on, with Penner vacationing for the summer.

Jack Joy Goes to KHJ

HOLLYWOOD, June 3.—Jack Joy, who recently resigned his post as production manager at KFWB after six and a half years there, has joined KHJ as program director. He succeeds Don Bernard who quit two months ago.

To Hold "Story of Industry"

"The Story of Industry," a CBS feature presented by the U. S. Dep't of Commerce, will be continued throughout the summer at the same time, Saturdays from 3:30 to 3:45 P. M., E.D.S.T.

Change Armin-Varidy Name

Armin-Varidy has changed its firm name to Varidy of Vienna. Last Sunday the company's Mutual program added another station to its network, WHKC, Columbus. The program is now heard over 10 stations.

Les Weelans Goes to KDYL

DENVER, June 3.—Les Weelans is leaving KLZ having resigned his position as musical director to go to Salt Lake City where he will join the staff of KDYL.

"Hit Parade" Renewed

The American Tobacco Co.'s "Hit Parade" series on NBC has been renewed for the summer, effective June 30. Lord & Thomas is the agency.

Parker-Alice Faye Go to Chesterfield

Frank Parker and Alice Faye yesterday were signed to replace Lily Pons and Kay Thompson, respectively, on the Chesterfield cigarette programs, both of which are CBS features.

Parker will take over the vocal lead in the Wednesday evening series beginning June 30. His final broadcast on the Jergens-Woodbury "Rippling Rhythm" program will be heard June 27. His contract is for 13 weeks, with options for 26 more.

The price paid for Parker's service has not been made public, although it is known that the Chesterfield assignment marks the biggest money date for Parker yet.

The Friday evening Chesterfield program will shift from New York to Hollywood for the July 2 broadcast, at which date Alice Faye will succeed Kay Thompson. The program will remain in Hollywood indefinitely. Hal Kemp's orchestra will be retained.

Newell-Emmett Co. handles the programs for Liggett & Myers Tobacco Co.

Scophony Has New Home Vision Machine

LONDON, May 25.—In a statement to shareholders, Scophony, Ltd., the television company in which Arthur Levey, Oscar Deutsch and S. Sagall are interested, claims that its technical staff has developed a home receiver giving a picture 24 inches by 22 inches "of a quality comparable with that of the average home cinema" and that its Medium receiver gives a dependable picture, five feet by four feet, for cinema use.

This screen, says the statement, is designed for small cinemas, public viewing halls, schools, hotels, etc.

Scophony has received an order from the Soviet Government for both transmitting and receiving apparatus for the first Soviet television station at Moscow.

Ray Perkins Starts June 20

An important new sustaining period will begin a summer stay on WOR June 20, when Ray Perkins inaugurates a full-hour series, from 9 to 10 P. M., E.D.S.T. The series will mark Perkins' first return to radio hereabouts since last year, when he appeared as em cee on the National Amateur Hour.

Perkins will be assisted by Joe Browning, Helene Daniels, a trio, a quartet, Willard Amison, Sid Gary and Nat Brusiloff's orchestra.

Expect Rubinoff Talent to Stay

When Rubinoff returns to New York from Hollywood for the June 20 broadcast, Josephine Antoine and Edward Marshall will be heard in the singing leads. It is believed that Miss Antoine and Marshall will remain on the series permanently, although this could not be confirmed.

The series is a CBS feature, sponsored by the Chevrolet Motor Co. through Campbll-Ewald Co.

Renew on NBC Library

Three more stations have renewed their subscriptions to the NBC Thesaurus, recorded program service. KGBX, Springfield, Mo., takes the service for the third year, while KGEL, San Angelo, Tex., and CFRC, Kingston, Ont., have signed for their second.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 131 NEW YORK, SATURDAY, JUNE 5, 1937 TEN CENTS

20th-Fox in Court to Spur Plan on Roxy

Formal Order Awaiting Terms of Franchise

In an effort to speed final confirmation of the Roxy organization plan, 20th Century-Fox, which obtains a 20-year lease on the house under the plan, made a formal appearance in the proceeding yesterday in order to subject itself to the court's jurisdiction, as directed by Federal Judge Francis G. Caffey in approving the plan on Thursday.

Judge Caffey asserted that no formal order confirming the plan would be signed until the terms of the 20-year film franchise to be issued by 20th Century-Fox for the Roxy, and the final terms of the new Roxy mortgage indenture had been submitted to him. Otto E. Koegel of Hughes, Schurman & Dwight, attorneys for 20th Century-Fox, reported that the film franchise had been drawn already and assured the court that

(*Continued on page* 3)

Chase Sells 6,048 Shares of 20th-Fox

By CLARENCE LINZ

WASHINGTON, June 4.—Disposition by the Chase National Bank in April of 816 shares of 20th Century-Fox common and 5,232 shares of the $1.50 cumulative preferred held under escrow agreement was reported today by the S.E.C.

At the close of the month, the commission's semi-monthly summary of stock transactions showed, the bank still held 236,991 shares of common and 694,182 shares of the preferred.

The 20th Century-Fox report also showed that John D. Clark, New York, director, sold 200 shares of

(*Continued on page* 3)

Buchanan Will Make Five for This Year

LONDON, May 26.—The program of Jack Buchanan Prod., Ltd., of which J. Arthur Rank is chairman, is to include five features to be made this year at Pinewood for General Film Distributors release, and from eight to 10 in 1938.

The average cost will be about £60,000. Buchanan will star in three of the first pictures, one of which is scheduled to co-star Adele Astaire under the direction of Rene Clair. The biggest feature of the 1938 program will be John Gielgud's "Richard of Bordeaux," in color.

Five More Exchange Cities Agree on Wages and Hours

Tentative agreements were completed this week between home office distributor representatives and exchange union delegations from five key cities—Buffalo, New Haven, Cleveland, Washington and Pittsburgh. This makes a total of seven situations where I.A.T.S.E. unions have been recognized by film companies, the other two, Boston and Philadelphia, having been set several weeks ago.

Under the terms of the temporary contracts, a minimum working schedule of 40 hours a week and wage scales have been agreed upon. All other details are now being worked out with contracts to be signed as soon as lawyers for distributors and union get together on the language to be included.

The percentage of increases vary in each situation and with each company. There has been no uniform wage scale up to now and the larger companies are understood to have been paying employes more than the lesser firms. Under the set wage scale to be adopted with the signing of the

(*Continued on page* 3)

Browne Will Write Strikebreaker Ban

HOLLYWOOD, June 4.—What appears to be the final solution to the muddled strike situation here was worked out today when George Browne, I.A.T.S.E. president, agreed to put in writing the guarantee to makeup men that strikebreakers doing makeup work and drafting will be removed from the studios. A high official of the makeup men agreed to present Browne's proposition to the organization with assurances of pushing it through. Under its terms the makeup men go over to the I.A.T.S.E.

If this is effected, the painters and scenic artists, having been already granted a union shop, pay raise and reentry to the basic pact, will have nothing more to strike for.

Strikers are hard hit by lack of funds, many applying for relief. The longshoremen's and sailors' unions are

(*Continued on page* 4)

Mexico Study Cites Film's Improvement

By JAMES LOCKHART

MEXICO CITY, June 1.—Strict vigilance over films has purified screen entertainment here, according to a survey of the activities of the municipal amusements inspection department. This vigilance has banned from local screens pictures that spread

(*Continued on page* 3)

Study Love Call

Rochester, June 4.—When the 17-year locusts start their love calls next month Harold F. Sherman of Eastman Kodak is going to try to photograph the mechanism of their voices with soft X-Ray machines.

Scientists have figured out that if they could understand what makes a locusts' love call so loud and so effective they might be able to invent a way of silencing it.

A silent locust, they figure, would be practically a bachelor.

G. B. Sales Meet Set For June 25-27 Here

G. B. will hold its sales convention in New York June 25-27 at the St. Moritz, according to Arthur A. Lee, vice-president.

George W. Weeks, general sales manager, is now on his way back from the coast. He will present the company's lineup for the new season.

Oscar Deutsch Gets 12 More in England

LONDON, May 26.—Oscar Deutsch, for Odeon Theatres, has obtained control of London and Southern Super Cinemas' 12 halls, mostly in the South of England and including in London the Bloomsbury Super Cinema in the West Central district and the Ambassadors, Hendon.

LONDON, May 26.—The Piccadilly Theatre, at which "The Singing Fool" was shown, and for many years a regular venue for trade shows, was withdrawn from auction after a best bid of £24,000.

Kansans Expect No Film, Radio Taxes

KANSAS CITY, June 4.—While there has been no ruling from the Kansas Tax Commission as to whether or not the two per cent sales tax, effective June 1, applies to radio or screen advertising, it is being assumed by exhibitors that the tax does not apply, inasmuch as the commission has ruled it is not to be collected on newspaper advertising.

Missouri collects its present one per

(*Continued on page* 4)

Paramount to Put 50-60 on New Schedule

Company Has 125 Story Properties Lined Up

Paramount's sales forces will be told that the company will have between 50 and 60 features next season, it was made known here yesterday on the eve of the departure of home office executives for the coast. The New York delegation will depart Sunday. Convention sessions will start Thursday at the Ambassador, Los Angeles.

The company, it is stated, has 125 story and stage properties from which to select the new season lineup.

Among the features definitely scheduled are: "Souls at Sea," starring Gary Cooper and George Raft, with Frances Dee; "High, Wide and Handsome," starring Irene Dunne with Randolph Scott; "Manana," to be produced by Arthur Hornblow; "Angel," Marlene Dietrich starring vehicle now nearing completion under Ernst Lubitsch's direction; "Artists and Models," Jack Benny starring vehicle.

"The Buccaneer," starring Fredric

(*Continued on page* 3)

Equity Salary Cuts Referred to Council

Amendments to the constitution and bylaws of Actors Equity Ass'n which would reduce the salaries of the president and executive secretary and reduce membership dues were referred back to the Equity council for further consideration by the organization's 24th annual meeting, held yesterday at the Astor. The membership's action is regarded as a virtual defeat for the proposed amendments as the council considered them earlier and disapproved them by a large majority.

Nearly 1,000 Equity members attended the meeting and balloted for

(*Continued on page* 3)

Ramona Appeal Lost In Contract Action

The Appellate Division of the N. Y. Supreme Court yesterday upheld the lower court in its refusal to grant Ramona Davies, pianist and singer, a temporary injunction restraining Paul Whiteman from compelling the plaintiff to perform service under a contract executed March 1, 1934. The

(*Continued on page* 4)

More Radio—Page 4

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 5, 1937 No. 131

MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, *Editor*

J. M. JERAULD, *Managing Editor*

JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. . Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Maxwell Is Honored

LONDON, May 24.—John Maxwell, chief of Associated British Pictures, and Mrs. Maxwell, were received by King George at Buckingham Palace today and received the ranks of Knight of Grace and Commander, respectively, of the Order of St. John and Jerusalem. No title is involved in the honor. Joe Grossman, studio manager of A.B.P. at Elstree, has also been made a commander of the order, which is concerned with voluntary ambulance and casualty work.

To Make Monastic Film

"The Monks," a film of monastic life throughout the world, has been started by World Pictures Corp. George Kraska will direct and Rev. Michael J. Ahearn, S.J., of Weston College, Boston, will supervise. According to World Pictures, the film is designed to refute Nazi charges against German monks.

Plan Two RKO Outings

RKO employes will hold the first of two outings at Bear Mountain next Monday. The second will take place June 14 to give employes who cannot be present at Monday's picnic a chance to attend.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Talent Scout"

(*Warners*)

HOLLYWOOD, June 4.—Hollywood's penchant for kidding itself and the resulting entertainment should prove satisfactory to general audiences. Quite a bit of novelty has been injected into the latest libel of Hollywood seriousness which the world is prone to consider the fruit of foolishness and brazen luck. The well prepared story is intelligently acted and directed with an easy going flair which concentrates on comedy.

Producers Joseph Crehan and Charles Halton send Donald Woods,press agent, and a crowd of girls on a cross-country exploitation tour. Woods hopes to discover a diamond in the rough who may become a great screen personality. The tour is a failure, but in Jeanne Madden, amateur singer, he believes he has found a good possibility. Flopping in a screen test, Woods palms off the girl as a foreign importation and the producers cannot sign her fast enough. As Miss Madden zooms to fame, Woods' romantic interest in her is sidetracked as she falls in love with Fred Lawrence. But Woods' bitter pill of disappointment turns sweet when Red Pearson, a hayseed, whom he is trying to loose, is discovered by Crehan as a real star. Appointing himself the novice's manager, he bludgeons the studio into a fat contract for the rube's services.

Wholesome fun, presented in a gay, airy manner that precludes the possibility of anyone taking it seriously, the show is apt to prove a more attractive feature than many a more impressively publicized production.

Production Code Seal No. 3,038. Running time, 60 minutes. "G."

Out Hollywood Way

HOLLYWOOD, June 4.—B. P. SCHULBERG borrows WILLIAM GARGAN from Universal for the lead in "Accidents Will Happen."

WESLEY RUGGLES to produce and direct a picture based on GEORGE FITCH'S "Siwash" stories for Paramount with MARTHA RAYE, NIELA GOODELLE and BEN BLUE and the Yacht Club Boys in the cast . . . SPENCER TRACY and LUISE RAINER to co-star in "Big City," which FRANK BORZAGE will direct for M-G-M, with NORMAN KRASNA, who wrote the original, producing.

GLENN MORRIS short at M-G-M will be titled "Olympic Champion" . . . WILLIAM K. SEXTON, Loew theatre manager in Baltimore, is here . . . HUDSON GRUNWOLD, Sunday film editor of the *Washington Star*, in town.

✚

Casting—JUDITH BARRETT gets lead opposite JOHN WAYNE in "Hell on Ice," Universal . . . NORA LANE lead in "Hopalong Rides Again," HARRY SHERMAN for Paramount . . . OTTO KRUGER in "The Barrier," same producer . . . JANE JOHNS, BILLY BURRUD and CHARLES BROKAW in "Hell on Ice," Universal . . . ESTHER DALE in "On Such a Night," Major-Paramount.

ADOLPHE MENJOU, LUCILLE HALL, MARGARET EARLY and ANDREA LEEDS in "Stage Door," RKO . . . CHARLES KING and EARL DWIRE in "Riders of the Dawn," Monogram . . . ERNEST TRUEX here to start in "The Adventures of Marco Polo," GOLDWYN . . . WHITNEY BOURNE lead in "Flight from Glory," RKO . . . VIVIENNE OSBORNE in "Accidents Will Happen," Schulberg-Paramount.

✚

Contracts—RUBY MERCER, opera singer, signed by M-G-M . . . ALEC CRAIG, MARIE MARKS and J. ROBERT BREN get contract extensions at RKO.

Censor Japanese Film

SHANGHAI, June 4.—Japanese theatre officials here have protested against an order of the Chinese censor eliminating three scenes from "The New Earth," a Japanese film, which was said by the Chinese to be Japanese-German propaganda.

Abrams Furst Assistant

BOSTON, June 4.—Ben Abrams has been named as assistant to Nathan Furst, Warners manager here. He will replace Jack Magann, deceased. Furst will enlarge his sales force next week.

Burke's Mother Dead

BOSTON, June 4.—The mother of James Burke, business manager of the M. P. Operators' Union, Local 182, was buried here today. Burke is also business manager and a leading organizer of the new Exchange Employes' Union.

To Open Sunday Show

CHARLOTTE, June 4.—Sunday blue laws have led C. G. Lawing to open the Airdrome, just outside the city limits in the Hoskins section. Operation will begin June 12.

Cocalis Takes Howard

Sam Cocalis has acquired the Howard, Howard Beach, L. I., from Morton Van Praag, who will continue to operate his other two houses.

KMTA Meets June 22-23

KANSAS CITY, June 4.—The annual convention of the Kansas-Missouri Theatres Ass'n, will be held June 22 and 23 at the Kansan Hotel, Topeka.

◂ *Purely Personal* ▸

WILLIS STILES, who appeared in many Vitaphone shorts last year, is making her mark in the legitimate field. She was assistant director of the recent Broadway musical, "Sea Legs," as well as understudy for DOROTHY STONE and CATHERINE MAYFIELD of the same show.

●

JOEL C. R. PALMER, Western Electric patent attorney, has been appointed contract counsel for Erpi. FRANKLIN T. WOODWARD has been appointed general patent attorney for Western Electric, succeeding DEWITT C. TANNER, who becomes consulting patent counsel for A. T. & T.

●

FRANK C. WALKER is due back today from Spokane and Butte. At Spokane, he received a degree of LL.D. from Gonzaga University. MRS. WALKER accompanied him.

●

A. H. MCCAUSLAND, RKO trustee's representative, leaves for the coast Monday on a studio visit and for attendance at the company's annual sales meeting.

●

JESSE J. GOLDBERG, vice-president of Seminole Prod., sails on the *Georgic* next week to close foreign distribution on the 18 pictures the company plans next season.

●

LOU MILLER of RKO and MRS. MILLER left Thursday by car for Los Angeles, where he will attend the company's annual sales convention.

●

MORRIS FITZER of the New York office of the *Hollywood Reporter* tomorrow will marry ROSE SCHER here.

●

WILLIAM BOEHNEL, film reviewer of the *World-Telegram*, left for Hollywood last night by plane.

●

GEORGE DEMBOW can't shake off his two weeks' old cold. SAM, his brother, has a sympathy ailment.

●

BEULAH BONDI will leave New York for the coast next week to play in "The Barrier" for Paramount.

●

JOE POLLAK sailed on the *Statendam* yesterday to spend the summer in Europe.

●

HERMAN BING, now at the State, will open at Loew's, Washington, next week.

●

ERIN O'BRIEN MOORE will leave for the coast today on the TWA Sky Sleeper.

●

SAUL KRUGMAN of Grand National will leave for Washington next week.

●

MAX GORDON sails for London on the *Queen Mary* next Wednesday.

●

MRS. LIONEL ATWILL will leave by plane tomorrow for Hollywood.

●

Y. FRANK FREEMAN is due back from Boston today.

●

DAVID ROSE of U. A. flew to the coast last night.

●

O. HENRY BRIGGS left for the coast yesterday.

Five Exchange Centers Agree On New Scales

(*Continued from page* 1)

contracts the increases for some companies will be larger than others.

Shippers, porters and ad sales clerks are the only service employes included in the contracts being set. The contracts are retroactive from the date when negotiations are started, and not before, it was stated by a film executive yesterday.

Although there have been minor flareups at the meetings, it was declared that all negotiations have been amicable. A representative of the I.A.T.S.E. has been attending all conferences between the local unions and distributor representatives.

No independent exchanges have been represented at the meetings, it was learned.

Mexico Study Cites Films' Improvement

(*Continued from page* 1)

Fascist propaganda, tend to provoke religious controversy or attack the ideals of the Mexican social revolution.

* * *

The use of films to attract tourists, which Mexico started some time ago, has found favor in Central America. The first country there to follow Mexico's example is El Salvador, which has contracted Color Films, Inc., of Hollywood to make a series of shorts depicting Salvadoran natural beauties, music, dances and other folklore subjects which are calculated to draw visitors.

* * *

No film may be exported from Mexico unless it has a permit from the Government's Press and Publicity Dep't, a Presidential decree provides. The regulation applies to developed and undeveloped films. The department is censoring all pictures free of charge.

Para. to Put 50 to 60 On the New Schedule

(*Continued from page* 1)

March under Cecil B. DeMille's direction; "Good Night Ladies," with Eleanore Whitney and Johnny Downs; "An Empire Is Born," a Frank Lloyd production with Grant Richards and Karen Morley, and "Ebb Tide," Technicolor film with Oscar Homolka, Ray Milland, Frances Farmer and Lloyd Nolan.

Cokell Arrives on Coast

HOLLYWOOD, June 4.—W. B. Cokell, treasurer of Paramount, arrived here yesterday, the first of the company's eastern executives assembling for the annual sales convention at the Ambassador in Los Angeles June 10-14.

Change Paramount Title

HOLLYWOOD, June 4.—Paramount has set "Partners in Crime" as the release title of the comedy mystery in preparation under the title "Murder Goes to Jail."

Looking 'Em Over

"Grandeur and Decadence"

(*French M. P. Corp.*)

A simple but strong story theme is the greatest asset in this importation from France, which contains the purely technical fault of strewing its English subtitles all over the frame and occasionally reverting to the ancient order of separately framed subtitles accompanied by a complete absence of musical background.

The film has been well performed, but certainly is not to be compared with the Hollywood output in production values. In general it may be said to be satisfactory for those theatres catering to patrons who understand French but offers little for other houses. Jacques Natanson directed from a screenplay by Henry d'Erlanger.

The story tells of the meteoric rise of the owner of a small cannery to ownership of a huge plant, with the consequent neglect of his wife and children. The son has no desire to follow his father, preferring to be a fisherman. Eventually he is forced out of business because of his insistence on providing for his employes, his wife dies, his daughter leaves, and he returns to his son and the boy's wife for comfort.

No production code seal. Running time, 83 minutes. "G."

"Riders of Whistling Skull"

(*Republic*)

The plot in this western is nothing that will tax the imagination of audiences. It does, however, develop properly thrilling sequences and should be agreeably received.

The story is one of those routine affairs that has to do with a scientific expedition seeking a lost city in the desert. The Three Mesquiteers—Ray Corrigan, Max Terhune and Bob Livingston—provide plenty of action as they do battle with intruding renegades. It follows a routine course in unfoldment and in denouement.

The photography is exceptionally fine. The use of varied filters by Jack Marta, cameraman, gives the outdoor settings a beautiful and compelling aspect. Mack V. Wright directed. The cast includes Mary Russell, Roger Williams, Yakima Canutt and C. Montague Shaw.

Production Code Seal No. 2,859. Running time, 55 minutes. "G."

Chase Sells 6,048 Shares of 20th-Fox

(*Continued from page* 1)

common in April, leaving him at the close of the month with one share.

Disposition by gift of 600 Columbia Pictures common voting trust certificates was reported by Jack Cohn, New York, who held 38,934 certificates at the close of the month, and sales of 3,500 shares of Loew's common was reported by David Bernstein, New York, who held 10,180 shares at the end of April.

Through exchanges, purchases and sales of Paramount securities, Maurice Newton, New York, through Hallgarten and Co., acquired 200 and disposed of 1,400 shares of six per cent convertible second preferred, acquired 200 shares of first preferred and disposed of the same amount and acquired 3,030 shares of common and disposed of 2,830 shares. John D. Hertz, through Lehman Bros., sold $15,000 debentures and held $87,000.

Disposition by gift of 40,000 Warner debentures and purchase of 3,000 was reported by Albert Warner, New York, who at the close of the month held 1,530,000.

Reports on equity holdings of officers and directors of corporations whose securities were registered in April were filed by Pathe Film Corp., and the Universal Corp.

The only Pathe officer to hold any of the company's securities was T. P. Loach, New York, who had seven shares of common. No securities were owned by O. Henry Briggs, New York; Henry J. Guild, Adams, Mass., Frank F. Kolbe, New York; Robert M. McKinney, New York, or Charles A. Stone, Troy, N. Y., directors.

The Universal report showed that Adolph Ramish, Los Angeles, and Charles R. Rogers, Universal City, each held 12,500 common voting trust certificates, and, jointly, 111,283 common voting trust certificate warrants.

Equity Salary Cuts Referred to Council

(*Continued from page* 1)

officers to serve three-year terms, 10 councillors to serve for five years and two council replacements. Results of the balloting will not be known before Monday. Two opposition tickets were in the field in addition to the regular ticket headed by Frank Gillmore and the present slate of Equity officers.

The meeting also asked the council to consider an amendment which would permit any member, whether paid up or qualified to vote or not, the right to attend all meetings and speak on any question. This right is now limited to paid up senior members but has never been enforced.

Jean Harlow Improved

BEVERLY HILLS, June 4.—Jean Harlow was reported on the road to recovery today with prospects that she would return to the studio within a few days.

"My Affair" $80,000

"This Is My Affair" garnered about $80,000 at the Music Hall in the first week.

20th-Fox in Court to Spur Plan on Roxy

(*Continued from page* 1)

it "would meet with the approval of at least 50 per cent of the attorneys present."

The court instructed proponents of the plan to prepare the terms of the new mortgage indenture immediately and indicated that substantial savings in the cost of servicing the mortgage were to be expected from competitive bidding for the appointment of a trustee under the mortgage.

Spokesmen for the proposals of the plan informed the court that more than the required two-thirds of the first mortgage bondholders would consent to the plan, while representatives of the second mortgage gold note holders protective committee reported that the consents of the required two-thirds of that group were expected by June 16.

Judge Caffey again denied a petition for a participation for Roxy stockholders, made yesterday by Samuel Hirschenstein, attorney, who urged that Class A stockholders be given some equity in the new organization.

The next hearing on the plan was set for June 18, by which time it is expected the film franchise and new mortgage indenture will be submitted.

To Re-Submit RKO Plan

Federal Judge William Bondy yesterday ordered that the recently adopted amendments to the RKO reorganization plan which brought about the withdrawal of unsecured creditors' objections to the plan be submitted for the approval of all creditors who had consented to the plan earlier. Unless such creditors file written objections with Special Master George W. Alger before June 21, they will be regarded as having consented to the amendments, according to Judge Bondy's order.

Wall Street

Loew's Up 1¼ on Board

	High	Low	Close	Net Change
Columbia, vtc	33¼	33⅛	33¼	+ ¼
Consolidated	3½	3½	3½	+ ¼
Consolidated, pfd..	12½	12½	12½	+ ¼
Eastman	170¼	168¾	169	.....
G. T. Equip. new	23¾	23⅝	23¾	— ¼
Loew's, Inc.	82½	80½	81⅝	+1¼
Paramount	19½	18½	19½	+ ¾
Paramount 1 pfd..	129½	129½	129½	+ ½
Paramount 2 pfd..	17¾	17¼	17¾	+ ⅜
Pathe	7⅛	7⅛	7⅛	— ⅛
RKO	8	7⅞	8	.....
20th Century-Fox.	37	37	37	.....
Warner Bros.	13⅞	13⅛	13⅞	+ ½

Technicolor Best Curb Gain

	High	Low	Close	Net Change
Grand National .	2⅜	2¼	2⅜	+ ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	28⅛	27½	28	+ ½
Trans-Lux	4⅝	4½	4⅝	+ ⅛
Universal	9¼	9	9	— ¼

Loew's Bonds Advance

	High	Low	Close	Net Change
Keith B. F. 6s '46	99	98½	99	.....
Loew's 6s '41 ww deb rights	99½	99⅜	99½	+ ¼
Paramount Pict. 6s '55	100⅛	100⅛	100⅛	+ ⅛
Warner Bros. 6s '39 wd	95½	94¾	94¾	— ⅝

(Quotations at close of June 4)

◀ Radio Personals ▶

GEORGE GRIFFIN is being tested by M-G-M for musical pictures. . . . Eve Arden, formerly of the stage, is auditioning a fashion program for a sponsor. . . . A. W. Kaney, NBC's Chicago continuity acceptance editor, is visiting here for a few days. Helen Straus, of Benton & Bowles, off to Hollywood last night for a week's business stay. . . .

✚

Rockwell-O'Keefe has been appointed to book bands into the Hotel Montclair, marking the fifth local spot to book exclusively through that organization. . . . Walter Davidson, NBC guest relations, will be married June 16 in Auburn, N. Y. . . .

✚

Doc Rockwell is set for the Vallee program next Thursday . . . Ted Hammerstein, Hy Gardner, and James McCann will be Chamberlain Brown's guests on WMCA Monday . . . Anson Weeks' orchestra will sub for Henry Busse on the Mar-O-Oil program tomorrow over NBC . . . Vivian Della-Chiesa has signed to appear for her second season with the Chicago Opera Co. . . . A new orchestra under the direction of D'Artega has been signed for the Jane Froman-Don Ross summer series . . . Billy Swanson's orchestra, now at the Hotel Edison here, will begin a twice weekly broadcast series over CBS at the end of the month. . . .

✚

Louisville Town Pump

Louisville, June 4. — Jack Burnett, tenor, now filling sustaining spots on WHAS with Herbert Hoch, organist. He came to Louisville via WJJD, Chicago, and WFAA, Dallas. . . . "Mr. Fixit" now a sustaining program on WAVE. Formerly heard over WGRC. the George Rogers Clark station in New Albany, Ind. . . . Oertel's Radio Show, Tuesdays over WHAS, gave a half-hour over to the birthday party in honor of Foster Brooks, WHAS announcer.

Promote 2 NBC Engineers

Two NBC engineers have been promoted to supervisorships to fill newly created positions in the engineering department. De Witt C. Shultis has been advanced from a staff position to maintenance relief supervisor, while Milton W. Kitchen has become studio relief supervisor. They have assumed their new posts.

Leah McMahon to Do Series

San Diego, June 4.—Leah McMahon, KFSD program director, has been named by the local utility to handle all programs at the Electrical Exposition here. She has charge of four shows nightly, one of which is broadcast by KFSD.

Insurance Firm Signed

Chicago, June 4.—DeBarry & Williams agency, local insurance company, will sponsor 15 minutes, 9:45 to 10 A. M., C. D. S. T., of the WMAQ "Sunday Morning Sunshine Hours" beginning immediately. The program is recorded. Critchfield & Co. handles the account.

From Chicago

***"Motion Picture Daily* gives me radio news even *before* my best friends do."—*John Canning, Jr.,* Radio Editor, *Farm Journal,* Chicago.**

National Patent in Presto Discs Deal

Under a contract signed yesterday all users of instantaneous recording discs manufactured by the Presto Recording Corp., New York, will be protected by the National Patent Corp. against any damages arising from claims of patent infringement.

A west coast concern has recently sent letters to several hundred radio stations and instantaneous recording studios advising them that the use of coated discs for instantaneous recordings infringes U. S. Patent No. 2,008,092.

After an investigation, James & Franklin, patent attorneys for Presto, advised that in their opinion the manufacture of Presto Green Seal discs did not involve the use of processes covered by the patent. Their opinion has been confirmed by attorneys for the National Patent Corp., which will immediately issue certificates of protection to all users of Presto discs. The certificates are guaranteed by Chicago Lloyds, and offer to assume liabilities which might be claimed in the event of a court decision against Presto or any of its customers.

Tomlinson to Do Series

Edward Tomlinson, author and authority on Latin-American affairs, will begin a new series titled "The Other Americas" on the NBC-Blue, Tuesday, from 10 to 10:30 P. M., E.D.S.T. The program will be short-waved to Central and South America over NBC's short-wave station, W3XAL.

The series will consist of dramatizations of news events in Central and South America and addresses by guest speakers. The talks will be backed with music.

Confirm Chicago Agency Move

Confirming a report printed here a week ago, Rockwell-O'Keefe yesterday announced plans for the opening of a new branch office in Chicago, operations to begin several weeks hence.

As stated here previously, Tom Thatcher, Chicago agent, will be in charge of the office. Thatcher comes to Rockwell-O'Keefe from the Chicago office of Consolidated Radio Artists, Inc.

D. W. Meservey to Join NBC

Douglas W. Meservey will join the program department of NBC in an executive capacity July 1. The appointment was through John F. Royal, vice-president in charge of the department.

Meservey comes from the DuPont Co., where he was in charge of advertising for the Cellophane Division. His previous associations were with the advertising agencies of McCann-Erickson, and Erwin, Wasey & Co.

Marx Brothers on Air

The Marx Brothers will re-enact scenes from their picture, "A Day at the Races," on "Hollywood Hotel" June 11. The network is CBS.

Kansas Expects No Film, Radio Taxes

(*Continued from page* 1)

cent sales tax on screen advertising. It also collects the tax on newspaper and radio advertising.

Lohr Confers on Coast

Hollywood, June 4.—Major Lenox R. Lohr, president of NBC, arrived today for conferences with Don Gilman and Earle C. Anthony on the selection of the site for the new NBC building here.

"Hollywood in Person" to End

Hollywood, June 4.—The General Mills "Hollywood in Person" show will terminate June 11.

Browne Will Write Strikebreaker Ban

(*Continued from page* 1)

supplying what funds they can afford to contribute.

Edward Fitzgerald, Federal conciliator, today washed his hands of the affair, saying that as far as he is concerned the strike was settled when Joseph Clarke signed the agreement giving the I.A.T.S.E. the make-up men and draftsmen, with the painters and scenic artists reentering the basic pact. The draftsmen were originally claimed by the scenic artists' local but were never thoroughly organized.

Producers to Name Committee

Hollywood, June 4. — Independent and major producer signatories to the Screen Actors' Guild pact will hold their first meeting on Monday night when they will select representatives for the producer-Guild committee on arbitration which, it is hoped, will settle any grievances which may arise.

The Monday meeting will also work out further details of the agreement, some phases of which are incomplete due to the rush to get the pact signed.

Twenty-eight majors and independents have signed the Guild agreement.

No A. F. L. Action Taken

Washington, June 4.—The A. F. of L. has taken no action in connection with the question of jurisdictional rights raised by the Federated M. P. Crafts during the studio strike in Hollywood, it was said at the national headquarters of the union here.

The F.M.P.C. had alleged that the I.A.T.S.E. had violated its jurisdictional rights by employing strike breakers to fill the positions vacated by striking members of the F.M.P.C.

Flash Previews

"Fly Away Baby"—Another newspaper woman yarn, much of it old stuff, but brought up to date by the introduction of a Pacific Clipper and a Zeppelin.

"Border Phantom"—A murdered scientist and a number of smuggled Chinese help to raise this Bob Steele vehicle slightly above par for a western.

"Storm in a Teacup"—From England comes this Scotch story based on a German play. It is above the British average. Dog-lovers, particularly, will be enthusiastic.

These films will be reviewed in full in a coming issue of Motion Picture Daily.

Ramona Appeal Lost In Contract Action

(*Continued from page* 1)

plaintiff, better known as Ramona, argued that the contract was not binding as it lacked mutuality.

By the terms of this contract, Whiteman was to have the plaintiff's services at a minimum of $125 a week and the privilege of limiting her outside engagements to bookings which he himself arranged. When such outside bookings brought Ramona more than $150 a week, the defendant was to get 20 per cent of the extra income. Ramona said that the contract was lacking in mutuality.

Whiteman asserted that under the contract terms Ramona's income could have been kept down to $4,500 a year, but as a result of the defendant's activities on her behalf her income had been $8,552 in 1934, $16,952 in 1935 and $11,170 in 1936. It would have been greater in 1936, the orchestra leader alleged, had Ramona not refused at intervals to render services for him.

Theatre Sued Again on Game

Middletown, O., June 4.—The third suit against the Paramount, Southio unit, for plaintiff's failure to participate in Sweepstakes, has been filed in Common Pleas Court by Ray Williams, who asks $500 exemplary damages in addition to the return of $5.60 for admissions paid over a given period.

The other suits, also filed by local citizens, ask similar amounts plus return of admissions. Plaintiffs in all three cases contend that the game violates an Ohio law, which provides for the arwading of exemplary damages up to $500.

Paramount Enters Denial

Paramount Pictures filed its answer in U. S. District Court yesterday to the copyright infringement suit by the National Police Gazette Corp. The suit charges that Mae West was shown reading a copy of the plaintiff's publication, "Klondike Annie" and asked for an accounting of the profits and an injunction. The answer is a general denial which states that Miss West was shown reading a copy of *The Police Gazette* and not *The National Gazette.* Paramount also asked dismissal of the action because of alleged unnecessary delay before starting suit.

Writer Sues 20th-Fox

Los Angeles, June 4.—Joan Storm Dezendorf, writer, has filed suit in Federal Court against 20th Century-Fox, charging plagiarism of her play, "Dancing Destiny," in the film "Stowaway." Miss Dezendorf, who writes under the name of Joan Storm, said that her manuscript was submitted twice to the studio and rejected, and asked a permanent injunction against the showing of the picture and an accounting of profits to date.

Golfers to Get Holiday

Boston, June 4.—Most exchanges in the districts have set a half holiday for next Tuesday so that their employes may attend the annual Friars Club golf match at South Shore. The committee in charge includes Joseph Cohen, Maurice Green, and John Meyers.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 132 NEW YORK, MONDAY, JUNE 7, 1937 TEN CENTS

20th-Fox May Take the Roxy About Aug. 1st

End of Trusteeship Is Expected Earlier

Operation of the Roxy is expected to be assumed by 20th Century-Fox on Aug. 1, by which time, it is anticipated, Federal Judge Francis G. Caffey will have discharged the trusteeship. Last Thursday Judge Caffey approved the reorganization plan submitted by the first mortgage bondholders and which provides for a 20-year lease to 20th Century-Fox.

Interests identified with the present operation of the theatre estimate it will take about seven weeks to complete the mechanics of the reorganization. No decision has been made about closing the house for alterations which are to be made when the distributor takes control.

W. C. Michel, vice-president of 20th Century-Fox, has been handling negotiations for the Roxy and will

(*Continued on page* 4)

Fox Intermountain Building 3 Houses

Fox Intermountain is now building three new theatres, one at Pocatello, Ida., another at Sterling, Col., and a third at Alliance, Neb., Rick Ricketson, operating head for the subsidiary of National Theatres, stated Saturday.

The first named house will seat 1,300, the second and third, approximately 1,000. All three are expected to be ready for opening in October.

Ricketson stated that in each town the new theatre will replace one of the circuit's present properties. He will leave for Denver the end of the week.

Chicago Men Aboard Paramount Special

Chicago, June 6.—Twenty-nine of Paramount's sales staff from the Chicago area will board the company's special train tomorrow en route to the company's annual sales convention, which opens at the Ambassador Hotel in Los Angeles on Thursday. The men, including district and branch managers and salesmen, will join the special which has aboard the convention delegates from the east. The train is due in Los Angeles on Wednesday.

The following district and branch managers and salesmen, and their locations, are as follows: Chicago—A. Usher, district manager; J. J. Dono-

(*Continued on page* 2)

"Bootleg" Theatre Plans Now Disturbing Circuits

Major and independent circuit heads are protesting the recent gains in what they describe as "bootleg" theatres. They claim these are nuisance situations.

One major circuit head has had as many as 25 brokers approach him with offers to take over new theatres planned since Jan. 1, and a leading independent theatre operator estimates as high as 10 proposals along similar lines.

According to the theatre men, brokers who have acquired options on land have plans drawn for new houses, usually located within walking distance of existing theatres. The brokers, it was added, then present the plans to the circuits in an effort to close for a lease. When these efforts fail the brokers in most cases are said to have declared they will go to the opposition theatre owner or circuit.

Theatre men hold that in practically every instance where "bootleg" theatre deals have been presented the sections are overseated and cannot stand another house.

Loew's and RKO, which have been expanding lately, have been discouraging such proposals. Rather than back a new theatre in an over-seated situation, each circuit has been making deals with independent exhibitors where they find the circuit needs representation. Independents also have been showing little or no interest in the schemes. Not only do the new theatres add to the overseating problem, but they also make for unfair competition, it was stated.

No Changes in Poli Theatres Are Expected

No changes in the management or operation of the Poli circuit in New England are expected following the death of S. Z. Poli, founder of the circuit.

Loew's has been operating the theatres for the past two years. The circuit owns a 50 per cent interest in the houses with N. L. Nathanson, president of Famous Players Canadian, holding a 25 per cent interest, and A. C. Blumenthal also owning 25 per cent.

At the time of his death Poli held a large block of five per cent bonds in the circuit bearing his name. When the circuit was reorganized Loew's loaned $600,000 to pay for the expenses for rehabilitation. This money has not been paid back, but the circuit draws interest when due. In addition, Loew's spent about $300,000 for alterations.

Since the management switched to Loew's every unit is reported show-

(*Continued on page* 4)

Winners Are Named In Columbia Drive

Winners in all divisions of Columbia's Montague Sweepstakes sales campaign, which opened Jan. 17 and ended May 1, were announced Saturday at the home office. Besides 34 final awards, there were additional

(*Continued on page* 6)

Film Cost in France Up by 45 Per Cent

By PIERRE AUTRE

Paris, May 29.—Production costs are said by producers in France to have risen as much as 45 per cent as the result of the compulsory 40-hour week in the industry, which has been in operation for about two months.

Studios originally had sought permission to use two shifts of workers, employed for six hours and 40 minutes per day for six consecutive days, from Monday through Saturday. The Workers' Film Syndicate, although admitting that the law gave the employer the right to select any method of complying with the 40-hour week stipulation, refused permission for the method asked by employers.

The group insisted that the 40 hours should be worked out on a basis of eight hours per day for five days, Monday through Friday. That method, the producers complain, allows no more than 25 to 30 shooting hours

(*Continued on page* 4)

New Hearings List Scheduled by FCC

By CLARENCE LINZ

Washington, June 6.—Hearings on broadcasting applications to be held this week were made public yesterday by the F.C.C. as follows:

June 7, before an examiner—Ap-

(*Continued on page* 7)

More Unions Due Here to Talk Scales

Eight or Nine Will Be Heard During Week

Distributor representatives are expected to meet with exchange union delegations from eight or nine key cities this week, following tentative agreements set up late last week with groups from Buffalo, New Haven, Washington, Cleveland and Pittsburgh.

Union delegates from the midwest and south have made requests for conferences, but which groups will be invited was not definitely set on Saturday.

Home office distributor executives may establish a special committee to negotiate with unions in the west. During the last week meetings have been going on day and night and weekends in order to expedite matters.

Under the contracts tentatively agreed upon, provision is made for a minimum 40-hour week and basic wage scale for shippers, poster and ad sales clerks. The agreements are retroactive from the date when negotiations started. Although no time limit has been set, it is likely that the contracts may run for two years in each instance.

Independent companies are not included in the arrangements being negotiated. There is a likelihood that a representative from each of the smaller exchanges will negotiate similar pacts with the I.A.T.S.E. and local exchange unions.

Mullin & Pinanski To Operate Olympia

Operations of the former Olympia Theatres circuit are assumed by Martin Mullin and Samuel Pinanski under their management contract with Paramount for New England Theatres, which has until 1940 to run, Y. Frank Freeman, Paramount vice-president and theatre head, said Saturday on his return from Boston.

New England is a wholly owned subsidiary of Paramount. It absorbed the Olympia operations with the formal transfer to it of Olympia's assets for $4,000,000 cash in Boston, last Friday. The principal assets consisted of 28 theatre leaseholds, two fee properties and a 50 per cent interest

(*Continued on page* 6)

Radio News—Page 7

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 7, 1937 No. 132

MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, *Editor*

J. M. JERAULD, *Managing Editor*

JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Many Honor Kalmenson

PITTSBURGH, June 6.—More than 350 friends and associates attended the testimonial dinner here at the William Penn Friday night to Ben Kalmenson, recently promoted from Pittsburgh to New York by Warners. Joseph Bernhard, S. Charles Einfeld, Roy Haines and Bob Smeltzer, who were in Pittsburgh for a Warner regional on Wednesday and in Cleveland on Thursday, returned to Pittsburgh for the affair on their way east. Harry Seed, manager of the Warner exchange here, was chairman of the dinner.

Six Pictures Approved

The National Legion of Decency this week has approved all of the six new films reviewed, four for general patronage and two for adults. The four included: "The Affairs of Cappy Ricks," "Come On Cowboys," "The Devil Is Driving" and "Meet the Missus." The two approved for adults were "Fly Away Baby" and "Parnell."

Flynn Burial Today

LOS ANGELES, June 6.—Emmet J. Flynn, former director for Mary Pickford, Rudolph Valentino and other stars, who was found dead in his rooming house here on Friday, will be buried on Monday.

Purely Personal

SAM GALANTY, Washington branch manager for Columbia, has returned to his office after conferences here with RUBE JACKTER.

•

ED FINNEY is in Boston on the advance campaign for the opening of "The Girl Said No" at the Shubert June 22.

•

JAY SCHRADER, U.A. branch manager in Charlotte, and DICK FRANK, New Orleans manager, are in town vacationing.

•

A. CROWN, South American representative for Grand National, is in town.

•

E. B. HATRICK, general manager of Hearst's film enterprises, is back from Europe.

•

DUDLEY MURPHY will be here for three or four more weeks.

•

NAT ROSS will leave for the coast tomorrow.

•

. . . Seattle

JAMES PATTERSON, 20th Century-Fox branch manager at Vancouver, B. C., and VIC SKOREY, manager of the Calgary branch, were visitors on Film Row.

HOMER HESEY, formerly with Warners in New Orleans and Buffalo, here to succeed LES THEURKAUF on the local Warner sales staff.

JACK ROSENBERG of Bellingham, MORRIE NIMMER of Wenatchee, HAL MURPHY of Olympia and PETE PETERSON of Bremerton among the Evergreen State circuit managers on the Row.

•

. . . San Antonio

JEFF B. DAVIS, columnist, has returned from a vacation in Dallas.

LESTER KETNER has resigned his publicity post with National Pictures.

Extras Travel

Hollywood, June 6.—M-G-M was the first studio to be nicked heavily under the Screen Actors' Guild contract which calls for the transportation of extras to points 300 miles or less from here. The studio took 350 extras to the Riverside fair grounds for racetrack scenes in "Saratoga." Heretofore, the studios hired local people at the location scenes.

Paramount Patter

En Route to Chicago

There was a motley crew of Paramount conventioneers aboard the Commodore Vanderbilt when it arrived in Chicago. NEIL F. AGNEW, vice-president in charge of distribution, headed the eastern gang and will greet the western crew today.

+

Talking about sales, both CHARLIE REAGAN, western division manager, and J. J. UNGER, eastern division chief, are just waiting for another crack at any sales drive. While honors in both divisions were about even in the Zukor Jubilee drive, Reagan is willing to cover any amount that his gang will beat the eastern crew in the next drive.

+

Many of the fellows kidded AGNEW about the fact that he had a checker on board the special—and they referred to G. B. J. FRAWLEY, who has a great deal to say about expense vouchers. But G. B. J. is one grand guy on a train ride.

+

Most of the delegates on board were from the eastern division so HERMAN LORBER, assistant to J. J. UNGER, was right at home. From Chicago west he'll have to take a back seat and let ARTHUR DUNNE, assistant to CHARLIE REAGAN, do the honors for the western crew.

+

ALEC MOSS, BOB GILLHAM'S right-hand man, was busy renewing acquaintance with many of the exchange gang.

+

JACK ROPER and FRED LEROY, working with NEIL AGNEW, both enjoyed the train trip so far. But there are doubts as to how they'll hold up on the last leg of the trip. FRED thought it would be a good idea to stop off somewhere and let the fellows get in a round of golf.

+

LARRY FLYNN got the glad hand from everyone. He's the fellow who heads Paramount's transportation department and fixed things up for the boys. Any time decent accommodations are wanted on boat or plane, LARRY is the man.

+

From the looks of things so far, GEORGE WELTNER, assistant to JOHN HICKS, JR., will represent the foreign delegates. And as his traveling companions he has ALBERT DEANE, FRED LANGE from Paris and JOHN L. DAY from Buenos Aires.

+

While all the fellows were discussing the new lineup, LOU DIAMOND, head of short subject sales, managed to get a few words in about his pets—Popeye, Betty Boop, Grantland Rice, Pictorials, Paragraphics, Screen Songs, etc.

+

The newsreel was represented by A. J. RICHARDS, editor. A. J. did a grand job on that dirigible crash and this was the first time many of the fellows had the opportunity to tell him about it.

+

DON VELDE, of the ad sales department, was trying to figure out with LOU PHILLIPS of the legal staff some way in which contracts could be drawn up for a full year's supply on accessories with each picture.

+

It's a maiden trip for BOB MORIARITY, of the press sheet department. The slant he'll get on production should be of great help.

Bank Night Frauds Charged; 3 Jailed

Arrest of Jack Brothers, Charles H. Traub and Carl Zingale at the Elmora, Elizabeth, N. J., a Cocalis theatre, last Friday for defrauding Bank Night through a sleight-of-hand trick, revealed that Brothers had defrauded local theatres of more than $12,000, according to the police. Each of the men was fined $100 and given 90 days in jail.

Following the release of Brothers in three months, Edward Goldstein, local agent for Bank Night, will prosecute him in the local courts through his attorney, Jack Keating, Goldstein stated Saturday.

With the aid of an accomplice, usually a woman, a magician's ring is alleged to have been used in drawing the lucky number.

Long List of Victims

Brothers had been suspected by the Bank Night interests for some time and his movements were being investigated at the time he was arrested in New Jersey. Following his arrest, police say he confessed to defrauding the State, Brooklyn, of $100; Loew's Willard, $500; Loew's 86th St., $450; Park Lane, $250; Loew's Metropolitan, $1,000; RKO Bushwick, $650; RKO Greenpoint, $400; Loew's Coney Island, $200; Loew's Gates, $850; the Canarsie, $90; St. George Playhouse, a Ford car which was resold to the management for $400.

Another group had been employing the same methods at the Tilyou, Parthenon and Alba, but in each case the awards had been refused, according to Bank Night representatives. Brothers also confessed to the Parthenon fraud, but refused to divulge the name of his associates to Capt. Winkleman of the Elizabeth police department, Attorney Keating maintains.

Bank Night Convention

All Bank Night agents and distributors will hold an annual two-day convention at the Broadmore Hotel, Colorado Springs, Colo., starting June 25. Edward Goldstein, local agent, will leave for Denver to attend the meeting on June 17.

Chicago Men Aboard Paramount Special

(*Continued from page 1*)

hue, branch manager, and salesmen H. R. Hamburg and H. Wirthwein. Milwaukee—W. P. Wiens, branch manager. Minneapolis—B. Blotcky, district manager; C. Hinton, salesman; F. Anderson, salesman, and Selby Carr, ad sales. Branch manager E. J. Bernard from Indianapolis. Branch manager J. T. Howard and salesman J. E. Hyder from Detroit.

Pittsburgh — branch manager D. Kimolman and salesman G. Elmo. From Cleveland, district manager H. H. Goldstein and branch manager J. Himmeleim. Cincinnati—branch manager J. J. Oulahan and booker J. Rodman. Branch manager M. R. Clark from Columbus. District manager O. A. Morgan and branch manager C. E. House from Atlanta. Branch manager W. F. Bugie from Memphis. Branch manager J. F. Kirby and salesman E. M. Adams from Charlotte. Branch manager P. J. Hogan from St. John. General manager M. A. Milligan, treasurer W. J. O'Neill, branch manager J. Hunter and salesman H. Pfaff from Toronto.

GETTING THE BEST OUT OF LIFE!

"THE GO-GETTER"

Gets Going

at record pace at the Criterion, New York!

"SLIM"

Gets the Gun

for simultaneous key openings this week!

"KID GALAHAD"

Gets Bigger

grosses than "Green Light" and "Marked Woman"!

"ANOTHER DAWN"

Gets Radio City

booking for Music Hall premiere on June 17!

WARNER BROS.
Get Greater Every Day!

"THE SINGING MARINE"

Gets Exhibs

screaming for prints for July 4th engagements!

20th-Fox May Take the Roxy About Aug. 1st

(Continued from page 1)

return from the coast tomorrow after attending the company's annual sales convention there.

National Theatres, subsidiary for the distributor, most likely will be the parent company which will operate the theatre. Negotiations whereby F. & M. will enter into a management contract under a long-term deal are expected to be resumed when Harry C. Arthur arrives from St. Louis. He is expected the latter part of the week.

Howard S. Cullman, who has been in charge of the Roxy as reveiver and trustee for the past four years, most likely will continue in an executive capacity. He is understood to have had several offers but declines to discuss any of them because of his present position as representative of the court.

Artco, an F. & M. subsidiary, has held a management contract with Cullman since he was appointed receiver four years ago. This pact will expire with the windup of the present trusteeship.

Another hearing on the reorganization plan is scheduled for June 18.

Expect No Change In Poli Operation

(Continued from page 1)

ing a profit. In two instances houses had been in the red side of the ledger for 15 years.

Poli had not been active in the operation of the circuit since he sold to Fox New England Theatres several years ago. At the time he disposed of his circuit he was to get $20,000,000. Fox defaulted on payments, following which Harry C. Arthur operated for the bondholders. Loew's came into the picture shortly after and, after experimenting with policies for nine months, finally put the group, as a whole, on a profiatble basis.

Legion Story for "U"

Hollywood, June 6.—Universal is preparing for production "My Buddy," a story based on activities of the American Legion written by Charles R. Rogers' assistant, William A. Pierce. It will be made as one of Universal's top pictures, and negotiations are under way to get Gary Cooper for the top spot.

Two Agencies Merge

Springfield, O., June 6.—The Gus Sun Booking Agency has formed an affiliation with Southern Attractions, Charlotte, N. C., according to Bob Shaw, general manager of the local agency. The consolidation will give units 30 weeks playing time.

Vienna Reel House Opens

Vienna, May 27. — Vienna's first all-newsreel theatre has been opened here on one of the city's busiest streets. The house seats 300 and is completely air conditioned. It is owned by Dr. Renner & Co., and is open from 10 A. M. to 11 P. M.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Fly Away Baby"

(Warners)

Hollywood, June 6.—Some of this, particularly the comedy and romance, is pretty good entertainment. Other parts, the mystery melodramatic contrast, are quite hackneyed. Only the backgrounds for the dramatic motivation, the China Clipper and a Zeppelin, endow it with a novelty that stimulates interest.

With Glenda Farrell in the character, a redoutable newspaper woman, Torchy Blane, is assigned to a globe-circling by air trip to get a story and incidentally run down a gang of international smugglers. Based on an idea by Dorothy Kilgallen, who only a short time ago made such a trip, the production packs a lot of complications into its comparatively short running time. Racing her rival reporter, Hugh O'Connell, Miss Farrell soon becomes involved with Barton MacLane, a slow-thinking detective, in the solution of a series of crimes. Two or three mysterious killings occur in various parts of the world as the smuggling gang continues its activities, but as direction and story development elects to hew to the comedy line, the continuous bickering between Miss Farrell and MacLane, in which Tom Kennedy also participates, gives the film its entertainment appeal. The finale is as expected, but is brought about in unique fashion, with the smugglers rounded up and Miss Farrell and MacLane left to continue their romance in a future issue of the series.

Produced by Brian Foy and directed by Frank McDonald, this film's spot on programs is as a companion piece to some more impressive attraction.

Production Code Seal No. 3,147. Running time, 60 minutes. "G."

"Armored Car"

(Universal)

Hollywood, June 6.—Combining a touch of education in the interesting technique of the operation of armored cars with fast-paced action of the menace and robber gang school, this lively film should hit the spot in the smaller situations where action is the answer to what the patrons want.

From the original by William Pierce, and a screenplay by Lewis R. Foster and Robert N. Lee, Foster has directed with an eye to action first and drama and romance second.

Robert Wilcox, a personable young man who can act, is in the lead, with Judith Barrett in the romantic role opposite, Irving Pichel and Cesar Romero quite capably handling the gangster assignment, and Tom Kennedy offering a comedy touch as one of Wilcox's armored car buddies.

The armored car company is faced with a series of attempted robberies, and Pichel is indicated—to the audience—as the gang's brains with a love of organ music. When another attempt is made, Wilcox, in love with Miss Barrett, is shown to have an almost forgotten police record, and is discharged. It is only after he has joined the gang, and in a punch climax, saved a car from destruction and captured the gang, that it is disclosed that he has been an undercover man for the company.

Production Code Seal No. 3,301. Running time, 65 minutes. "G."

Looking 'Em Over

"Border Phantom"

(Republic)

Bob Steele starts out as a newspaper reporter in this western and winds up as a sleuth who solves a murder. The series of events involved in the transition include the killing of a scientist, smuggling Chinese girls across the border, the problem of an amorous cowhand and plenty of the familiar Steele fisticuffs.

The various twists of the story are exciting enough. The performances are good. It has the appeal of the better type of western and should be satisfactory.

Harley Wood plays the feminine lead. The support includes Don Barclay, Karl Hackett, Horace Murphy, Miki Morita, Perry Murdock and Frank Ball. S. Roy Luby directed.

Production Code Seal No. 2,891. Running time, 60 minutes. "G."

(Additional reviews on page 6)

Short Subjects

"Movie Mania"

(Vitaphone)

Dave Apollon applies his talents to a Gregory Ratoff-ish impersonation of a film producer here. The resulting comedy, music and tomfoolery as he does his stuff makes diverting entertainment that should be well received. Production Code Seal No. 01,431. Running time, 21 mins. "G."

"Vitaphone Pictorial Revue No. 9"

(Vitaphone)

A tastefully arranged presentation of interesting industries, inventions and women's styles. Included are a bullet-proof suit, processes in the manufacture of hats and feminine beach wear. Production Code Seal No. 01,526. Running time, 10 mins. "G."

"Gateway to Africa"

(Vitaphone)

Interesting scenes of the varied activities in and around Morocco. There are processions, market scenes and glimpses of the natives' ingenious handicraft with such materials as discarded tires and oil tins. Production Code Seal No. 01,582. Running time, 10 mins. "G."

"Alpine Grandeur"

(Vitaphone)

A magnificently filmed "Colortour Adventure." It covers the interesting spots in Switzerland and closes with fine shots of mountain climbing. It is well done. Production Code Seal No. 01,552. Running time, 10 mins. "G."

French Film Costs Show 45% Increase

(Continued from page 1)

per week. All estimates of the expected increase in production costs resulting from the new law have been exceeded, the producers declare, pointing out that a film which previously would have cost 1,500,000 francs is now costing a minimum of 2,300,000 francs. The producers are seriously disturbed by the mounting costs.

Agree on Missouri Tax

Jefferson City, June 6.—House members of the joint Senate and House committee ironing out differences over the two per cent sales tax have, it is said, agreed to the Senate amendments to the bill which provide exemption of advertising; give retailers, including exhibitors, three per cent for the trouble of collection, and place an expiration date on the measure—May 31, 1939.

British May Help Extras

London, June 1.—An amendment to include performers in the new Factories Bill was moved in the House of Commons Standing Committee by Major Procter, M.P., who stated that extras were not included in the Workmen's Compensation Act and required protection. It was promised by Geoffrey Lloyd, Under-Secretary for Home Affairs, that the conditions under which extras were employed would be investigated by the Home Office.

RICARDO CORTEZ and **SALLY EILERS**

TALK OF THE DEVIL

It Beats the
Devil—for the
Year's Most Unusual
Romantic Drama Now
Making Box-Office
History From
Coast to Coast

With
BASIL SYDNEY
Directed by
CAROL REED
A B & D Production

Canada Distributors
Empire Films, Ltd.

"Metropole" Dual Strong On the Coast

Los Angeles, June 6.—"Cafe Metropole," on a dual with "Angels' Holiday," was the big noise of the week at the Chinese and Loew's State. At the Chinese the $14,994 gross was over par by $2,494, and at the State the $17,967 take was $3,967 to the good.

"Lost Horizon" held up to $8,600 in its 12th week at the 4 Star. All the other first runs were in a bad way.

Total first run business was $99,811. Average is $107,950.

Estimated takings for the week ending June 2:

"CAPTAINS COURAGEOUS" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 3rd week. **Gross:** $10,200. (Average, $17,000)

"CAFE METROPOLE" (20th-Fox)
"ANGELS' HOLIDAY" (20th-Fox)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $14,994. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 12th week. **Gross:** $8,600. (Average, $3,250)

"NATALKA POLTAVKA"
GRAND INTERNAT'L—(750), 35c-40c, 7 days. **Gross:** $1,900. (Average, $1,200)

"AS GOOD AS MARRIED" (Univ.)
"LET THEM LIVE" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $6,800. (Average, $8,000)

"CAFE METROPOLE" (20th-Fox)
"ANGELS' HOLIDAY" (20th-Fox)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $17,967. (Average, $14,000)

"AS GOOD AS MARRIED" (Univ.)
"LET THEM LIVE" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $7,100. (Average, $8,000)

"TURN OFF THE MOON" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: Pinky Tomlin, F. & M. revue, Rube Wolf and his orchestra. **Gross:** $15,750. (Average, $18,000)

"THE GO GETTER" (W. B.)
"MICHAEL O'HALLORAN" (Republic)
WARNER BROSS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $8,500. (Average, $14,000)

"THE GO GETTER" (W. B.)
"MICHAEL O'HALLORAN" (Republic)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $8,000. (Average, $12,000)

Companies Incorporated

Albany, June 6.—The following film and theatre companies have been incorporated here:

Hungaria Pictures, Inc., New York, capital $10,000, for distribution, by Bernard and Irving M. Blum and William R. Jacobs.

Raystan Theatres Corp., New York, exhibition, by Harold Klein, Joseph Ingber and Julia Cherrnay.

Bergen Amusement Corp., Brooklyn, exhibition by Samuel K. and Meyer B. Goldstein and Max Shapiro.

Ufa Theatres of the U. S. A., Inc., and the West End Theatre Co., both of New York, have been dissolved.

Heads Harris Publicity

Pittsburgh, June 6.—Ken Hoel, manager of the Harris-Family in East Liberty, will be in charge of publicity for the Harris circuit this summer while George Tyson, the regular exploitation head, is in Atlantic City handling the annual Showmen's Jubilee. Hoel's assistant will take over the Family during his absence.

Fox Unit Is Dissolved

Albany, June 6.—A certificate has been filed in the office of the Secretary of State dissolving the corporate existence of Fox Film Distributing Corp., New York City. Papers were filed by Hughes, Schurman & Dwight.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Riding on Air"

(*David Loew-Radio*)

Hollywood, June 6.—In "Riding on Air," Joe E. Brown's latest and the second of three for Radio release, the comic flies a plane, is the managing editor, reportorial staff and general delivery boy of a country newspaper, as well as correspondent for a metropolitan daily. The story from the *Saturday Evening Post* yarns by Richard Macauley ought to please at large.

The attraction is unpretentious in production. It rated a big hand with a preview audience at the Pantages which is viewed locally as the hardest house of them all for Friday night previews when high school students are boisterous.

The laugh quota is exceeded in the direction of Edward Sedgwick who also gets production credit. Richard Flournoy's and Macauley's screenplay combines the Elmer Lane stories satisfactorily. Brown supplies his typical hokum.

The story involves Brown winning an essay contest. He invests the prize with a promoter. They form a phoney company that promotes an airplane radio beam, the invention of a friend. Brown demonstrates the plane and while doing so sights a strange craft that is believed to be a perfume smuggler. In a fight with them the invention is used to advantage, guiding the plane while Brown is fixing a bullet-torn strut. The smuggler's ship is disabled with a blast from a shotgun. The criminals are captured and an aviation company buys the invention. All the investors clean up.

The capable supporting cast includes Guy Kibbee, Florence Rice, Vinton Haworth, Anthony Nace, Harlan Briggs and Andrew Tombes. Clem Bevans and Miss Rice supply the romantic interest.

Production Code Seal No. 3,386. Running time, 70 minutes. "G."

"The Great Gambini"

(*Schulberg-Paramount*)

Hollywood, June 6.—Possessing the elements of an excellent comedy-murder drama, this film has the novel twist which places it above the average whodunits, despite the fact that the story is weak in spots. It has exploitation possibilities through the title role, that of a magician who in his night club act predicts a murder, is on the scene of the crime with the police next day, befuddles the issue by drawing in five suspects and finally turns out to be the killer.

Akim Tamiroff, as Gambini, is the cast's standout, in a new type of role in which he draws as many laughs as the hisses he received in his former villainous parts. John Trent and Marian Marsh do well what little they have, supplying the love interest, with Trent unmasking the murderer. William Demarest, as the detective, does a swell job and provides an excellent foil for Gambini's tricks. Others in the cast are Genevieve Tobin, Reginald Denny, Roland Drew, Edward Brophy, Alan Birmingham and Lya Lys. Charles Vidor directed from the Frederick Jackson story scripted by Jackson, Frank Partos and Howard Irving Young.

Production Code Seal No. 3,413. Running time, 70 minutes. "G."

Winners Are Named In Columbia Drive

(*Continued from page* 1)

winners of interim contests conducted while the sales campaign was in progress.

Leaders in the 34 final awards are: J. J. Rogers, Memphis, and Phil Dunas, Chicago, in the 15-week billing and collection drive; Harry Weiner, Philadelphia, and Sam Galanty, Washington, for general performance; Sam Moscow, southern division, in the divisional managers' contest; C. Patterson, Charlotte, and G. S. Vojae, Cleveland, in the short subject unit shipments contest; J. J. Rogers, Memphis, and Lester Zucker, Cleveland, in the branch managers' four-week collection drive, and the salesmen and bookers of the New Orleans and Pittsburgh exchanges in the four-week billing contest.

Mullin & Pinanski To Operate Olympia

(*Continued from page* 1)

in Maine & New Hampshire Theatres. With the transfer, Olympia's five-year receivership was closed and the company went out of existence. It was the last of the important Paramount units under court jurisdiction.

Maine & New Hampshire will continue to be operated by John Ford, who owns the other half interest in the circuit.

Flash Preview

"African Holiday"—A worthy addition to the many interesting productions filmed on the Dark Continent. Excellent shots of animal and native life.

This film will be reviewed in full in a coming issue of Motion Picture Daily.

Theatres Restricted In Midtown Section

The Board of Estimate of New York City has voted to establish a "restricted retail district," embracing parts of Park, Madison and 5th Aves., in midtown, wherein theatres of any sort, dance halls, cabarets, bus stations and parking lots would be prohibited. The 5th Ave. Ass'n., and other civic groups had supported the proposal.

Borough President Samuel Levy of Manhattan, sponsor of the plan, declared he wished to protect the highly assessed area involved from degeneration similar to that which he said has overtaken Broadway. The area affected by the new zoning includes: 5th Ave., from 26th to 59th Sts.; Madison Ave., from 23rd to 84th Sts.; Park Ave., from 39th to 59th Sts.; 34th St., between Park Ave. and Broadway; 57th St., between Park Ave. and Broadway, and the side streets between 26th and 59th Sts., from a point 100 feet west of 5th Ave. to a point 100 feet east of Madison Ave.

To Install Seat Phones

Hollywood, June 6.—RCA Photophone will supply RCA Acousticon seat phones, for use by the deaf, to theatres, churches, auditoriums and other assembly places, according to Dan D. Halpin, vice-president of Dictograph Products Co., Inc. Warners have standardized RCA theatre phones for their national circuit already, he said.

RKO Takes the Central

RKO has completed negotiations with Herman Sussman for taking over the Central, Yonkers, on July 15. The same major circuit recently closed with Sam D. Cocalis for the Park Hill and Broadway in the same city. These houses will change management this week.

Raise School Film Aid

London, May 29.—The Board of Education will in future pay 50 per cent of the cost of any film projectors bought for elementary schools. The previous proportion was 20 per cent.

Wall Street

Light Stock Losses

	High	Low	Close	Net Change
Columbia	33	33	33	— ¼
Consolidated Film	3⅜	3⅜	3⅜	— ⅛
Consolidated, pfd.	12½	12½	12½	.....
Eastman Kodak	150	150	150	— ½
General Theatre Equipment	23¾	23½	23½	— ¼
Loew's, Inc.	82	81¾	81¾	+ ⅛
Paramount	19¾	19⅝	19⅝	+ ⅛
Pathe Film	7⅜	7¼	7¼	+ ⅛
RKO	8	7⅞	7⅞	— ⅛
20th Century-Fox	37⅝	37⅛	37¼	+ ¼
Warner Bros.	14	13¾	13¾	— ⅛

Technicolor Curb Gain

	High	Low	Close	Net Change
Grand National	2⅜	2⅜	2⅜	.....
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	28⅜	28¼	28⅜	+ ⅜
Trans Lux	4½	4½	4½	— ⅛

Bonds Up Slightly

	High	Low	Close	Net Change
Loew's 3½s '46	99¾	99⅝	99¾	+ ⅛
Paramount Broadway 3s '55	68	68	68	.....
Paramount Pictures 6s '55	91	91	91	.....
Warner Bros. 6s '39 wd	95	95	95	+ ¼

(Quotations at close of June 5.)

◂ Radio Personals ▸

RAY WINTERS, WOR announcer left on a two-week vacation over the weekend. . . . Del Casino, CBS tenor, has been appointed "ambassador of song" to the Pan-American Exposition by Governor Allred of Texas. . . . Bert Lahr will be interviewed by Nellie Revell tomorrow over the NBC-Red. . . . Joe Laurie, Jr., set for the third successive week on the Vallee program. . . . Bing Crosby's guests for Thursday night include Doug Fairbanks, Jr., William Frawley and Harriet Hilliard. . . . Laurette Peterson, secretary to Lester Gottlieb at Mutual, left for Havana over the weekend to be gone eight days. . . .

✚

Elmore Vincent and Don Johnson, better known on the air as "Fishface & Figgsbottle," have been offered a spot in a picture. . . . Henry Busse's orchestra is the latest heard over WHN via the "WLW Line." . . . Howard Doyle, WOR announcer, will be absent from the air for a while, due to the death of his father. . . . Stoopnagle & Budd, who recently concluded their own series, will guest on Ben Bernie's program June 15. . . . Nance O'Neill, Barry Wood and Robert Irwin will be the Hammerstein "Music Hall" guests tomorrow. . . .

Paul Frank Joins Weed & Co.

Paul Frank, well known in Detroit and New York advertising circles, has joined the New York office of Weed & Co., station representatives.

For the past four years Frank has been vice-president in charge of advertising of *Spirits*, a trade publication in the wine and liquor industry.

Blevins Davis to Return

Blevins Davis who covered the Coronation as special commentator for NBC will return on the *Queen Mary* today.

While in England, Davis was commissioned by Yale University to purchase all pictures and literature pertaining to the Coronation, necessary to complete the university library collection.

Batcher Denies Shift

Billy Batcher left for Hollywood Saturday. In a pre-leavetaking interview with a MOTION PICTURE DAILY representative he denied the rumor that he had signed to take over production of "Showboat" and Colgate-Palmolive-Peet "Beauty Box Theatre," Benton & Bowles shows.

Iowa Staff on Vacations

DES MOINES, June 6.—Dave Nowinson, publicity director for the Iowa Broadcasting Co., and Mrs. Nowinson, have left for a three weeks' auto trip through the west. Mary Little, advertising manager, and Gwen McCleary, continuity director, of KSO departed yesterday on an auto trip to California.

Sullivan to Ohio Fete

Paul Sullivan, news commentator over WLW and WSAI, Crosley sister stations, now in New York, will fly to Van Wert, O., to crown the queen of the annual Peony Festival this week. He will conduct his daily broadcast from there, then return east.

$15,000,000 Radio Suit in Settlement

A $15,000,000 treble damage suit filed by National Union Radio Corp. against RCA, RCA Manufacturing Co., General Electric and A. T. and T. under the Sherman anti-trust laws was settled in Federal Court Saturday except in the instance of A. T. and T. The plaintiff had charged unfair trade practices. Javits and Javits, its lawyers, stated the action cancels mutual obligations and will eliminate a number of coincidental actions now pending in Federal and New York state courts.

Script Library Goes To All of Australia

With the formation of a commonwealth network in Australia, the Commonwealth Broadcasting Corp., which has absorbed among others the J. B. Chandler & Co.'s radio activities, material furnished by the Script Library will be broadcast throughout the dominion. Chandler & Co. was formerly the Script Library's Australian representative.

The new chain owns 12 stations, including 4BC, Brisbane; 2UW, Sydney, and 3UZ, Melbourne.

Start New WTMJ Tower

MILWAUKEE, June 6.—Work on WTMJ's new 400-foot antenna tower is nearing completion. It is slated to go into service the end of June and is expected to increase the station's signal at least 25 per cent.

Bradley on CBS Program

Oscar Bradley's orchestra has been signed for the new summer variety program to be headed by Harry Von Zell on CBS beginning July 4. The show replaces Phil Baker. Young & Rubicam is the agency.

Coca Cola Signs with WCAE

PITTSBURGH, June 6.—The Coca-Cola Co. has signed for five 15-minute programs weekly over WCAE for the next 13 weeks. They will feature Harry Frankel, "Singing Sam," in a transcribed vocal series.

Ship WCKY Unit June 9

CINCINNATI, June 6. — WCKY, NBC associate here, has been informed by RCA that the station's new 10-kilowatt transmitter will be shipped June 9, with its installation completed by July 1.

NBC Gains 25.5%

NBC time sale revenue for May totaled $3,214,819, as against $2,561,720 for the same month a year ago, an increase of 25.5 per cent.

The network's revenue chart shows May to be the eighth successive month in which advertisers have spent more than $3,000,000 with NBC, and the 10th such month in the company's history.

The May figures bring the total for the year to $16,944,720, compared to $13,737,636 for the first five months of 1936, a gain of 23.3 per cent. The Red network accounted for $2,261,344, up 37 per cent over May last year; the Blue revenue was $953,475, up 4.6 per cent over May, 1936.

Bristol-Myers Sets 13 Vitalis Programs

The Bristol-Myers Co., for Vitalis, will sponsor 13 half-hour programs, beginning today, featuring Ray Sinatra's orchestra and Joey Nash as vocalist. The program will originate at WHN, and will be piped to WLW, Cincinnati, and WFIL, Philadelphia, over the WLW Line. The contract is through Pedlar & Ryan.

The series will be heard Mondays from 8:30 to 9 P. M., E. D. S. T., and will be titled "For Men Only." Guest artists will be presented on each broadcast. Today's guests include Estelle Taylor, Bert Acosta, Alec Morrison, Paul Sullivan, Patrick Ryan and Bradley Barker. Acosta, it is understood, will reveal his experiences in Spain.

"Revue" Starts on WOR

"Spotlight Revue," a new sustaining series, begins a summer stay on WOR today, and weekly thereafter from 3 to 3:30 P. M., E. D. S. T. Benny Davis, song writer, will "em cee," and the orchestra will be under the direction of Leo Freudberg. Guests on today's opener include Rose Marie, Leo Fuld and Beatrice Joyce.

Post Institute on WOR

New commercial account at WOR is a series of talks for the Post Institute, Thursdays from 11:45 A. M. to 12 noon, through Hirshon, Garfield, Inc.

New Hearings List Scheduled by FCC

(*Continued from page 1*)

plications of WRBC, Inc., Cleveland, for new 880-kilocycle, 1,000-watt station; and WMMN, Fairmont, W. Va., for increase of power to 1,000 watts night, 5,000 watts day, and KFNF, Shenandoah, Ia., for increase of power to 1,000 watts night, 5,000 watts day.

June 8, before an examiner—Application of Phillip Jackson, Brunswick, Ga., for new 1,420-kilocycle, 100-watt daytime station.

June 9, before an examiner—Application of WWL, New Orleans, for increase of power to 50,000 watts.

June 10, before an examiner—Application of WRVA, Richmond, for increase of power to 50,000 watts.

June 10, before the broadcast division—Contesting applications of Johnson City Broadcasting Co., Johnson City, Tenn.; *Knoxville Journal* Broadcasting Co., Knoxville Tenn., and Richard M. Casto, Johnson City, Tenn., for new 1,200-kilocycle station, 100 watts night, 250 watts day.

June 11, before an examiner—Application of Fields McCarthy Co., Poplar Bluff, Mo., for new 1,310-kilocycle, 100-watt daytime station.

The F.C.C. also made public applications from WPHR, Petersburg, Va., for an increase of power to 1,000 watts and extension of time from day to unlimited; WMFJ, Daytona Beach, Fla., for change of frequency to 1,240 kilocycles and increase of power to 1,000 watts; WJBY, Gadsden, Ala., for increase of day power to 250 watts, and KPOF, Denver, for increase of power to 1,000 watts.

Also pending before the commission, it was disclosed, is an application from the Burlington Broadcasting Co., Burlington, Ia., for a new station to operate on 1,310 kilocycles with 100 watts power.

NBC Asks W2XDG Shift

WASHINGTON, June 6.—The F.C.C. made public here the application of NBC, for authority to install new equipment, decrease the power from 5,000 to 150 watts and move the transmitter of short wave station W2XDG from 350 Fifth Ave. to 30 Rockefeller Plaza. NBC has also asked for authority to construct a new relay broadcasting station to be operated on 1,606, 2,022, 2,102 and 2,857 kilocycles with 100 watts power.

Opposes Auburn Petition

WASHINGTON, June 6.—Examiner P. W. Steward of the F. C. C. has recommended that the commission deny the application of Roy L. Albertson to transfer control of WMBO, Auburn, N. J., to the Auburn Publishing Co., on the grounds that the proposed sale price is far in excess of the valuation of the property.

Earle Ferris Incorporates

Earl Ferris has formed in California the Earle Ferris Radio Feature Service, Inc., with Ferris as president and treasurer; Irving Parker as vice-president and general manager, and George Lassall as secretary. An office has been functioning in Hollywood for almost a year.

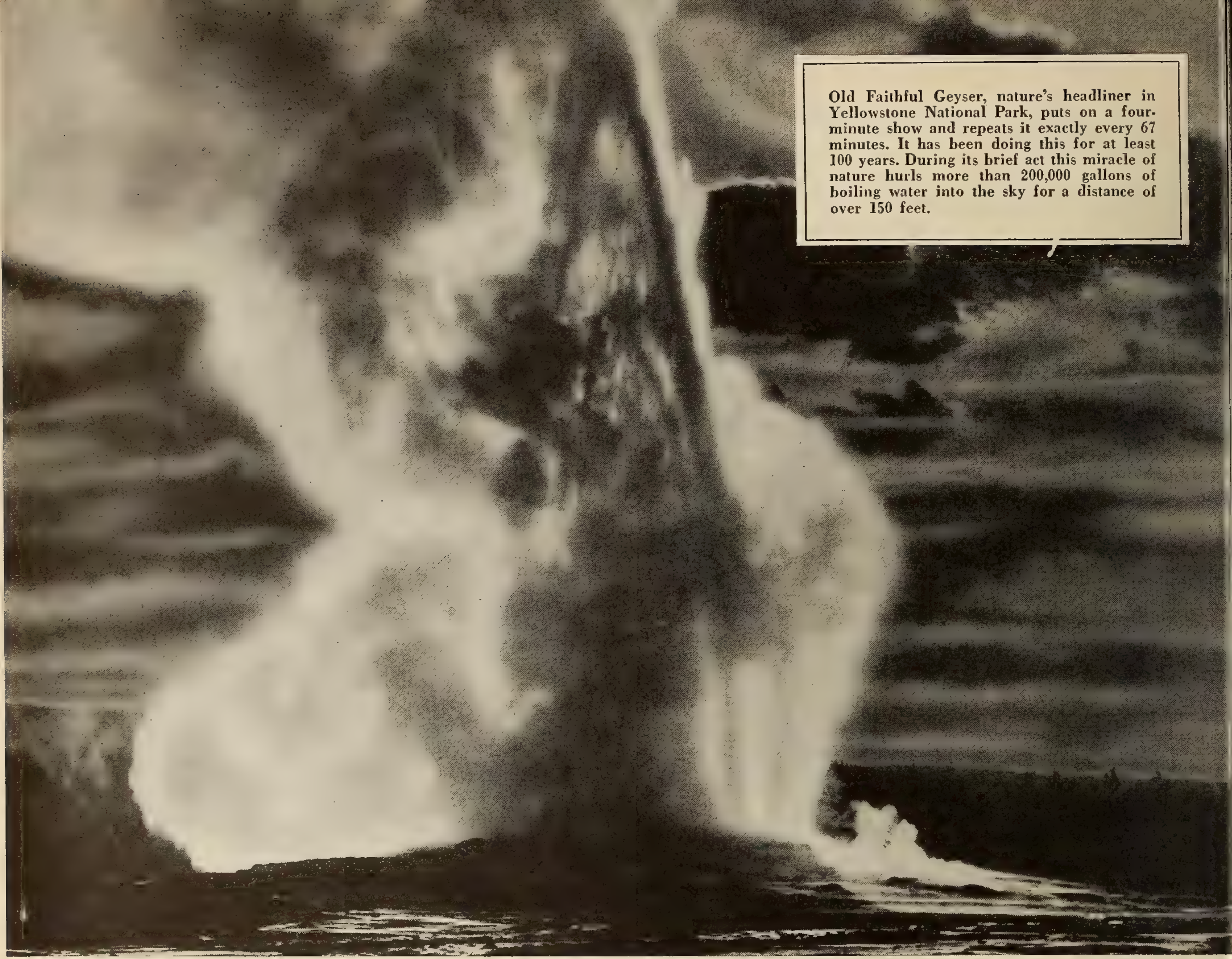
Personnel of the California corporation, in addition to Parker, includes Roberta Woodburn, account executive, and Connie Vance, former publicity director for KNX.

Pierre—He Some Dog

In an address before the Advertising Club of Indianapolis, Harry Mason Smith cited the usual reasons why advertisers should select radio to carry their sales messages to the public. Smith is commercial manager of WBBM, key station in Chicago of CBS.

His most unusual illustration of the power of radio, however, was Smith's tale of the gray Schnauser, Pierre. Said Smith:

"Pierre is owned by Owen Marsh, New York. The dog begins pacing nervously around the apartment after dinner, looking at the clock. Shortly before 8 o'clock he begins to howl, and keeps on howling until somebody tunes in the Philco program on WABC. Pierre then lies down and listens to the clipped British accents of Boake Carter with a smile on his face. When Carter signs off Pierre relaxes and goes quietly to sleep. If you try to turn the radio off while Pierre is listening, he bites you."



Old Faithful Geyser, nature's headliner in Yellowstone National Park, puts on a four-minute show and repeats it exactly every 67 minutes. It has been doing this for at least 100 years. During its brief act this miracle of nature hurls more than 200,000 gallons of boiling water into the sky for a distance of over 150 feet.

MIRACLES DON'T "JUST HAPPEN"

Nature spent centuries on the process of creating the miracle of Old Faithful.

E.R.P.I. spent years in the commercial adaptation of a revolutionary principle of sound reproduction known as MIRROPHONIC. Like Old Faithful, MIRROPHONIC is a product of time—it is a result of long research by Bell Telephone Laboratories and Western Electric in perfecting a reproducing system first conceived in the form of Stereophonic or "third-dimensional" sound.

MIRROPHONIC is the direct commercial outgrowth of the historic Stereophonic principle—first publicly demonstrated four years ago in Philadelphia, later in New York, Hollywood, and recently, in Miami.

MIRROPHONIC is readily adaptable to future advances in the art. If you now have Western Electric, it may be installed on a convenient step-by-step modification plan.

More than a thousand exhibitors, who have installed MIRROPHONIC, used its powerful exploitation campaign, now enjoy increased BOX OFFICE DOLLARS.

Old Faithful and MIRROPHONIC never fail to come through with a *good* show *on time*—and with

"A THRILL FOR YOUR EARS!"

THE NEW
Western Electric
MIRROPHONIC
SOUND SYSTEM

THE STANDARD OF THE WORLD

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 133 NEW YORK, TUESDAY, JUNE 8, 1937 TEN CENTS

Jean Harlow Dies on Coast In 27th Year

Sudden Death Caused by Uremic Poisoning

Los Angeles, June 7.—Jean Harlow, whose meteoric rise to stardom was a striking example of the manner in which the world of the screen can bring fame and fortune overnight, and who was one of the most valuable players on the high ranking roster of M-G-M, died here this morning at 10:57 in Good Samaritan Hospital of a complication of intestinal influenza and a gall bladder ailment, which led to uremic poisoning. She was 26 years old.

Miss Harlow was taken ill about two weeks ago, when her illness was diagnosed as gall bladder trouble. Although her condition was considered serious several days ago, she was not thought to be in any danger, and was understood to have been effecting a rapid recovery within the past two days. It was expected that she would return to work soon. Yesterday afternoon, her physician, Dr. E. C. Fishbaugh, ordered her taken to Good

(*Continued on page* 4)

Coast ITO Critical Of MPTO Delegates

San Francisco, June 7.—Criticism of the meagre attendance at the M.P.T.O.A. sessions at Miami features the latest bulletin of the I.T.O. of Northern California.

H. V. Harvey, one of the delegates, says that in his opinion the M.P.T.O.A. is "worthwhile, but there was not enough cooperation or interest shown by the units of the M.P.T.O.A. to make the thing a fairly representative group."

He held that delegates sent to the conventions should fairly represent their units and discuss exhibitors' problems.

ITO Asks Raise in Federal Exemption

Columbus, June 7.—The I.T.O. of Ohio has addressed a communication to the House Ways and Means Committee at Washington, over the signature of P. J. Wood, secretary, requesting that the Federal admission tax exemption be changed from 40 cents to 50 cents.

Increasing the exemption, the letter

(*Continued on page* 4)

Radio News—Pp. 6-7

Jean Harlow

Members Repudiate Clarke, Painter V. P.

Hollywood, June 7.—With each of three locals of the Painters Brotherhood voting down separately a proposed settlement of strike by Joe Clarke, international vice president of the Brotherhood, leaders of the locals in an action unprecedented in labor history here, today passed a resolution telling Clarke to keep hands off the strike situation and that they themselves would negotiate any settlement. They then set copies of a proposed settlement plan to every producer and

(*Continued on page* 2)

Producer-Guild Pact Committees Named

Hollywood, June 7.—Producers who have signed the Actors' Guild contract today named E. J. Mannix chairman; Henry Herzbrun, B. P. Schulberg, Phil Krasne and Scott R. Dunlap as a committee to represent

(*Continued on page* 7)

Selznick Reported Refusing U.A. Bid

Hollywood, June 7.—David O. Selznick has been made an offer to become a third owner member of United Artists with Samuel Goldwyn and Alexander Korda. Reports here are to the effect that the producer will not accept.

Selznick would not comment today on the deal to be made following the completion of his final four films for United Artists but it is known here that both 20th Century-Fox and M-G-M have offered releasing deals. Selznick is also considering the establishment of his own releasing system but his plans for the future in this direction are indefinite.

Building in England Booms, Says Hanbury

Theatre construction in England shows that from 200 to 250 de luxe houses are going up every year. Ralph Hanbury for RKO stated yesterday when he arrived on the *Queen Mary*, convention-bound. He will leave for the coast Saturday with the company's home office delegation. The theatre expansion includes independents as well as major circuits, he said.

Last year was RKO's banner year and by the number of contracts written at the time he sailed from London, Hanbury said that all indications pointed to this record being beaten this year. Last year independent producers made 16 quota pictures for the company. A like number will be financed by RKO this year.

Trade is booming, Hanbury asserted, since the rearmament program commenced. He will sail July 3 on the *Berengaria* with William Levy of Walt Disney-Mickey Mouse, Ltd., who also was on the ship.

Employe Contracts Valid; Katz Wins 3-Year Battle

The validity of executives' employment contracts in New York state was established yesterday in a unanimous decision by the U. S. Circuit Court of Appeals here upholding Sam Katz's $265,498 action against Paramount, which was based on the unexpired portion of his contract with the company after 1932, when his Paramount association ended.

Katz's claim was filed against Paramount during the company's bankruptcy and reorganization proceedings and has been in litigation for the past three years. The claim was disallowed by Special Master John E. Joyce originally on the grounds that Paramount was relieved of liability under the contract by Section 60 of the N. Y. stock corporation laws which specify that the directors of a corporation may remove a contract employe "at pleasure." The special master's ruling was reversed later by Federal Judge Alfred Coxe, who held that Section 60 did not relieve the corporation of liability for removing a contract employe without cause. Judge Coxe, however, did not allow Katz's claim, but left that to be determined by a subsequent action to show whether or not Katz was wrongfully discharged and, if so, in what amount

(*Continued on page* 7)

Para. Willing To Take Good British Films

Balaban Ready to Give World Distribution

Paramount is opening its doors to producers in England who can make quality pictures with a general appeal for a world-wide market, Barney Balaban, president, told Motion Picture Daily yesterday upon his return on the *Queen Mary* after a six-weeks tour of Paris, Vienna, Budapest, Rome, Naples and London.

"At the present time, Capt. Richard Norton of B. & D. is making from 15 to 16 a year at Pinewood for distribution in England by Paramount," Balaban said. "These films are being turned out in quantity for quota regulations. Now we are interested in quality productions for world-wide distribution."

Asked whether Paramount would finance production of this kind, Balaban said arrangements for pictures in this category have not been discussed. The indication was, however, that independent producers making quality product would find an available international channel through Paramount.

Balaban said a decision on Paramount's production plans in England would most likely be made as soon as the new quota laws are made public. Present regulations expire next April and it is too early to venture a prediction, he added.

"We have just renewed our lease

(*Continued on page* 7)

Para. Men Start Coast Meet Today

Los Angeles, June 7.—Over 125 home office and studio officials, foreign and domestic sales representatives will convene here tomorrow for the opening sessions at Paramount's annual sales convention which gets under way with its first business session Thursday at the Ambassador.

The list of delegates in attendance

(*Continued on page* 7)

Circuit Tax in Pa. Signed by Governor

Harrisburg, Pa., June 7.—Governor Earle has signed the bill imposing taxes ranging from $1 up to $500 on each theatre in this state, the amount levied to depend upon the number of houses included in the circuit. The law applies also to chain stores, a number of which were closed

(*Continued on page* 4)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 8, 1937 No. 133

MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, *Editor*

J. M. JERAULD, *Managing Editor*

JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building. Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
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TOKYO: 680 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Report N. O. Grosses Strong Despite Heat

NEW ORLEANS, June 7.—Summer has little effect on theatre business, according to local managers. Cooling systems have been installed in all downtown houses, save one and it is expected that this, the St. Charles, will let a contract in the near future.

The opening of the Joy-Strand with a 10-cent top, with a five-cent minimum, and children one cent on Saturday mornings, has not affected grosses.

Bank Night and other games still hold sway in practically all the New Orleans houses except in the downtown section. Neighborhoods in addition to the awards are getting back to household gifts, the latest being refrigerator sets.

Searching Victory Ruins

CULVER CITY, Cal., June 7.—Although 25 players and studio workers escaped injury in the fire which destroyed the Victory studio, the ruins of the building are still being searched for possible victims. Among those who left the studio safely were Tom Tyle, Bobbie Rey, Jeane Martel, Roger Williams and Robert Hill, director.

◂ Purely Personal ▸

NED DEPINET, HERMAN ROBBINS, SAM DEMBOW, PHIL REISMAN, MAJOR LESLIE E. THOMPSON, WILLARD MCKAY, GRAD SEARS, CARL LESERMAN, GEORGE DEMBOW, MARTIN QUIGLEY, BOB GOLDSTEIN, JACK ALICOTE, PERCY PHILIPSON and IRVING HOFFMAN among those trying to dodge the heat waves at "21" yesterday. ROBBINS had fun thrusting pointed comment at JACK KRIENDLER'S open work polo shirt.

•

HEINRICH SCHWARZWALD has joined his cousin, MILTON, at Mentone Prod. and sails on the *Empress of Britain* June 26 to scout for foreign material.

•

JOE HEPPNER, of Metropolitan Photo Service, Inc., entrains for the Coast June 13 to photograph the RKO convention at the Ambassador, Los Angeles.

•

FENN KIMBALL, of General Pictures, has purchased as original by EDWARD LANSING, "Murder in the Air," for early production.

•

MELVYN DOUGLAS and his wife, HELEN GAHAGAN, will arrive today from Hollywood and sail tomorrow on the *Queen Mary*.

•

JOSEPH BERNHARD, general manager of Warner theatres, with HARRY GOLDBERG is in the Chicago zone this week conferring with James Coston.

•

SAM MARX, western editorial head for SAMUEL GOLDWYN, will leave for Hollywood today via American Airlines.

•

WILLIAM LEVY walked off with the ping pong championship from KAY KAMEN on the *Queen Mary* crossing.

•

PAUL KIMBERLY, London representative for National Screen, will sail tomorrow on the *Queen Mary*.

•

FRANK MELFORD, of Crescent Prod., is due from the coast today.

Downtown Cleveland Managers Form Unit

CLEVELAND, June 7.—Downtown Theatres Assn., comprised of managers of the first run downtown houses, has been formed. The object of the association is to plan ways to bring more people downtown for their entertainment, to effect through street car transportation from the West Side to the East Side, and to meet whatever unfair competition might arise. Meetings will be held twice a month. Four rotating chairmen were named to preside at the meetings instead of a president.

They are Col. Harry E. Long, Loew division manager; Nat Holt, RKO Great Lakes division manager; Nat Wolf, Warner zone manager, and Bill Blair, manager of the Hanna. Jess Fishman of Warners is secretary. The first formal act of the association was a testimonial dinner at the Carter Hotel in honor of Louis B. Seltzer, recently promoted from editor of *The Press* to editor-in-chief of 50 Scripps Howard newspapers.

Members Repudiate Clarke, Painter V. P.

(Continued from page 1)

to Pat Casey. The plan is reportedly the same as the former demands, namely, to return to work under a closed shop guarantee and the removal of strikebreakers and retention of identity. The proposal made no mention of I. A. T. S. E. jurisdictional claims.

The Clarke agreement, which would have given the makeup men to the I. A. T. S. E. and return the painters and scenic artists to work under the basic agreement with a pay raise and union shop, met with denunciation both by officers and men on strike.

Charles Lessing is confident that a settlement of the strike will be reached Tuesday. One of Clarke's aims was to have Lessing removed from the picture but the local's action puts Clarke out on a limb with the officers saying they will not consider any further Clarke move to end the walkout.

William Cullen's resignation as head of the Federated M. P. Crafts, was accepted late today at a meeting of the organization's executive committee. The charge that he exceeded his authority in asking Clarke to come here to settle the strike is said to have resulted in the request for his resignation.

Charter Cleveland Union

CLEVELAND, June 7.—Local inspectors, poster clerks and shippers have received their union charter from the A. F. of L. and are now known as Film Exchange Employes, Local B-5 of the I.A.T.S.E.

Officers of the new union organization are: J. K. Johnson, Columbia, president; Miss B. Price, RKO, vice-president; Miss L. Appell, Columbia, recording secretary; Sheldon Levy, RKO, financial secretary. Meeting will be held monthly.

Negotiations for a new wage scale are pending between home office distributor officials and national union representatives, Johnson stated.

Submit New Haven Demands

NEW HAVEN, June 7.—Following conferences with distributor heads in New York, A. F. of L. officials and local exchange representatives have submitted demands for a $28 minimum wage for shippers and $18 for inspectresses, which figures have been authorized to local managers. Exchange employes will meet to consider the schedule.

Claim 75% Organized in N. O.

NEW ORLEANS, June 7.—The Exchange Employes' Union now claims 75 per cent of all exchange workers have been enrolled. Weekly meetings are being held. Organization of all theatre employes has been started.

Organize K.C. Theatres

KANSAS CITY, June 7.—I. A. T. S. E. officers here have completed obligation of 110 in its Theatrical Employes' Class "B" Local from the five first runs—Fox Tower, Fox Uptown, Loew's Midland, RKO Mainstreet, and B. & K. Newman—and the Fox Plaza. They are divided into two groups with two sets of officers due to difference in working time at theatres, but a joint executive board will handle common problems.

In one group are ushers, cashiers, box-office men (from the Municipal Auditorium, etc.), and so on.

New Lease on Life For B. N. in Omaha

OMAHA, June 7.—The M. P. Exhibitors Ass'n of Omaha, composed of 29 theatres operating Bank Night, were confident today that the State Supreme Court's action in reserving decision on Attorney General Richard Hunter's petition for a temporary injunction means that gift drawings will not be disturbed until the fall term.

Former Attorney General William Wright, appearing for the Omaha exhibitors, contended that the Supreme Court was without jurisdiction because "adequate remedy" could be obtained in district court. He also argued that the tribunal could not issue an injunction because it has not been determined yet whether Bank Night is a lottery as charged by Hunter.

RKO to Ask Dismissal

RKO Radio Pictures, RKO Dist. Corp and RKO Studio today will ask Federal Judge Samuel Mandelbaum to dismiss the bill of complaint filed by Samuel Shipman and Clara Lipman on the ground that the complaint failed to state a cause of action. The plaintiffs allege infringement of their play, "Depend on the Woman" in the RKO picture, "I Dream Too Much." They asked for an injunction, damages and an accounting of the profits.

20th-Fox Crowd Due Back in N. Y. Today

Home office and eastern delegates returning from the 20th Century-Fox annual sales convention will arrive in New York this morning. The group, numbering 175, left Los Angeles Friday night.

John D. Clark, sales head, and Charles E. McCarthy, advertising and publicity head, who remained on the coast for several additional days, are due in New York next Monday.

Sidney R. Kent, W. C. Michel, J. H. Moskowitz and Joe Pincus returned yesterday.

Also in the party was George Skouras who took west the body of Percy Kent, brother of S. R., who died here last week.

Dickinson Names Two

KANSAS CITY, June 7.—Glen W. Dickinson has named Jack Scott, son of the 20th Century-Fox district manager, and N. R. Hamblin as managers of Dickinson houses.

Plans 6 Features on 'Secret Service Smith'

HOLLYWOOD, June 7.—E. B. Derr has purchased the 17 novels and stories of the "Secret Service Smith" series by Major R. T. M. Scott. Crescent plans a series of six features for this season on the books.

To select the player for the role of Aurelius Smith, Derr is planning a national exploitation search, with the six finalists chosen coming to Hollywood for tests.

Six Strikers Arrested

Six of the Max Fleischer strikers were arrested in the picket line at 1,600 Broadway yesterday because they were singing. They were charged with disorderly conduct.

"Don't let the soapbox confuse you, my little chickadees . . . this is the greatest, the most colossal, the most . . ."

Thanks, Bill. Thanks for the introduction. But in a more modest vein, we'd like to say that Paramount's annual sales convention begins tomorrow in Hollywood, at the source of its production activities . . . where the boys will get an eyeful and an earful of the big pictures that will make selling a pleasure for them in 1937-38 . . . and, what's more to the point, a pleasure for the theatres playing 'em. The big product announcement is coming off the presses, and it tells the whole exciting story of the greatest line-up of entertainment in Paramount history. Wait till you showmen see it!

Paramount Pictures

PARAMOUNT'S SALES CONVENTION

Hotel Ambassador, Los Angeles

JUNE 10
JUNE 11
JUNE 12
JUNE 13

Jean Harlow Dies on Coast In 27th Year

(*Continued from page* 1)

Samaritan Hospital from her home in Beverly Hills when her condition became critical.

At her bedside were William Powell, to whom she was reported engaged; her mother, Mrs. Jean Bello; her stepfather, Marino Bello; her maid, Blanche Williams; Drs. Fishbaugh and Leland Chapman, and two aunts. No decision relative to funeral services for Miss Harlow had been made at a late hour tonight.

At the time she was taken ill, she was working at the M-G-M studio in "Saratoga" in which she was to co-star with Clark Gable. This film will be rewritten for another feminine star and all Harlow footage will be discarded. The film was within a week of completion.

Among M-G-M's Leaders

Ranked as one of M-G-M's leading stars for the season of 1937-38, she had been scheduled to appear in three pictures, as star in one, and as a co-star in two others. She was to have been starred in "The Best Dressed Woman in Paris," and co-starred in "Spring Tide," with Robert Taylor and Wallace Beery, and in "Tell It to the Marines," with Robert Taylor and Spencer Tracy.

In addition arrangements had been completed whereby she was to have been loaned to 20th Century-Fox during the coming season to co-star in "In Old Chicago," with Don Ameche and Tyrone Power, which was planned by Darryl F. Zanuck as one of the most important pictures on the 1937-38 product lineup for 20th Century-Fox.

Jean Harlow was born Harlean Carpentier in Kansas City, on March 3, 1911. She adopted her mother's maiden name when she made her first picture. She attended private kindergarten and the Barstow School for Girls as a child. When her family moved to California for three years she attended the Hollywood School for Girls, returning to Kansas City and enrolling in the Bigelow School at the age of 13.

Shortly thereafter the family moved to Highland Park, Chicago suburb, where she entered Ferry Hall at Lake Forest. She ran away to get married when she was 16, went to California for her honeymoon, and her parents joined her in Beverly Hills. She was divorced two years later.

Rise Meteoric

Her entrance into pictures came purely by chance. Visiting a friend on the Fox lot, she was seen by an executive and given a letter to the casting director. He registered her at the studio and Central Casting. While working as an extra she was offered a part in one of his comedies by Hal Roach, then given a five-year contract. She obtained her release from that contract, did nothing for a time, then was assigned a role with Clara Bow in "The Saturday Night Kid," and a second lead in a Christie film. At the Christie studio she met Ben Lyon and James Hall, and there followed in quick succession an interview with Howard Hughes, the lead in "Hell's Angels" and a contract with the Caddo Prod. Co.

From that time on, success followed her rapidly. For M-G-M she has appeared in, among others, "Red Dust," with Clark Gable; "Hold Your Man," also with Gable; "Dinner at Eight," in which she scored as Wallace Beery's wife; "Bombshell," "The Girl from Missouri," "China Seas," with Gable; "Riffraff," with Spencer Tracy; "Wife vs. Secretary," with Gable and Myrna Loy, and "Libeled Lady."

Industry Executives in Tributes

Learning of Jean Harlow's sudden death on the coast, Nicholas M. Schenck, president of Loew's, said yesterday, "She was a marvelous girl and a great actress, and I feel terribly sorry and sympathize with all her friends of which there were so many and among whom I was proud to be included."

Howard Dietz, director of advertising and publicity, also paid high tribute to Miss Harlow.

Louis B. Mayer, E. J. Mannix and Sam Katz issued eulogies praising the star.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

Boyds Back to Work

HOLLYWOOD, June 7.—William Boyd and Grace Bradley, following a one-day honeymoon at Malibu Beach, have resumed their respective film locations, she at the studio here, he 300 miles to the north.

Friedman Due Monday

LONDON, June 7.—Joseph Friedman, in charge of all activities for Columbia in England, will leave here on the *Normandie* on Wednesday, arriving in New York next Monday.

Not to Show Riot

Chicago, June 7.—A. J. Richard, Paramount News editor, said today that the Memorial Day rioting at the Republic Steel South Side plant here would not be exhibited.

The scenes were too gruesome, he said, and might incite to riot elsewhere. Richard is on his way to the coast Paramount convention.

Circuit Tax in Pa. Signed by Governor

(*Continued from page* 1)

by their owners immediately following passage of the bill.

The theatre tax will take the form of an annual license fee for the fiscal year beginning June 1. Theatres are given 60 days to make application for the license.

Officials of theatre circuits contacted here yesterday stated that no closings in Pennsylvania are contemplated as a result of the enactment of "chain" tax law.

PHILADELPHIA, June 7.—The industry will be affected by two of the five new taxes approved by the Finance Committee of the City Council. They are: A four per cent amusement tax replacing the state tax which expires July 23; a 10 per cent tax on the proceeds from the leasing of billboards and other display advertising.

Drop Missouri Chain Tax

JEFFERSON CITY, Mo., June 7.—The chain store tax bill in the Missouri house, which would have taxed chain units from $25 to $200, and which was introduced by Robert C. Taylor of St. Louis early in the session, has been dropped.

Expect Conn. Tax Defeat

HARTFORD, June 7.—With the session of the Legislature slated to close on Wednesday, and the Finance Committee allegedy opposed to the passage of any new tax bills, exhibitors are fairly certain of the defeat of the proposed 10 per cent admissions tax measure.

Gov. Wilbur L. Cross has served notice on the Legislature that regardless of their merits, he will have to veto nearly all of the special appropriations on the sole ground that the Gerneral Assembly has failed to provide the necessary funds. The perennial two-men-in-a-booth bill was defeated early in the session, while Sunday vaudeville was passed, subject to local option.

Missouri Tax Approved

KANSAS CITY, June 7.—The Missouri House has approved doubling the state's present one per cent sales tax with the following amendments, originally made by the Senate: exemption of newspaper advertising and transportation, and provision of a three per cent discount to retailers (including exhibitors) for their trouble and loss in collecting the tax.

The tax becomes effective immediately on signature by the governor, which is expected within the next two weeks, and runs to Dec. 31, 1939.

ITO Asks Raise in Federal Exemption

(*Continued from page* 1)

states, would enable theatres to increase prices above the 40-cent maximum now existing in most localities, theatre operators would be enabled to show reasonable profits and the Government would benefit from increased income taxes.

MPTOA Hits "Hollywood Hotel"

SPOKANE, June 7.—Opposition to the "Hollywood Hotel" program was voiced here today at the meeting of the M.P.T.O.A. of the Pacific Northwest and Eastern Washington. Delegates charged that the program tells too much concerning the films with which it treats and that it "kills all pictures except invulnerable hits like outstanding musicals." Protests will be sent to producers.

Other objections were registered to the increase of percentage pictures and "active racketeers" who threaten to build competing theatres unless paid off.

Unionization was reported as generally in progress even in the smaller communities.

Degree for Van Schmus

An honorary degree of Doctor of Humanities was conferred by Washington and Jefferson College on W. G. Van Schmus, managing director of the Music Hall, during the school's 136th commencement exercises at Washington, Pa., over the week-end. The degree recognized the recipient's "accomplishments in the cultural world and his leadership in the art of fine entertainment."

Arranges Saturdays Off

CLEVELAND, June 7.—Starting last Saturday and continuing through Sept. 4, M-G-M office force here has been granted every alternate Saturday off. Office manager B. D. Stoner has worked out a policy whereby each member of the force will get seven long weekends. No other local exchange has such a policy.

Wall Street

Light Board Gains

	High	Low	Close	Net Change
Columbia	33¼	33⅛	33⅛	+ ⅛
Consolidated	3½	3⅜	3⅜	.....
Consolidated, pfd.	12⅝	12½	12⅝	+ ⅛
Eastman	169	168½	169	.....
Gen. T. Equip.	24	23	24	+ ½
Loew's, Inc.	82	81	81⅛	— ⅝
Paramount	19¾	19⅛	19¼	— ⅜
Pathe Film	7⅜	7¼	7⅜	+ ⅛
RKO	8	8	8	+ ⅛
20th Century-Fox.	37⅝	37⅝	37⅝	+ ⅜
Warner Bros.	13¾	13½	13½	— ¼

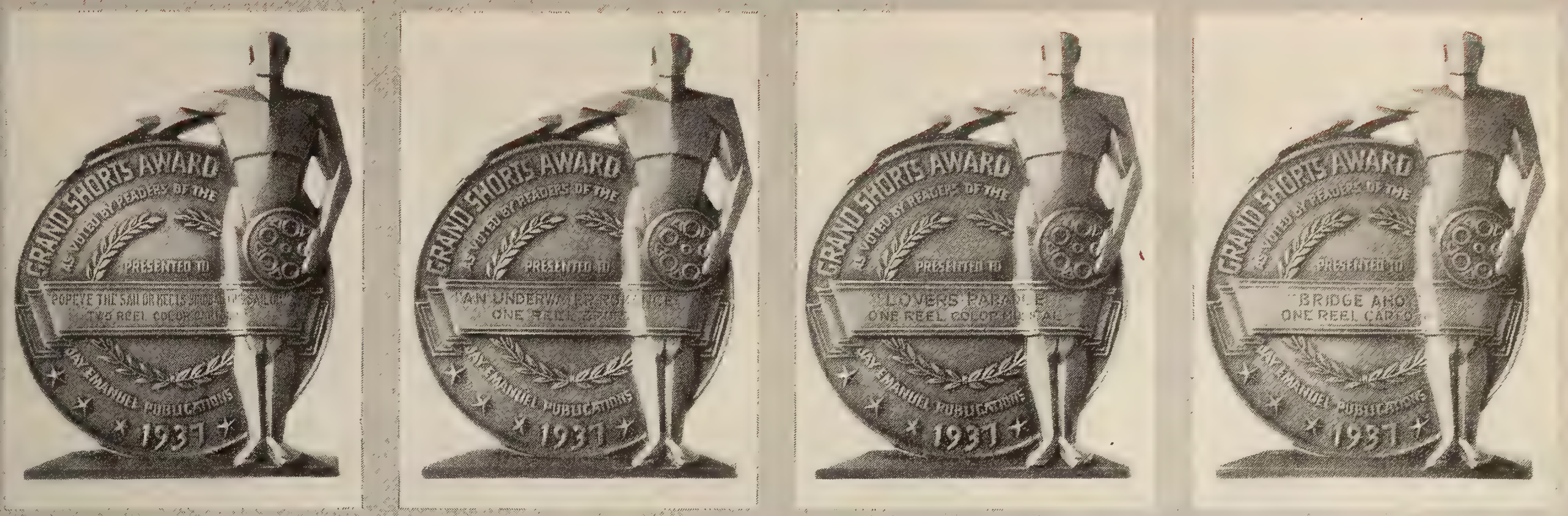
Fractional Curb Changes

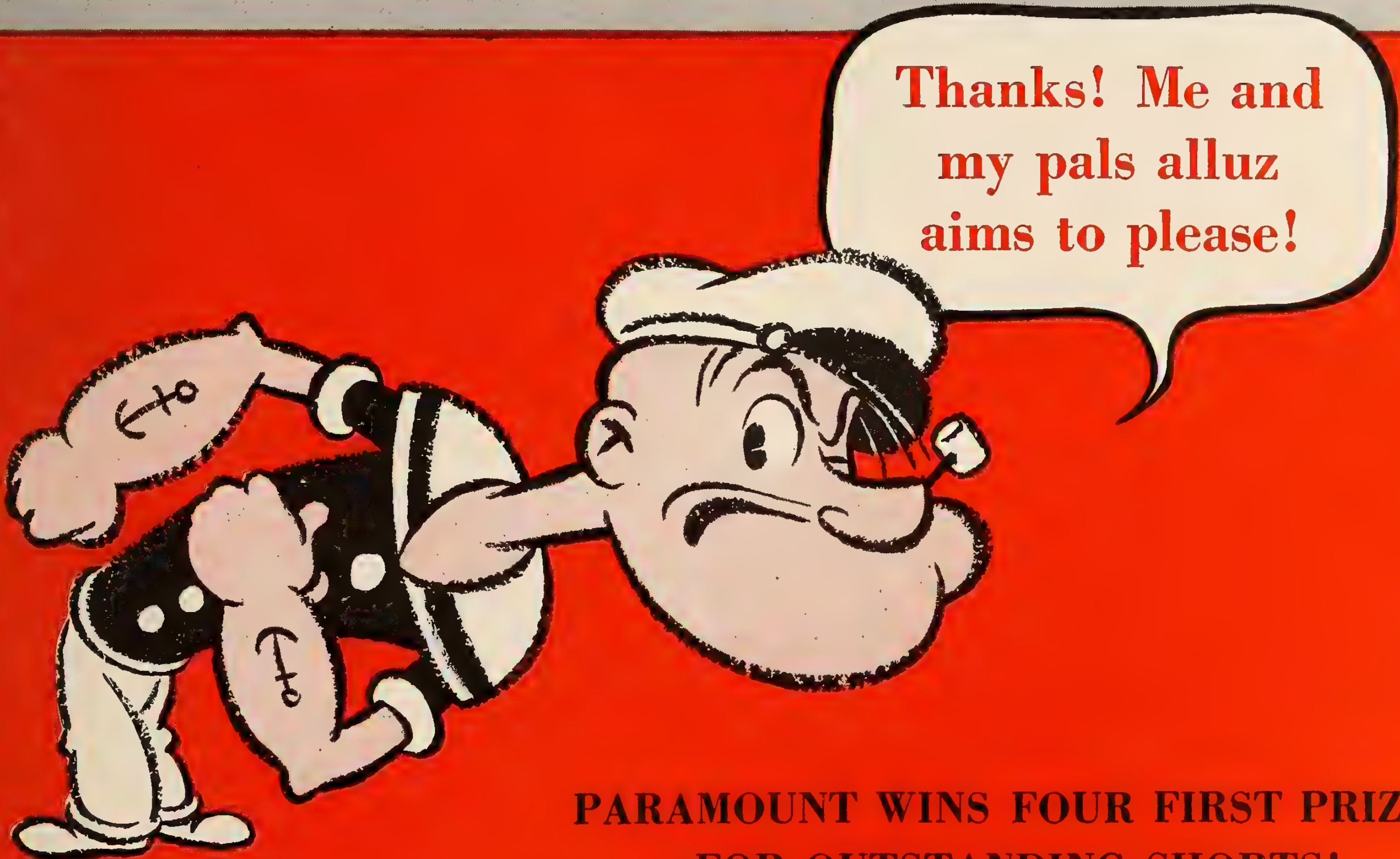
	High	Low	Close	Net Change
Grand National	2⅜	2⅜	2⅜	.....
Sentry Safety	½	½	½	.....
Sonotone	1¾	1¾	1¾	.....
Technicolor	28⅜	28	28	— ¼
Trans-Lux	4⅝	4⅝	4⅝	+ ⅛

Little Bond Changes

	High	Low	Close	Net Change
Loew's 3½s '46	100	99¾	100	+ ¼
Paramount B'way 3s '55	68	68	68	.....
Paramount Pict. 6s '55	100	100	100	— ⅛
Warner Bros. 6s '39 wd	95	95	95	.....

(Quotations at close of June 7)




Thanks! Me and my pals alluz aims to please!

PARAMOUNT WINS FOUR FIRST PRIZES FOR OUTSTANDING SHORTS!

Exhibitors in nation-wide poll give the top spots in their respective divisions to "Popeye the Sailor Meets Sindbad the Sailor" (Two-Reel Color Cartoon), "An Underwater Romance" (One-Reel Sport), "Lovers' Paradise" (One-Reel Color Musical), "Bridge Ahoy" (One-Reel Cartoon).

Paramount Pictures

Paramount Short Subjects
100% BOX-OFFICE tested

CBS to Equip Stations with Signal Device

An increase in signal intensity equal to that produced by doubling the power of the transmitters of its stations will be brought about this month on a number of CBS units, the network claimed yesterday in making public its purchase of a new instrument known as the automatic peak volume limiter, an invention of the Bell Laboratories.

The new equipment will be given its first commercial employment at WABC, New York; WBBM, Chicago; WCCO, Minneapolis-St. Paul; WBT, Charlotte; WJSV, Washington; WEEI, Boston; WKRC, Cincinnati, and KNX, Los Angeles. The network's short-wave transmitter, W2XE, will also be equipped with the device.

The automatic peak volume limiter performs the same function for a transmitter that a thermostat performs for an oil burner. It automatically keeps the signal intensity above a pre-determined volume level. The level is slightly below the station's maximum signal capacity, for to go above this level would mean distorted reception in the tone or the destruction of equipment in the transmitter. With the aid of the automatic peak volume limiter engineers can safely boost the average to 50 per cent or more of modulation, it is claimed. To produce this same gain in signal intensity without the help of the new Bell device it would be necessary to double the power of the station.

A. S. Foster Quits WWL

New Orleans, June 7.—A. S. Foster, promotion manager and national representative of WWL, has resigned. He had been associated with the station for the past six years. Foster came to New Orleans from Atlanta. He was manager of WSMB at one time.

Henry Dupree has been made director of special features at WWL, a new job and a new title.

NBC to Watch Summer Stock

NBC talent scouts will comb the summer theatre circuits in search of radio and screen talent in all fields—acting, writing, directing and production. Ernest Cutting will have charge of the talent search.

Stix Is Souvaine Executive

Thomas L. Stix has been named vice-president of Henry Souvaine, Inc., radio production firm. Stix formerly acted as an independent agent here, handling among others William Lyons Phelps and Henrik W. Van Loon.

LEO SAYS:

JOE BOLTON'S TALK ON SPORTS IS STILL THE TALK OF THE TOWN!

WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Name Williamson As Sales Head at WKRC

Cincinnati, June 7.—William J. Williamson, a member of the sales staff, has been appointed sales manager of WKRC here. Williamson succeeds Stanley A. Bateman. The station is a CBS member.

A newcomer to the personnel is Palmer Greer, who has been added to the engineering staff. Greer comes to WKRC from WHIO, Dayton, O.

Cutting in "ABC of NBC"

"The ABC of NBC" June 12, at 7:45 P. M., E.D.S.T., on the Red network, will feature Ernest Cutting, artist bureau executive, in a discussion titled "The Search for Talent." Artists who have been moulded by the artists bureau will be presented on the broadcast.

Kalusche Quits KFRO

Longview, Texas, June 7.—Earl Kalusche, chief announcer of KFRO, has resigned to take a position with WFAA, Dallas, as an announcer. Travis Cabiness, formerly of WBAP, has taken the place vacated by Kalusche.

CBS Stock Plan Set

CBS announced yesterday that it is prepared to exchange the presently outstanding $5 par value shares for both Class A and B stock for the new $2.50 par value shares, on the basis of one old share for two new shares.

Sam Hayes Back on Air

San Francisco, June 7. — Sam Hayes, former Richfield Reporter, will return to Pacific Coast airlanes Sunday night, over the CBS coast network Hayes will be sponsored by Bank of America.

M. Louis Goodkind Resigns

Chicago, June 7.—M. Lewis Goodkind, radio service manager and director of publicity of Lord & Thomas here, has resigned.

Don Clark Succeeds Dolberg

Los Angeles, June 7.—Don Clark has been named program director of KFI-KECA, succeeding Glenn R. Dolberg, resigned.

New Shows on the Air

"For Men Only"

Better than a great many network programs whose titles we could mention but won't, is "For Men Only," a new weekly series originating in the studios of WHN and aired over the WLW Line from 8:30 to 9 P. M., E.D.S.T.

Paced and produced nicely, the program's permanent features include Ray Sinatra's orchestra, Joey Nash, vocalist, and Paul Sullivan as em cee. Weekly guest artists back the permanent cast. It takes little foresight to predict a happy stay on the "line" for the series.

Last night's guests include Bert Acosta, who described his experiences in the Spanish warfare; an Irishman with a delicious brogue, Pat Ryan; a $150,000 Sweepstakes winner, Alex Morrison, golf pro; Bradley Barker, animal imitator, and Estelle Taylor in a scene from "A Family Affair."

As for the mainstays, Ray Sinatra's orchestra is one of radio's best; Joey Nash sings beautifully and Paul Sullivan's ability is best attested by his ranking in the commentators' division of Motion Picture Daily's recent popularity poll.

"For Men Only" is sponsored by the Bristol-Myers Co. in behalf of Vitalis.

"Spotlight Revue"

Rated by its debut yesterday, "Spotlight Revue," a new summer sustaining series on WOR, must be labeled a mistake on somebody's part at the station.

The series was designed, according to WOR, to afford microphone opportunities to artists of the club, vaudeville and revue floors, a worthy idea. But the selection of talent was unfortunate. Having previously heard most of yesterday's guests on the stage or in local night clubs, this reviewer knows them to be competent showfolk capable of entertaining stage and night club audiences. Before the mike, however, their talents were lost.

Leo Fuld and Beatrice Joyce, for instance, heard in the Music Hall and the French Casino, were enjoyable singers. On the air Miss Joyce offered "Vienna Dreams," and "When Love Is Young," with desultory, if not altogether unpleasant results. Fuld's rendition of an Italian song, sung in the native tongue, was lifeless. Benny Davis, as em cee, reflected his inexperience before the mike, and Leo Freudberg's orchestra was poor. Even Rose Marie, a microphone veteran, showed little of the promise she displayed when she was burning up the airways as "Baby" Rose Marie.

"Spotlight Revue" is offered Mondays from 3 to 3:30 P. M., E.D.S.T.

Banner

"Fatty Lewis"

Kansas City, June 7.—Because of their adaptability to the messages of many advertisers, "domestic drama" on the radio are increasing as time goes on.

One of the better ones went on the air here last week over WDAF. "Fatty Lewis" appeared as a Sunday feature at the Kansas City *Star* for 20 years. Arthur F. Killick, who created the character and appears as "Fatty" in the program, pictures his ideas of "Home Sweet Home" in the episodes.

Humorously philosophical, the program contains commendably brief and pungent characterizations. The situations, while simple, are genuine, and, for a change, not overdone. They carry the tang and bite of reality.

In the one heard Mrs. L. is berating Mr. L. for being late to dinner, "as usual," and assigns the cause to those loafers he calls friends. Mr. L. tells her she can select the automobile, the furniture, the meals, the church, etc., but to let him select his friends. There is enough narrative interest to carry over from one episode to the next.

Radio Personals

Frank Fay will return to the Oakie "College" as guest June 22 . . . CBS artists bureau has set H. V. Kaltenborn for a lecture date in Winston-Salem June 15, Bob Gibson for a guest shot on the Hammerstein "Music Hall" June 22, and Margaret McCrae for an appearance on "Showboat" Thursday night. Mac Davis, of the artists bureau, set all deals . . . Edward Everett Horton will be interviewed by Elza Schallert on NBC Friday . . . Eileen Creelman, of the New York *Sun* will be the guest film critic on the "Movie Pilot" on WEAF this Friday, in the spot regularly occupied by Frank Nugent of the *Times*. . . . Rochelle Hudson will appear on Winchell's program Sunday . . . Andy Devine returns to the Jack Benny series Sunday . . . Glen Miller's orchestra has been set for a summer hotel spot through Rockwell-O'Keefe . . . Art Shaw is being held over at "The Willows" in Pittsburgh . . . Billy Burton of the Rockwell-O'Keefe office heads out of town the first week in July . . .

✚

Dave Green leaves for a business trip to Hollywood in two or three weeks . . . Barry Wood set for a guest shot on the "Hammerstein Music Hall," June 15 . . . Bernie Cummings replaces Ted Weems on the "Varidy of Vienna" Mutual series for one program, June 13. Weems returns on the 20th. . . .

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Los Angeles Town Pump

Los Angeles, June 7.—G. R. Richards, new KMPC owner, gets back from New York next week. . . . Donahue & Coe have placed 10 spot announcements for Scholl Mfg. with KFI from June 7 to June 11. . . . John Canady, KMPC sports announcer, takes over the news deck while Baron von Egidy vacations. . . . Ken Baker's orchestra, with Betty Van, vocalist, open a series of weekly broadcasts from 9:30 to 10 P. M., P. S. T., Sunday, over KFAC from the LaMonica Ballroom. Milt Hughes will handle the announcing.

Start Cincy Promotion

Cincinnati, June 7.—A campaign promoting the *Cincinnati Post* radio page and its editor, Paul Kennedy, has been launched here, employing truck signs, office ads, car cards and a series of appearances by Kennedy over the local stations.

Two years ago all three of the city's papers had a no-radio agreement, banning even program listings. The *Post*, a Scripps-Howard paper, opened up preparatory to the purchase of Station WCPO. Kennedy was transfered from Toledo a year ago to take over the department and assist in news broadcasting.

Sponsors New Program

Salt Lake City, June 7.—The Granite Furniture Co., sponsor of "Nancy of Hollywood's" film talks for three and one-half years, has abandoned the film chatter for a new series of thrice weekly afternoon shows called "People We All Know." Lyle Edmunds will be the commentator of personalities. The feature will be a long term series heard over KSL here.

Radio

Duffy of B B D & O Is Named by AAAA

B. C. Duffy of Batten, Barton, Durstine & Osborn, has been elected chairman of the New York Council of the American Ass'n of Advertising Agencies. Theodore Bates of Benton & Bowles has been named vice-chairman and Everett W. Hoyt of Charles W. Hoyt Co. is secretary and treasurer. They will serve as governors with Ted Patrick of Young & Rubicam, Charles Dallas Reach of the Chas. Dallas Reach Co., and V. O. Schwab of Schwab & Beatty, Inc.

K. C. Film Battle on Air

Kansas City, June 7. — E. E. Horton, radio editor of the Kansas City *Kansan*, will begin this week a series of 10-minute broadcasts over KCKN, the newspaper's radio station, in which he will carry the city's fight for first run release of pictures to the radio public. The *Kansan* has been giving the campaign of the Kansas City exhibitors for day and date release with Kansas City first runs ever since the issue was opened some weeks ago.

The broadcast will be on the air an indefinite period. Horton will pass along news comment on the campaign and its purpose. He will interview prominent local citizens on the fight, exhibitors, members of the public, and others.

WCKY Adds New Accounts

Cincinnati, June 7.—New accounts reported by WCKY include Pabst beer, one spot announcement before the Louis-Braddock fight June 22, placed through Sears & Ayer, Chicago. Chevrolet Motor Co., renewal, 39 transcribed programs three times weekly, June 7 to Sept. 3, through Campbell-Ewald, Inc., and Scholl Mfg. Co., 10 spot announcements June 7 to 11, through Donahue & Coe, Inc., New York.

Weiss, Eichelberg East

San Francisco, June 7.—Lou Weiss, general manager of the Don Lee network and Wilbur Eichelberg, manager of KFRC, will leave here this week for Chicago to attend the NAB convention, and to line up plans for several Mutual coast-to-coast programs slated for presentation this fall.

It is learned that Percy Deutch, president of the World Broadcasting System, will tender a dinner in honor of Weiss during the NAB convention.

Anderson, Continuity Chief

Knoxville, June 7.—R. L. Anderson has been made continuity chief of WNOX, Scripps-Howard Radio, Inc., here. Anderson, formerly member of the local sales staff, will head the continuity department and do commercial announcing.

"Madame X" on Lux Show

The Lux "Radio Theatre" will offer Ann Harding and James Stewart in a radio adaptation of "Madame X" June 14. The following Monday, June 21, Lux will present Leslie Howard in a microphone version of "Monsieur Beaucaire."

"Parade" and Show $20,500 Chicago Lead

Chicago, June 7.—"The Hit Parade," aided by Bill Robinson in person on the Palace stage was the outstanding business-getter in the Loop. The gross was $20,500, which was $1,500 above average.

Two pictures opened and then were pulled after the first day. "Melody For Two" was jerked at the Oriental after one day and "Night Must Fall" went in to replace it, doing fair business to get $15,400 which is $400 above the normal gross. "Angel's Holiday" failed to pull after a single day at the Garrick and "Good Old Soak" was substituted, but grossed only $5,000, which was $1,500 below average.

"The Prince and the Pauper" at the Apollo after a week at the Chicago took $7,500 which was $1,000 above average.

Total first run business was $108,900. Average is $118,000.

Estimated takings:

Week Ending June 3:

"PRINCE AND THE PAUPER" (W.B.)

APOLLO—(1,400), 35c-55c-75c, 7 days. **Gross:** $7,500. (Average, $6,500)

"I MET HIM IN PARIS" (Para.)

CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Gene Autry and revue. Gross: $28,000. (Average, $32,000)

"NIGHT MUST FALL" (M-G-M)

ORIENTAL—(3,490), 35c-55c, 6 days. Stage: "Park Ave. Parade" revue. **Gross:** $15,400. (Average, $15,000)

"HIT PARADE" (Republic)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Bill Robinson and revue. Gross: $20,500. (Average, $19,000)

"NOBODY'S BABY" (M-G-M)

STATE-LAKE — (2,776), 20c-35c-40c, 7 days. Stage: "Paris On Parade" revue. **Gross:** $13,000. (Average, $13,000)

Week Ending June 4:

"GOOD OLD SOAK" (M-G-M)

GARRICK—(900), 35c-55c-75c, 6 days. **Gross:** $5,000. (Average, $6,500)

"MAKE WAY FOR TOMORROW" (Para.)

ROOSEVELT—(1,590), 35c-55c-75c, 7 days. **Gross:** $7,500. (Average, $11,000)

"A STAR IS BORN" (U.A.)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 4th week. **Gross:** $12,000. (Average, $15,000)

Producer-Guild Pact Committees Named

(*Continued from page* 1)

them in the setting up of further details of the pact.

The producers have agreed that each signatory to the contract will deal separately on problems peculiar to their lots but will work in cooperation with the Mannix committee.

The committee to represent the independents in the negotiations is composed of I. E. Chadwick, Maurice Conn, Sam Katzman and C. C. Burr. Joseph M. Schenck is member *ex-officio.*

Raise Seattle Prices

Seattle, June 7.—Admission prices at two Hamrick-Evergreen circuit first run theatres here have been raised. At the Music Box matinees were advanced from 35 cents to 40 cents, and evening prices tilted from 40 cents to 50 cents. Federal and state taxes are additional. The Music Hall rate is now 50 cents at all times, plus tax.

British Talks Friday

London, June 7.—The discussion of future industry plans here by representatives of the major organizations with the Board of Trade, relative to the clauses to be included in the new Films Act, has been set back to Friday.

Good British Films Acceptable to Para.

(*Continued from page* 1)

at the Joinville studios in Paris for six years," he continued.

Considerable praise for the fine work the foreign department has done under John W. Hicks, Jr., was expressed by the Paramount president.

"The organization has done a marvelous job," he said, "in holding together our business and carrying on when we guided them as little as we did. It is a great compliment to the foreign force and the fellows who have worked with Hicks, and I feel they are entitled to a great deal of credit."

His First Voyage

This was the first crossing for Balaban. He reported that business conditions were on the upgrade and that Europe is a very good market for American pictures.

Convinced that the trip has brought about a new understanding of the problems abroad, Balaban asserted he was in favor of having studio and home office executives make periodic visits abroad. He added that the foreign market is important enough for home office and studio men to visit there more often to maintain contacts and to have a knowledge of conditions.

"Our own affairs look very good. I gave the men an inside picture of what Adolph Zukor planned for the new season and they are enthusiastic over the new lineup. In September, when we begin releasing our new pictures, starting with 'Souls at Sea' and 'Ebb Tide,' the ball will again start rolling for us."

"One of the reasons for my going over was to get the production program over to the boys. They would have waited several months after the convention before they would have known what was coming."

Calls Business Good

Asked what the earnings for Paramount this year would approximate, Balaban said that the theatres and production were doing well and that actual figures were unavailable at this time. Paramount's partnerships, he added, are no problem. They have all been pretty well cleaned up.

Hicks accompanied the president on his return. He had been away since March 18 and met Balaban on May 3 in England. Hicks visited Paris, Vienna, Budapest, Zagreb, Rome and Copenhagen. He described the trip as his usual semi-annual survey. "Things are picking up," he said. Hicks left for the coast last night to be on hand for the annual sales convention at the Ambassador Hotel, Los Angeles, starting Thursday. The home office contingent preceded his departure by a day.

Balaban will be unable to attend the coast sessions. Y. Frank Freeman, theatre operating head, will be another absentee from the Los Angeles meetings.

Para. Men Start Coast Meet Today

(*Continued from page* 1)

consists of the following representatives from various key cities:

District No. 1.—*Boston,* W. E. Erbb, A. M. Kane, J. Moore, J. Gubbins. *New Haven*—E. Ruff. *Maine*—J. J. Stevens.

District No. 2—*New York,* M. S. Kusell, M. Sattler, I. Lesser, H. Randall. *New Jersey*—E. H. Bell. *Albany*—C. G. Eastman. *Buffalo*—K. G. Robinson.

District No. 3.—Philadelphia—P. A. Bloch, E. W. Sweigert, U. F. Smith. *Washington*—J. E. Fontaine, H. Davidson.

District No. 4—*Cleveland*—H. H. Goldstein, J. Himmelein. *Pittsburgh*—D. Kimolman, G. Elmo. *Columbus*—M. R. Clark. *Cincinnati*—J. J. Oulahan, J. Rodman.

District No. 5.—*Chicago*—A. Usher, J. J. Donohue, H. R. Hamburg, H. Wirthwein. *Detroit*—J. T. Howard, J. E. Hyder. *Milwaukee*—W. P. Wiens. *Indianapolis*—E. J. Barnard.

District No. 6—*Kansas City*—R. C. LiBeau, J. Manfre, A. H. Cole, J. R. Young. *St. Louis*—M. Schweitzer, W. A. Wandel. *Des Moines*—R. M. Copeland. *Omaha*—A. Mendenhall.

District No. 7—*Atlanta*—O. A. Morgan, C. E. House. *Memphis*—W. F. Bugie. *Charlotte*—J. F. Kirby, E. M. Adams. *Jacksonville*—E. B. Price. *New Orleans*—H. F. Wilkes, J. S. Young.

District No. 8—*Denver*—H. W. Braly, C. J. Bell, C. J. Duer. *Salt Lake*—F. R. Smith.

District No. 9—*Los Angeles*—M. H. Lewis, C. H. Peacock, I. G. White. *San Francisco*—G. A. Smith, J. Bettencourt. *Portland*—F. C. Clark. *Seattle*—R. N. East, M. Segal.

District No. 11—*Minneapolis*—B. Blotcky, G. Hinton, F. Anderson, Selby Carr. *Sioux Falls*—A. R. Anderson.

District No. 12—*Dallas*—J. B. Dugger, F. A. Tomes, C. H. Weaver. *San Antonio*—L. M. McClintock. *Oklahoma City*—S. R. Simpson.

From Canada—*Toronto*—M. A. Mulligan, W. J. O'Neill, J. Hunter, H. Pfaff. *Montreal*—M. Brown, T. Dowbiggan. *Vancouver*—W. Hansher. *Calgary*—O. Kelly. *Winnipeg*—D. Brickman.

From the home office: Neil F. Agnew, J. J. Unger, Charles Reagan, G. B. J. Frawley, H. J. Lorber, A. J. Dunne, F. A. Leroy, Jack Roper, G. K. Haddow, L. Flynn, R. M. Gillha, Alec Moss, Bob Moriarity, Don Velde, J. A. Haas, W. W. Sharpe, Lou Diamond, A. J. Richards.

Foreign representatives: F. W. Lange, John L. Day, George Weltner, Albert Deane.

From the legal department: Louis Phillips and B. Luber.

From the studio: Adolph Zukor, William LeBaron, A. M. Botsford, Chris Dunphy and Russell Holman.

Katz Wins Appeal On Para. Contract

(*Continued from page* 1)

he was damaged. Judge Coxe's ruling was upheld by the U. S. Circuit Court of Appeals.

Katz's contract was for three years beginning Jan. 1, 1932, at $2,500 weekly and an option to purchase at stipulated prices a block of Paramount stick at the end of each six months. Katz's claim alleged that he was wrongfully discharged by the company on Oct. 28, 1932.

Samuel Spring, film attorney, represented Katz in the claim litigation, while Root, Clark, Buckner & Ballantine, attorneys for the Paramount reorganization trustees, represented the company.

Nebraska Bans "Ecstasy"

Omaha, June 7.—Judge John Rine of the State District Court ruled on Saturday that the film, "Ecstasy" may not be shown in Nebraska on the ground that it violates the decency statutes of the state. He dissolved a temporary restraining order obtained by Samuel Cummins, distributor of the film.

Equity Renames All Of Present Officers

The expected reelection of all officers of Actors' Equity Ass'n and the regular slate of councillors was certified yesterday following a tabulation of the votes cast at the organization's annual meeting last Friday.

Officers reelected for a three-year term are: Frank Gillmore, president; Osgood Perkins, Florence Reed, Arthur Byron and Peggy Wood, vice-presidents; Paul Dullzell, treasurer, and Leo Curley, recording secretary. Councillors elected for a five-year term are Glenn Anders, Franklin Fox, William Gaxton, Walter N. Greaza, Louis Jean Heydt, Benjamin S. Lackland, Burgess Meredith, Claudia L. Morgan, Edith L. Van Cleve and Richard B. Whorf. Councillor for a three-year term, Mary Morris, and for a two-year term, Clifton Webb.

There were two opposition tickets in the field.

Theatrical Unions Plan WPA Protest

Representatives from the A. F. L. unions concerned with the Federal Theatre project meeting at the request of Frank Gillmore at the Equity quarters yesterday resolved to send to Washington today a delegation to protest against the Woodrum amendment limiting the WPA appropriation to $1,500,000,000. New York Senators and the Senate Appropriations Committee will be contacted. Maintenance of the project in its full strength will be demanded.

The committee will be composed of Fred Marshall, president of United Scenic Artists Local 829; David Freed, executive board, Local 802, American Federation of Musicians; a member of the Washington office of the I. A. T. S. E., a representative from the American Federation of Actors, Alfred Harding, representing Actors' Equity Ass'n, and Dorothy Bryant, executive secretary of Chorus Equity Ass'n.

Mickey Mouse Clubs Extended in England

Mickey Mouse Clubs in England are being nationalized by Oscar Deutsch of the Odeon Circuit, William Levy, head of Walt Disney-Mickey Mouse, Ltd., stated yesterday upon his arrival on the *Queen Mary*. A committee has been set up to organize the clubs in more than 200 theatres, he said. The clubs are designed to promote good fellowship and meet every Saturday morning.

The circulation of *Mickey Mouse Weekly*, published every week by Walt Disney-Mickey Mouse, Ltd., has been increased to 500,000. No advertisements appear in the eight-page color magazine.

Kay Kamen, head of Walt Disney Enterprises, also returned on the same boat. He spent six weeks in England and France on a combination business and vacation trip. He will leave for the coast Saturday with the RKO convention delegates. Levy leaves today.

Loew Outing July 14

Bridgeport, June 7.—The first annual outing of the Loew New England managers will be held July 14 at the Pine Brook Country Club in Nichols, just outside this city. Matt L. Saunders, manager of the Loew Poli, is general chairman.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Last Train from Madrid"

(Paramount)

Hollywood, June 7.—With the Spanish revolution as the background for a collection of melodramatic romances, this film probably will be better remembered as one that showed that several of Paramount's younger players are heading for more important things than as topical entertainment. With Olympe Branda outstanding and Anthony Quinn, Dorothy Lamour, Robert Cummings and Lee Bowman demonstrating they have completed their training school period, the cast also gives prominence to Lew Ayres, Gilbert Roland, Karen Morley, Lionel Atwill and Helen Mack.

Technically the film is a rather disjointed series of episodic dramas, romances and adventures which befall a little group of people seeking to board the last train out of war-stricken Madrid. The only comedy centers about the character of newspaper man Ayres and the story is generally told in a somber atmosphere. The terror that war danger brings to all is emphasized by the fear that strikes all who come under its sweep. With iron-willed officer Atwill directing evacuation operations, subaltern Quinn, knowing his act will deprive him of Dorothy Lamour, saves the life of blood brother Roland. The story of Ayres and Olympe Branda, who find love, fear and eventual happiness is the film's most appealing incident. Helen Mack's few minutes of happiness with Robert Cummmings are climaxed by her tragic death. Miss Morley is an ally of Quinn's in saving Roland, knowing that her efforts in his behalf will be futile as far as love is concerned. In the finale, the train pulls out.

Produced by George Arthur, based on a story by Paul and Elsie Fox, the screen play is by Louis Stevens and Robert Wyler. James Hogan directed. A peculiar picture because of the manner in which it is executed, it, nevertheless, is the first film to use the Spanish revolution for production atmosphere. This fact, plus its featuring of younger players, loom as the chief exploitation assets.

Production Code Certificate No. 3,359. Running time, 75 minutes. "G."

Looking 'Em Over

"Maternite"

(French M. P. Corp.)

With the expert use of the camera to produce significant effects, thereby telling the story in the basic manner of the screen, through pictures rather than excessive dialogue, this French film unfortunately recounts a hackneyed story, and opens with a seduction, which may not meet with favor in all quarters. That, however, is the only element which could possibly be frowned upon.

The story tells of the country girl who is seduced, and who leaves her child in the country while she seeks work in Paris. Eventually she gains a post as a maid and brings her child to the city. Her employers, a childless couple, want to adopt her son. She rebels, but realizing they can give the boy advantages beyond her power, she goes away. Then follows the old and familiar plot of the aging mother watching her son from afar and unknown. He grows to manhood, is on the way to success, when, visiting the project he is building, she is struck by his car, finally dying with her son beside her, happy despite his lack of recognition.

The performances are good, especially that of Hella Muller as the young mother.

No production code seal. Running time, 77 minutes. "G."

Protest Raid on Film

Vacaville, Cal., June 7.—Mexican children have gone on a school strike with the approval of their parents to protest against a raid by the Mayor and chief of police on a meeting Saturday night at which "Spain in Flames" was being shown to raise funds for "Friends of Lincoln Battalion."

Four persons were arrested and the projection equipment was confiscated. Another showing is scheduled for next Saturday.

Golder Gets Franchise

John Golder of Philadelphia has been given the Imperial franchise for Philadelphia, eastern Pennsylvania and southern New Jersey. The exchange will operate under the Imperial name.

Renew Ruggles Pact

Hollywood, June 7.—Paramount has renewed its producing and directing contract with Wesley Ruggles. His next will be "True Confession," starring Carole Lombard.

Short Subjects

"Girls Ahoy"

(Educational)

Tom Patricola and Buster West are still in the navy. They still do their amusing dancing. Their adventures in this latest comedy revolve around the problem of rounding up "Shanghai Annie," a gold-digger. They prevent her from marrying their fiancees' father. Up to the usual standard. Production Code Seal No. 01,614. Running time, 18 mins. "G."

"Porky's Duck Hunt"

(Vitaphone)

Highly entertaining doings of the porcine cartoon character. It is full of clever twists and novel departures that make it refreshing. Production Code Seal No. 3,190. Running time, 9 mins. "G."

"Ozzie Ostrich Comes to Town"

(Terry-Toons-Educational)

Though Kiko, the Kangaroo, is featured in this cartoon, it also serves to introduce Ozzie. It is routine material pepped up with clever animation. Production Code Seal No. 01,588. Running time, 6 mins.

"The Jam Session"

(Vitaphone)

A snappily concocted musical offering that features Clyde McCoy and his band. It is tuneful throughout and will be found thoroughly enjoyable. Production Code Seal No. 01,451. Running time, 10 mins. "G."

"Crystal Ballet"

(Educational)

The Cinderella tale is projected against a background of an ice carnival. It is pleasant fantasy. The fair photography catches the highlights of clever ice ensembles. Production Code Seal No. 01,616. Running time, 10 mins. "G."

Study RA Film Costs

Washington, June 7.—The Senate Special Committee on Government Reorganization, headed by Senator Byrd of Virginia, is studying the Resettlement Administration's venture in the production of films of its work. The committee's agents are inquiring into the cost of two films, "The Plough That Broke the Plains," and "Ol' Man River," which is now in production.

Gordon to Make 3 Films

Max Gordon, New York stage producer, through the medium of his Max Gordon Plays & Pictures Corp., plans to produce three films for the season of 1938-'39, he stated yesterday. The first feature will be "The Women," stage play currently on Broadway.

Gordon will leave tomorrow on the *Queen Mary* for a vacation in Europe.

Film on WPA

Hollywood, June 7.—Samuel Goldwyn has listed for future production "Sweet Land of Liberty," a story about the WPA theatre project by George Bradshaw and Joe Bigelow.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 134 NEW YORK, WEDNESDAY, JUNE 9, 1937 TEN CENTS

Suit to Halt Tax Watched By Theatres

Retail Outlet Contends Act Unconstitutional

HARRISBURG, June 8.—Theatre interests in Pennsylvania are watching closely the developments in the litigation begun yesterday by the American Stores Co., to test the constitutionality of the new law imposing a tax on theatres and chain stores in the state. The measure was signed early this week by Governor Earle. The equity suit was filed against John B. Kelly, State Secretary of Revenue, in the Dauphin County Court here.

The law, signed early this week by Governor Earle, taxes theatres and chain stores on a graduated scale ranging from $1 for a single theatre or store up to $500 for each unit when 500 theatres or stores are owned by one organization within the state.

The company states that it had 1,743 retail stores in more than 450 communities in the state on June 1, and claims that if the "store and theatre tax act" is sustained it will be compelled to reduce the number of its stores to less than 1,000. The action seeks to enjoin the Secretary of Revenue from attempting to enforce the act.

The company contends that the law

(*Continued on page* 2)

Missouri 2% Sales Tax Made Effective

KANSAS CITY, June 8.—Because the state was losing $33,000 a day in the extra one per cent of sales tax, Gov. Lloyd Stark of Missouri signed the bill boosting the sales tax from one to two per cent Monday and it became effective today. Stark had not been expected to sign until next week.

"Paris," Nelson Get $55,000, Paramount

"I Met Him in Paris" and Ozzie Nelson and his orchestra on the stage tallied approximately $55,000 for the first week at the Paramount. The combination show will be held another two weeks. Bob Weitman, manager, is trying to book Martha Raye for a personal appearance in July, possibly with "Exclusive."

The fourth week of "Captains Courageous" at two-a-day at the Astor garnered $11,600.

Radio News—Page 8

Nazis Establish Circuit Here For German Films Exclusively

The Nazi Government has established a chain of theatres in the United States showing National Socialist films exclusively, Ludwig Lore asserts in an article titled "What Are American Nazis Doing?" which appears in the current issue of *The Nation*.

Describing what he terms Nazi propaganda at large in this country, Lore has this to say about Berlin's alleged film activities:

"Nazi films picturing the Third Reich in its various activities are released to German societies for a purely nominal fee. Hanns Munz, who is a member both of the American Nazi group and of the German National Socialist Party, directs the German theatre 'Deutsche Schauspielbuehne' which is to conduct German cultural (Nazi) propaganda in various parts of the United States. Josef Danner in Pittsburgh is engaged in similar work."

Jean Harlow Rites To Be Held Today

HOLLYWOOD, June 8.—Funeral services for the late Jean Harlow will be private at the Wee Kirk o' the Heather in Glendale at 9 A. M. tomorrow. The body will be placed in a crypt at Forest Lawn Memorial Park Mausoleum pending final interment arrangements. Services will be according to Christian Science.

Pallbearers will be E. J. Mannix, Clark Gable, Hunt Stromberg, Jack Conway, W. S. Van Dyke and Ray June. Nelson Eddy will sing "Ah, Sweet Mystery of Life" and Jeanette MacDonald the "Indian Love Call" from Rose Marie.

Twentieth Century-Fox is revising "In Old Chicago" in which Miss Harlow had been slated to star.

Loew's Spooner in the Bronx and Loew's Astoria, Astoria, L. I., which are showing "Personal Property," in

(*Continued on page* 5)

Urge Shorts Quota For English Trade

LONDON, May 31.—Failure of agreement between the Cinematograph Exhibitors' Ass'n and the Kinematograph Renters' Society, in opposition to various proposals for a new form of British film quota, is regarded as making more likely the adoption by

(*Continued on page* 5)

Committees for RKO Sales Meeting Named

Jules Levy, general sales manager for RKO, yesterday named the various committees which will officiate at the company's annual sales convention to be held at the Ambassador Hotel in Los Angeles, June 16-20. The committees, together with the appointed membership, follows:

General Committee—A. A. Schu-

(*Continued on page* 2)

Universal 3-Month Net Loss $105,069

Universal Pictures Co., Inc., and subsidiaries report a net loss of $105,069 for the 13 weeks ending May 1.

In the same quarter last year the net loss, before crediting a profit on the sale of the capital stock of its British subsidiary, was $404,752. The company says its earnings are beginning to reflect the return from a substantial outlay on production necessary before an even flow of releases can be achieved.

The loss for the first quarter this year is after all charges, Federal and foreign income taxes, and provision of $78,234 for depreciation of capital assets.

In the preceding quarter the loss was $403,966, and for the final quarter of the fiscal year ending Oct. 31, 1936, (before extraordinary write-offs of $292,369 on certain of the company's foreign interests) the loss was $730,751.

Woolams Appointed As Aide to Cowdin

Leonard A. Woolams of San Francisco was appointed assistant to J. Cheever Cowdin, Universal board chairman, yesterday and will begin his new duties at the home office today.

Woolams is described by the company as having had many years of picture and industrial experience.

Ascap Sues to Test Nebraska's New Law

LINCOLN, June 8.—An action challenging the constitutionality of Nebraska's recently enacted law prohibiting agents within the state from representing more than one music copyright owner was filed here today by Ascap, whose operations the new law would end.

The Ascap action asks for the ap-

(*Continued on page* 2)

Agreement on Sales Tax Is Being Sought

Distributors Hoping to Reduce Penalties

With legal recourses for contesting the application of the city sales tax to film rentals virtually closed, distribution companies are now concentrating their efforts on working out a compromise with the city comptroller's office which would reduce or relieve them of the penalties and interest which may be levied in connection with the sales tax assessments, it was learned yesterday.

The 90-day period allowed for the appeal to the U. S. Supreme Court from the N. Y. Court of Appeals decision which found rentals to be subject to the tax, expires this week. The Supreme Court has already adjourned for the summer and distribution companies have made no preparations for such an appeal, in any event. The only other legal recourse open to distributors, a rehearing of the case by the Court of Appeals, has never been seriously considered by the companies due, largely, to the fact that the court's opinion in the United Artists sales tax case was a unanimous one. The Albany court is now preparing to adjourn for the term.

The liability of distributors on the sales tax for the two years ended last Jan. 1, was recently estimated by city officials at $1,650,000 on the basis of audits of the books of local exchanges completed to date. Interest on this

(*Continued on page* 2)

Conventions Delay Union Scale Talks

Paramount and RKO conventions have set back further negotiations between major distributors and local exchange unions. A number of meetings were to have been held this week at the request of about nine midwest and southern delegations.

J. J. Unger, eastern division sales manager for Paramount, who is now on the coast for the company's an-

(*Continued on page* 5)

C. I. O. Blamed for Strikers' Impasse

HOLLYWOOD, June 8.—The feeling among veteran A.F.L. men here is that the muddled strike situation is being created by the C.I.O., which seeks to establish a foothold in the industry through the spread of dissatisfaction among the Painters' Brotherhood

(*Continued on page* 5)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 9, 1937 No. 134

MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, *Editor*

J. M. JERAULD, *Managing Editor*

JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

U.A. Closes 3-Year Florida Film Deal

United Artists yesterday completed negotiations with the Wolfson-Meyer Enterprises of Miami on a three-year product deal. George J. Schaefer, vice-president and general manager for United Artists, and Sidney Meyer of the circuit handled the contract.

In addition to the circuit's first runs at Miami and Miami Beach, the product will play in Wolfson-Meyer's subsequent runs in Greater Miami. This is the first important deal United Artists has closed for the new season.

Kuykendall in Hospital

BIRMINGHAM, June 8.—Ed Kuykendall is in a local hospital taking treatment for a kidney ailment. He expects to be out in a few days.

Mr. Kuykendall knows his way about Birmingham as it was here that he got his start in the theatre world.

Expect 50 at Meet

ASBURY PARK, N. J., June 8.—More than 50 exhibitors are expected to attend a statewide meeting of Allied of New Jersey tomorrow at the Berkeley-Carteret. Lee Newbury, president, will give a report of the national convention recently held in Milwaukee.

Agreement on Sales Tax Is Being Sought

(*Continued from page* 1)

sum, together with the penalties resulting from the deferred payment, involve an appreciable amount.

Negotiations with the city for a compromise on the interest and penalties liability are in progress now. One city official recently stated that, while there was a disposition on the part of several officials to waive the interest and penalties, others felt that the Court of Appeals decision in the United Artists case included these with the tax assessment, giving the effect of "freezing" all three levies in the form of a judgment against the distributor. If these are inseparable in the United Artists case, they reason, exceptions to it could not be made for other distributors.

Sue M-G-M on "Rasputin"

LONDON, May 31.—Claiming defamation of character in the presentation of certain incidents of M-G-M's "Rasputin," Prince Alexis and Princess Elena Chegodieff are suing for damages in the King's Bench Court here. The action is expected to be heard in the near future. The plea of the plaintiffs is similar to that in the case in which Princess Yousoupoff was awarded £25,000 damages against M-G-M in 1934.

Dancers' Suit Settled

The suit of Maria Louisa Henrick Reachi of the dance team of Ramon & Rosita against Warner Bros. Pictures was settled out of court, according to a stipulation filed in the U. S. District Court yesterday. The plaintiff charged that the team of Ramon and Rosita were billed in "Gold Diggers of 1935," but another dance team appeared. A permanent injunction and an accounting of the profits were asked.

Lord Suit Up in October

Federal Judge John C. Knox yesterday denied the application of Phillip H. Lord, known professionally as Seth Parker, for an immediate trial of his action against Pathe News, but set the case for trial before jury for Oct. 11. Parker is suing for alleged breach of contract to share expense for a film record of his world cruise.

Columbia-United Case Postponed

NEW ORLEANS, June 8.—The case of United Theatres against Columbia, in which the circuit seeks to restrain the distributor from releasing "Theodora Goes Wild" to other than United houses, has been postponed until June 24 at Columbia's request, allowing additional time for disposition.

Drew Leaves General

Tow Drew has resigned as vice-president and general manager of General Register Corp. Percy Phillipson, president, has not yet named a successor to Drew.

Hays Back; to Coast Soon

Will H. Hays returned to New York from Indiana yesterday. He plans to leave for the coast this week end to spend the summer at his home.

Suit to Halt Tax Watched By Theatres

(*Continued from page* 1)

violates the uniformity clause of the state constitution and attempts to put a graduated tax upon the same class of propery when the only difference is the multiple number of theatres or stores. It is claimed that this is not a proper basis of classification and that by exemption of newsstands from the provisions of the act, the legislation is discriminatory.

A further point made by the company is tnat the tax is so great in the higher brackets that the act amounts to confiscation and destruction of business. The state has been given 30 days in which to file an answer.

Committees for RKO Sales Meeting Named

(*Continued from page* 1)

bart, M. G. Poller and Howard S. Benedict.

Reception Committee—Sid Rogell, Joe Nolan, Louis Shapiro, Dave Garber and Perry Lieber, representing the studio. Newton Jacobs, Los Angeles branch manager, and his salesmen, S. W. Whitehead, J. Rubinstein, G. R. Giroux, Harold Anderson, Howard Clark and John Smyth.

Foreign Reception Committee—Phil Reisman, B. D. Lion, Michael Hoffay and R. K. Hawkinson.

Publicity Committee—S. Barret McCormick, Benedict, Rutgers Neilson, Harry Gittleson and Michael Hoffay.

Entertainment Committee—Benedict, Benny Rubin, Sammy Lee, Dave Dreyer and Phil Friedman.

Decorations Committee—Van Nest Polglase, Darrell Silvera, Earl Miller, John Aalberg, William Carr and Leon J. Bamberger.

Transportation Committee—W. J. McShea and William Gengenbach.

Republic Men Hold Chicago Meet Today

CHICAGO, June 8.—Republic will hold its regional convention for the central division at the Medinah Club here tomorrow, with Max Roth, central sales supervisor, presiding. The following men from the territory will attend:

Chicago—Irving Mandel, Harry Lorch, S. Decker, Max Dreifuss, Jack Schwartz, Frank Nardi, E. Mandel; Indianapolis—L. W. Marriott, E. A. Sipe, Harry Gorman; Milwaukee—J. G. Frackman, M. Lavin, J. A. Bates; Kansas City—Robert F. Withers, M. G. Shackelford, C. M. Parkhurst; Omaha—H. Novitsky, Robert Greenblatt; Des Moines—E. J. Tilton, J. C. Collins; Minneapolis—Gilbert Nathanson, N. Goldberg, George Fosdick; St. Louis—Barney Rosenthal, Nat Steinberg, William Guinan, Jack J. Weil, J. B. Gatley.

"Live, Love" New Title

HOLLYWOOD, June 8.—"Live, Love and Learn" is the new title of the M-G-M production formerly called "Wedding Dress."

Para's Delegates Reach Coast Today

LOS ANGELES, June 8.—Paramount's convention special train will arrive here tomorrow with all preparations made for the opening of the company's annual sales convention at the Ambassador Hotel here Thursday. Following the arrival at noon, the delegates will be taken to the studio for a welcome by studio officials and screenings of new product. Tomorrow night additional special screenings will be held at the studio.

The business sessions of the meeting will open Thursday morning at the Ambassador with an address of welcome by Neil F. Agnew, vice-president in charge of distribution. J. J. Unger, eastern division manager, will discuss the 100 per cent club, consisting of all Paramount salesmen who have closed all the situations in their territories. Charles Reagan, western division manager, will reward the winning district and branch managers and salesmen in the recent Adolph Zukor Silver Jubilee drive.

The afternoon session will be devoted to talks by Louis Phillips of the legal department; Lou Diamond, short subjects sales head, and A. J. Richard, editor of Paramount newsreel. Other new films will be screened in the evening.

Zukor to Speak Friday

On Friday Adolph Zukor, chairman of the board and in charge of production, will open the meeting and introduce William LeBaron, A. M. Botsford and Russell Holman. In the afternoon Agnew will outline the company's product for 1937-'38 and the general sales policy for the new season. Robert M. Gillham, director of advertising and publicity, will talk on advertising, as will Alec Moss and A. O. Dillenbeck of the Buchanan Co. Don Velde, department head, will talk on ad sales. Again screenings will occupy the evening.

Saturday morning will be devoted to individual meetings with district and branch managers. A preview of studio activity will follow luncheon and in the evening the delegates will attend a buffet dinner at the studio at which all the Paramount stars will be present.

Ascap Sues to Test Nebraska's New Law

(*Continued from page* 1)

pointment of a three-judge statutory court to hear arguments against the law and also petitions an injunction to restrain the state from enforcing the law.

Has Imperial Franchise

KANSAS CITY, June 8.—Homer Blackwell has acquired a five-year franchise for this territory from Imperial Pictures. He will distribute all of Imperial's 1937-38 product as well as current season releases. The exchange will operate under the Imperial name.

Wilcox Coming Over

LONDON, June 8.—Herbert Wilcox sails for New York the end of this month or early next with a print of "Victoria, the Great,". starring Anne Neagle.

Variety Club

Washington

Washington, June 8.—As a result of a constitutional amendment adopted by the national organization, Tent No. 11, yesterday elected Hardie Meakin, Archie D. Engel, and Harry E. Lohmeyer to the board of governors, to replace John J. Payette, J. Louis Rome, Rudolph Berger, one-time chief barkers who now automatically take their positions as members of the board.

Representative Jennings Randolph, West Virginia, antagonist of the proposed daylight-saving bill, was presented at the luncheon meeting by A. Julian Brylawski, who was king-for-a-day with Meakin.

Berger will be general chairman of charity-found-building boxing bouts at Griffith Stadium July 20.

Start Coast Society For Selected Films

Hollywood, June 8.—The Southern California Film Society has been formed here with the backing of industry figures to show selected films, both foreign and American, to subscription audiences in a cooperative idea which will not conflict with regular theatres.

Industry names connected with the venture are Stephen Morehouse Avery, Welford Beaton, George Cukor, C. B. De Mille, Howard Estabrook, Mrs. Victor Fleming, Lewis E. Gensler, Edmund Grainger, Rupert Hughes, Tamar Lane, Fritz Lang, Jesse L. Lasky, Al Lewin, Frank Lloyd, Kenneth MacGowan, Douglas MacLean, Rouben Mamoulian, Lee Marcus, David O. Selznick, Hunt Stromberg, Genevieve Tobin, and William Wyler.

Changes at Paramount

Hollywood, June 8. — T. Keith Glennan, operations manager at Paramount, has made the following changes in departmental setups:

A. C. Zoulis, construction superintendent, has been named plant engineer; E. E. Davis, takes Zoulis' former spot; A. J. Carpenter becomes head of the electrical operating department, and Joe E. Robbins takes over the electrical construction department with C. J. Humphreys as his aide.

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Friederich Feher, producer of 'The Robber Symphony," leaves for the coast momentarily to prepare for a remake of "The Cabinet of Dr. Caligari" which he directed and in which he starred in 1921.

•

Alexander Korda, Murray Silverstone, Max Gordon, David Niven, Patricia Ellis, Melvyn Douglas and Dave Rose are sailing today on the *Queen Mary*.

•

George Daws, onetime eastern publicity representative for Samuel Goldwyn and subsequently with Warners, has joined Newsom, Palmer & Co., public relations counsel.

•

John J. O'Connor, film buyer for the RKO circuit, and Max Fellerman, his assistant, will leave with the home office delegation on Saturday.

•

Dick Merrill, transatlantic flyer, will be the focal point of a cocktail party to be thrown on his behalf by Monogram today at the Waldorf.

•

Mrs. Joseph I. Breen, the Misses Natalie and Frances Breen and Joseph Breen, Jr., sail today on the *President Roosevelt*.

•

Morris H. Orodenker, the Philadelphia mail advises, is the father of a girl. Name: Harriet. Weight, six pounds, 12¾ ounces.

•

Nate J. Blumberg will leave for San Francisco tomorrow. From there he will go to Los Angeles to attend the RKO convention.

•

Eddie Dowling sails for Europe next month on a mission which may bring the famous Abbey Players to New York for a fall theatre engagement.

•

Arthur Johnston and Maurice Sigler, who write songs, sail Friday to do music and lyrics for Jessie Matthews' next for G. B. With this as a springboard, the company will give them a farewell cocktail party tomorrow.

Lauder to Be Host

Sir Harry Lauder will be *Host* at a lunch!

It will be given at the Rainbow Room today for some of his old theatrical friends. Among the guests will be Jack Lait, Nate Spingold, Edward E. Pidgeon, Jerome Wilzin, Louis Wilzin, Henry Borlinghoff, Martin M. Wagner, Willard Coxey, John Hyde, William B. Murray, Harry Keller, Mrs. William Morris, Ruth Morris and Greta Lauder, a niece.

Lauder will sail on the *Cameronia* Friday.

•

Ben Kalmenson, Warner eastern district manager, leaves today for the Boston and Buffalo exchanges.

•

Arthur Willi may not attend the RKO convention on the coast due to his father being ill.

•

Walter Halliday of Warners left for Hollywood last night by American Airlines.

•

Phillips Holmes has been engaged by Cenes Allenza to make a film in Italy next fall.

•

Thornton Martin's "Hell on Wheels" has been acquired by M-G-M.

•

Earl Holden, Capitol, Atlanta, and Mrs. Holden are in town for a few days.

•

Herb Ochs, Warner western sales manager, flew to the coast last night.

Turf Club to Dine

Los Angeles, June 8.—The Hollywood Turf Club, headed by Jack L. Warner, chairman of the board, will hold a "celebration dinner" June 14 at the Beverly Wilshire Hotel for its stockholders. The club, although it does not have the required horse racing permit from the state, is going ahead with the construction of a track in Inglewood.

Looking 'Em Over

"Smoke Tree Range"

(Buck Jones-Universal)

From the outset this western is satisfying. The producer knows what his following wants and he gives it to them. But in each succeeding effort he injects new material to depart from the beaten path.

The tale is simply and straightforwardly told. The usual rustler angles are worked in and there are also sequences of cleverly handled suspense. The dialogue, too, is devoid of the usual wooden quality. Briefly, it concerns Buck Jones' adventures and his troubles after he meets Muriel Evans, the niece of a neighboring rancher who has disappeared. She had returned to the range to live. Jones' grandfather, thinking her a squatter, orders his hands to drive her off. Jones intervenes. This leads off to rustling, a kidnapping, an exciting gun-battle and finally El Capitan, the arch-rustler, is blasted out of his skin. All this, of course, against interesting backgrounds of well chosen outdoor settings. The romance thread is secondary.

Lesley Selander directed. The support includes Dickey Jones, John Elliott, Ted Adams and Donald Kirke. The story is by Arthur Henry Gooden.

Production Code Seal No. 3,114. Running time, 63 minutes. "G."

Short Subjects

"March of Time—No. 11"

(RKO)

There is interest and enlightening information in this latest issue of the "March of Time," combining in three episodes a significant situation in the current European powder keg, and two sequences of peculiarly American interest.

The first episode highlights the dangerous position in which Poland finds herself, surrounded by enemies, the huge army built up by the late Marshal Pilsudski, which keeps the country poor, and the policy of careful maneuvering followed by the new Marshal Smigley-Rydz. Most dangerous enemy is Germany, which covetously eyes the Polish Corridor.

The huge industry which is the supplying and equipping of dogs features the next chapter, which has its amusing moments and concludes with the study of the work done by the dogs of the Seeing Eye, which trains the animals to guide the blind, and the legislation which is liberalizing laws to give those dogs more freedom to serve.

The final sequence graphically depicts the tragic situation of the southwest, America's "dust bowl," slowly becoming a new American desert unless the project instituted by the Dep't. of Agriculture in Dalhart, Tex., for reclamation, is successful.

Running time, 19 minutes. "G."

"Eliseo Grenet and Orchestra"

(Vitaphone)

Tuneful Cuban rhythms by their originator and native dances in the Cuban manner are combined in this Melody Master. It is wholly pleasant stuff. The music is set in a theatrical version of Havana. Production code Seal No. 01,527. Running time, 10 mins. "G."

"Ornamental Swimming"

(Educational)

Feminine members of the Mermaid Swimming Club in Toronto form eye-pleasing patterns in a pool. They also have mastered many difficult strokes and stunts. The camera catches all of them. It is pleasing material. Production Code Seal No. 01,615. Running time, 10 minutes. "G."

Farben Develops New Film Timing Device

Washington, June 8.—The AGFA (I. G. Farben concern) has developed a new photographic method for use in judging sporting contests, reports Assistant Commercial Attache R. M. Stephenson, in Berlin, to the U. S. Dep't of Commerce.

Two slow motion cameras are combined to make steroscopic shots of the events at the goal at the rate of 100 pairs a second. The time is also indicated on the film.

By this method, it is possible to fix time differences up to one-thousandth of a second. By a special process, the films can be developed within 10 minutes after taking.

Form Preferred Pictures

Los Angeles, June 8.—Sam Klein and Jack Zamsky have formed Preferred Pictures, Inc., as an independent Film exchange.

Divot-Diggers Ready For Exercise Today

At a late hour last night, *The Film Daily's* divot-digger devisers, which means golf tournament sponsors, were making frantic efforts to exact a solemn and unqualified promise from the weather man that the sun would absolutely shine today. In fact, that it would do some of the best modern shining it has done in years—for today is the day Jack Alicoate's 25th annual (Silver Jubilee) Film Daily Golf Tournament *par excellence,* which means Okay.

The beer is on the ice, the prizes (skads of them) are on the trophy table and the attendants are on the alert at the Elmsford Country Club in White Plains for the big doin's of the day. In case the golfers don't golf, they may tennis, or swim, or ping-pong, or kibitz, or just sit in the sun (?) and quaff.

As for the golf, the big feature of the day will be the team play, with nine teams entered, including: M-G-M, United Artists, the trade press, the Hays Office, Warners, Educational, RKO, Eastman Kodak and the Ampa, which is the defending team play "champeen." The teams will attempt to mashie each other with their drivers for the Albee Memorial Cup and the *Film Daily* medals.

Astonishing Prizes

There are about a dozen major prizes, two prizes for each foursome, innumerable others and even souvenirs. An Estey home organ is one of the major prizes, a round-trip plane trip to Hollywood is another. The list of approximately 200 who are expected reads very much like a who's who in the film business in New York.

The highspot of the day will be the banquet at the club in the evening, at which there will even be food, according to usually reliable sources. The Hurley Screen Corp. has supplied a sound screen for the showing of a program of shorts. Something that that fellow, Walt Disney, made recently will be shown as well as a golf reel which probably will be accompanied by loud and heart-felt groans from the divot-diggers whose scores had to be computed in three figures and up.

Urge Shorts Quota For English Trade

(Continued from page 1)

the Government of the Moyne report's suggestion of separate quotas for long and short films, implying the provision of British shorts against foreign.

At present British feature footage may be counted against foreign shorts footage. The suggestion was approved by the Film Group, producers' organization, and opposed in the first instance by exhibitors and distributors. Now strong support has been forthcoming from "documentary" producers and the argument is being used that shorts production is an invaluable training ground for British feature producers and directors and that it will ease the situation caused by the poor quality of second features.

Corum Renews Contract

Bill Corum, *Evening Journal* sports columnist, has renewed his contract with Condor Pictures for a news series of 13 "Sports With Bill Corum" short subjects, which will be released by RKO on the 1937-'38 schedule.

Words Fail 'Em

Finally, a print of "A Day at the Races" has arrived in New York. M-G-M officials dropped this and also that to take a look and now they can't even talk about it, they reported late yesterday.

So Si Seadler, who has been called upon to invent phrases for all these many years, is hard at it, trying to evolve encomiums and New Deal-type adjectives to express what they think.

This was the big event around the Loew Bldg. yesterday.

Oklahoma Business Outlook Brightens

OKLAHOMA CITY, June 8.—Exhibitors in Oklahoma have a rosy picture before them of business conditions from which their box-offices will reap higher profits this year.

Oklahoma's farm income reached $18,168,000 in March and wheat prospects for the state are nearly double those of last year, the 10th Federal Reserve Bank review has revealed.

While the state's prospective wheat crop increased by 5,000,000 bushels during the month, the prospect for the entire five-state banking area was down about 8,500,000, indicating that not only will there be a crop, but that the prices will be high enough to afford a real profit.

Except for Oklahoma City and Tulsa, the two largest cities in the state, the entire state's income is very closely related to crop conditions, with the smaller exhibitors' fortunes closely related with those of the agricultural folk.

The high farm income and good prospects were reflected throughout Oklahoma in April department store sales averaging five per cent better than last year. The department store sales gain came in face of the fact that Easter last year was in April and Easter business this year was all completed in March.

Theatre Changes Up In New York Areas

Theatre changes in the New York territory for the first three months of the year totaled 38 and seven new theatres were constructed, according to the New York Film Board of Trade.

Of the 38 transfers, six were in Manhattan, eight in Brooklyn, four in the Bronx, five in Long Island, seven in the upper New York area and eight in New Jersey.

One new house each was opened in Manhattan, Brooklyn and upper New York state, two in the Bronx and two are nearing completion in New Jersey. The list does not include the structures now going up for Loew's, RKO and a number of independents.

To Handle Fight Films

TORONTO, June 8.—The official pictures of the Braddock vs. Louis heavyweight championship fight at Chicago June 22 will be released throughout Canada from the six branches of the newly-organized Grand National Films, Ltd., here, according to H. J. Allen, Canadian general manager.

C.I.O. Blamed for Strikers' Impasse

(Continued from page 1)

locals. Leaders of the strikers admit privately that C.I.O. affiliation is the ace in the hole and this is confirmed by reports that C.I.O. affiliates and A.F.L. groups inclined to the C.I.O. are carrying the financial burden of the strike.

Strikers in a last minute switch did not send a communication yesterday to Pat Casey but sent a strike settlement plan to individual producers.

Charles Lessing, executive secretary of the F.M.P.C., was detained last night with eight others by Burbank police investigating the beating of a strikebreaker. Lessing, R. W. Kohl, painters' local business agent, and Oliver Chandler were released after questioning but the other six, including Dan Madden, business agent of the molders' local, are still in technical custody under the California law which permits the holding of suspects for 48 hours without lodging formal charges. The victim was Robert Weise, Warner draftsman.

Form Wilmington Union

WILMINGTON, June 8.—Theatre Service Men's Local B94 has been formed here by the I.A.T.S.E. with 50 members. Officers are: President, Bayard J. Barnes; vice-president, Hardwick Poselli; recording secretary, Charles Pasce; financial and corresponding secretary, Leonard Howard; treasurer, Lawrence Posxelli; business manager, Merritt Pragg.

Oklahoma Exchange Employes Organize

OKLAHOMA CITY, June 8.—Union contracts will be presented to exchange managers this week by the recently organized Film Exchange Employes Local B59, according to George Snodgrass, president.

Other officers made permanent at a recent meeting were: Paul Kearns, vice-president; Dudley Tucker, financial secretary-treasurer, and Imogene Fowler, corresponding secretary; trustees, Sophia Lamont, Vincent Settle, Bill Mitchell and Leo Craiker.

The union has 75 members and claims 100 per cent membership of exchange employes, according to Snodgrass.

Avert Tieup in Omaha

OMAHA, June 8.—Tieup of film deliveries threatened when employes of truck companies called a strike has been averted by film trucking firms' employes joining the union being organized among exchange workers.

Conventions Delay Union Scale Talks

(Continued from page 1)

nual sales session which will get under way to morrow at the Ambassador, Los Angeles, has been attending the union conclaves. RKO and United Artists will hold their conventions in Los Angeles and New York. The United Artists session will be a three-day regional.

However, as soon as the sales executives complete their work at the annual meetings they will sit down again with the union men.

Jean Harlow Rites Will Be Held Today

(Continued from page 1)

which Jean Harlow appears, will stop the shows for one minute today. The shows will be halted at the time funeral services are to be held at Glendale, Cal.

Monroe Owsley Dies

LOS ANGELES, June 8.—Monroe Owsley, star of stage and screen, died yesterday of a heart attack while aboard a train en route from this city to San Francisco. Owsley was featured in both the stage and screen versions of "Holiday." He was 35.

Features in Berlin Houses Show Decline

WASHINGTON, June 8.—During the first nine months of the 1936-37 season, 136 long features were shown in Berlin, as compared with 140 in the corresponding period of the previous season, according to a report to the U. S. Dep't of Commerce from Assistant Commercial Attache R. M. Stephenson at Berlin.

The nationality of the feature films, however, shows a considerable change, as in the current season the films of German origin numbered 90 as against 79 in 1935-'36, an increase from 56.4 to 66.4 per cent.

If, to these German films, are added others actually of foreign origin but in the German language and financed by German distributing concerns, the figure for the first nine months of the season becomes 108 (79.4 per cent of the total), as against 97 (69.2 per cent) in the period a year ago.

The share of the United States in the Berlin market has further declined. In 1935-'36, it amounted to 45.8 per cent of all foreign films as compared with 41.3 per cent in 1936-'37. The share of other foreign films, especially of European origin, increased.

Shift Texas Managers

HOUSTON, June 8.—The following management changes have been made by H. E. Brunson, district manager of East Texas Theatres: Arthur Patreau to the Arcadia, Baytown; L. R. Rigby to the De Luxe in Goose Creek.

Wall Street

Stock Movements Uneven

	High	Low	Close	Net Change
Columbia	33	33	33	— ⅛
Consolidated	3¼	3¼	3¼	— ⅛
Eastman	170	169	170	—1
Eastman, pfd.....	150	150	150	.....
Loew's, Inc.	81¾	81⅛	81¾	+ ⅝
Paramount	19⅝	19⅛	19¼	.....
Paramount 2 pfd..	17⅝	17⅜	17⅜	— ⅜
RKO	8⅛	8⅛	8⅛	+ ⅛
20th Century-Fox.	37¾	37¼	37¾	+ ⅛
Warner Bros. ...	13⅝	13½	13½	.....

Light Curb Change

	High	Low	Close	Net Change
Grand National ..	2⅜	2⅜	2⅜	.....
Sonotone	1¾	1¾	1¾	.....
Technicolor	28⅜	28⅛	28⅛	+ ⅛
Trans-Lux	4⅝	4½	4⅝	.....
Universal Crp. ...	5	5	5	— ¼

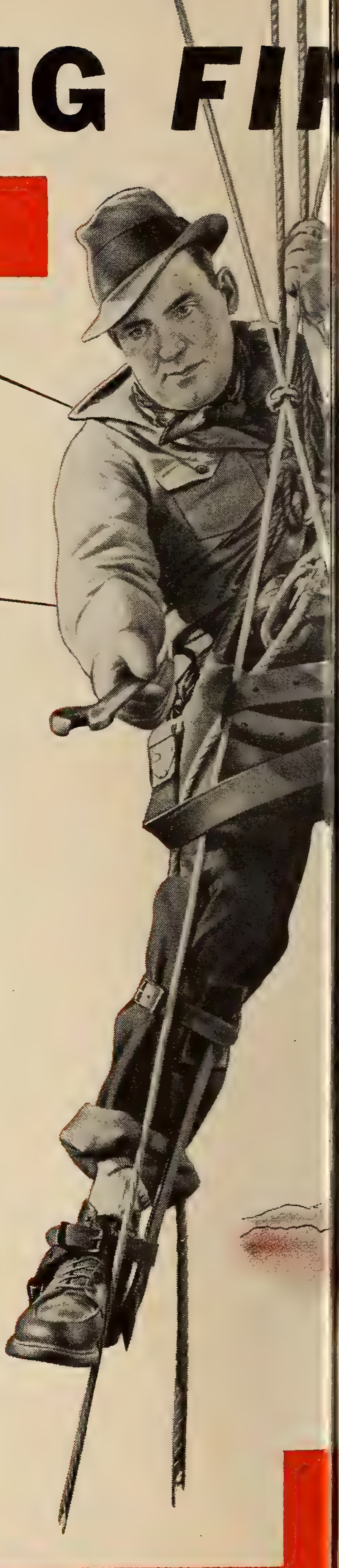
Bonds Move Fractionally

	High	Low	Close	Net Change
Keith B. F. 6s '46.	98½	98¼	98¼	— ¾
Loew's 3½s '46....	99⅞	99⅞	99⅞	— ⅛
Paramount Pict. 6s '55	90⅝	90½	90½	— ⅜
Warner Bros. 6s '39 wd	95⅛	95	95	.....

(Quotations at close of June 8)

IT'S ANOTHER BIG *FI*

SL



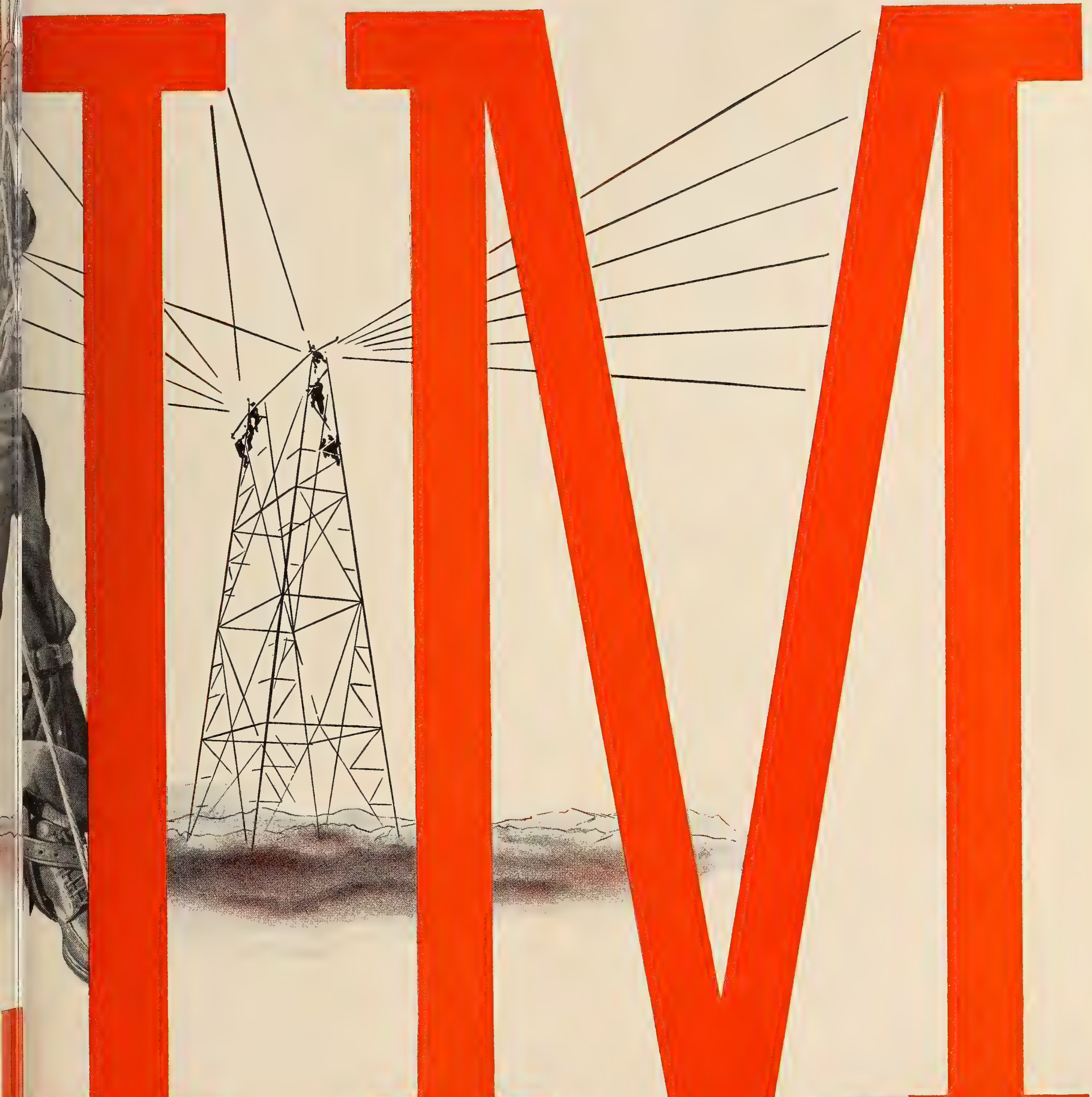
First screen drama of the "Hot-Wire" Men who work an inch from death to keep America's industry alive! It's based on the best-seller that had the whole world cheering these fearless heroes, and it comes to you this week in the one big thrill-filled film of dauntless daring since "Ceiling Zero"!

PAT O'

MARGARET

J. Farrell MacDonald • Dick Purcell • Josep

ST FOR WARNER BROS!



With

RIEN · HENRY FONDA

DSAY · STUART ERWIN

r · Craig Reynolds · John Litel · Jane Wyman · Directed by Ray Enright

◂ Radio Personals ▸

ABE SCHECHTER, NBC special events head, boarded a Bermuda clipper for a hop to the resort island. He returns today. . . . Stuart Allen's first "Hit Parade" singing stint is set for Saturday on CBS, with Gene Raymond the featured guest on the program. . . . Vivian Ray has been signed under CBS artist bureau management. . . . Harry Tremmer, commercial manager, and Cecil Mastin, general manager of WNBF, Columbia affiliate in Binghampton, are visitors here. . . .

* * *

Bill Bailey, NBC announcer, was rushed to a Philadelphia hospital yesterday for an emergency appendicitis operation. . . . John H. MacDonald, NBC budget director, addressed a convention of the National Office Management Ass'n in Chicago today. . . . Sam Cook, of WFBL, Syracuse, is visiting CBS here. . . . Fay Bainter will be offered on "Bandwagon" tomorrow, in scenes from "Michael Strogoff," the Jules Verne story. . . . "Cheerio" goes off the air June 12 for the summer—his first absence from NBC in 10 years. He will return to his regular period Sept. 27. . . . *Life* cameramen made the NBC rounds yesterday photographing the guided tours. The pictures will be used in a forthcoming issue. . . .

Confirm London Opening

Previously reported here a month ago, Bob Taplinger yesterday confirmed the opening of an office in London, with T. J. L. Crane in charge. Other Taplinger publicity offices are located in New York, Hollywood and Chicago.

Until recently Crane has been director of promotion for the British Empire Chamber of Commerce in America. He has also been publicity director of the British Empire exhibition at Rockefeller Center, and editor of *Voyager,* a travel magazine.

Hennesey on Honeymoon

Grace Walsh of Weed & Co., station representatives, and William Hennesey, vice-president of the European-American Travel Bureau, are now en route to Bermuda following their marriage here. Mrs. Hennesey is secretary to Joseph J. Weed, president of the representative firm.

Re-Sign Connor, Thomas

Nadine Connor and Thomas L. Thomas, vocalists on the Maxwell House "Showboat," have been given two-year contracts, effective June 8 when the program moves to Hollywood. Benton & Bowles is the agency.

By the Wheel

Los Angeles, June 8.—This is one way of handling a request program:

Don Otis and Bob Swan of KFAC put requests for specific songs on a wheel, whirled it and played the selection indicated when the wheel stopped.

NBC Gets 14 Big Sporting Contests

With sports the network rage of the season, NBC has removed 14 major sports events from the open market by signing them for NBC presentation exclusively.

The events are: The Roosevelt Raceway, July 3; Braddock-Louis fight, June 22; the heavyweight championship fight in September, presumably between Max Schmeling and the winner of the Braddock-Louis bout; all A.A.U. meets, indoor and outdoor, until 1940, including the Olympic tryouts; all IC4A meets until 1940, including also Olympic tryouts; the Preakness next May; Belmont Golf Meet, golfdom's richest stake, Sept. 22 to 28; the National air races in Cleveland; the opening of the Delaware Park race course, Wilmington, June 26; the Indianapolis Speedway race next Memorial Day; Foxcatcher National Cup Steeplechase, Sept. 11; the Maryland Hunt Cup, next April; and the Delmar Handicap, July 3.

The prices paid for the above exclusives have not been made public. It must run into a heavy figure, however, with the indications that only a part of the cash outlay will be returned to the network coffers by way of commercials.

Three Contracts Are Added to WMCA List

WMCA new business includes the following contracts:

Christian Science Radio Committee of New York, a new series for one year beginning July 1, comprising talks and lectures. The programs will be aired Sundays from 11 to 12:15 noon, and each first Monday of the month, from 8 to 9 P.M., E.D.S.T. The contract was direct.

Trutonophone, Inc., through the Klinger Advertising Corp., "Better Hearing," for 13 weeks, Mondays, Wednesdays and Fridays from 10:30 to 10:35 A.M.

Madison Personal Loan Co., through the Klinger Advertising Corp., an additional schedule of Don Kerr's program.

Chevrolet Renews on WHN

The transcribed Chevrolet series on WHN was renewed yesterday for 13 weeks through Campbell-Ewald.

Additionally on WHN, Ida Bailey Allen's participating program has been signed by the Western Growers' Protective Ass'n of California for 39 weeks, starting June 14, and participating Mondays, Wednesdays and Fridays. J. Walter Thompson is the agency.

Mutual Gets Three Races

Mutual will broadcast three important stake races Saturday, comprising the Tremont Stakes and Shevlin handicap from Aqueduct, 3:30 to 4:30 P. M., and the Princess Pat Handicap from Washington Park, 6 to 6:30 P.M., E.D.S.T.

Ted Malone Signed by CBS

Ted Malone has been signed under the exclusive management of the CBS artists service. Malone's series, "Between the Bookends," will be resumed over the network in July.

Dorothy Stone on WMCA

Dorothy Stone will be interviewed on WMCA's "Bandstand and Grandstand" today at 3 P.M. Powell Clark will conduct the interview.

Mutual Sales Up

The Mutual network time sale billings for May totaled $133,431.44, an increase of 2.7 per cent over the May total for 1936, which was $129,907.

The accumulative Mutual billings for the first five months of the year are $917,184.61, as compared to $789,847.98 for the corresponding months in 1936. The percentage of increase is 16.2.

Work Underway on Big Toronto Tower

Toronto, June 8.—Work is proceeding on the new 50,000-watt station of the Canadian Broadcasting Corp. at Hornby, Ont. The station will be 10 times more powerful than the present CRCT station at Toronto.

The building will have one tower in the center of the site, 645 feet high. The equipment will include the latest type of Western Electric transmitter and also a short-wave transmitter.

Under the new policy of the Canadian Broadcasting Corp., more of the best type of programs will be brought in from the United States as well as considerably more "time" from the British Broadcasting Corp. A feature will be educational programs to be provided in cooperation with the Ontario Dept. of Education, it is stated.

Neal O'Hara Signed for WEEI

Brown & Williamson Tobacco Corp. has signed for a three-time a week program over WEEI, Boston, through Batten, Barton, Durstine & Osborn, its agency.

Featured will be Neal O'Hara, *Boston Traveler* columnist. The company plans other "live" local programs in various cities throughout the country.

Shift "Just Between Us"

Pat Barnes' program, "Just Between Us," sponsored by Rabin, Inc. over the Mutual network, shifts from its 11:15 P.M. Sunday night spot to 3:15 P.M., Sunday afternoons, effective this week.

Varidy Going Off WMCA

Varidy of Vienna's program, heard Sundays on WOR and WMCA, drops its WMCA coverage as of this Sunday. The series will continue to be heard over WOR throughout the summer.

"Madrid Train" on Air

"Hollywood Hotel" will offer episodes from "The Last Train from Madrid" June 18 over CBS. The cast will include Gilbert Roland, Helen Mack, Lionel Atwill, and Dorothy Lamour.

Williams Has New Program

Alun Williams of WMCA now has a daily morning commercial, "Morning Meditations," under the sponsorship of the Unity School of Christianity of Kansas City.

Remodel WHN's Control

WHN engineers are remodeling the station's master control, it was learned yesterday. The remodeled equipment will be placed in operation sometime in July.

Wagner Act Is Hit By John Van Allen

Chicago, June 8.—Criticism of the Wagner Labor Relations Act on the ground that it "fails to regulate or control the actions of unions" was voiced here today by John W. Van Allen of Buffalo, general counsel of the Radio Manufacturers' Ass'n. His address was delivered at the 13th annual convention of the organization.

Van Allen declared that minority employes and employers alike are subject to "the unrestrained acts of outside pickets, some of whom hate all forms of government and are experts in the art of discontent."

Statistics revealed at the convention indicated that 9,000,000 receiving sets will be sold during the coming year, these figures being based on reports that current radio sales are 17 per cent ahead of last year.

Election of officers will be held tomorrow and a banquet will bring the convention to a close. Most of the delegates are expected to remain for the National Radio Trade Show which starts Thursday and extends through Sunday.

WNYC Is Accused Of Anti-Semitism

Charging that WNYC, New York's municipal station, was used as a "recruiting agency against Jews," Alderman Hart, at a meeting of the Board of Aldermen yesterday, asked that the station be shut down rather than to continue broadcasts of the type described.

The program in question was the airing of a meeting at the Town Hall last week when representatives of an Arabian commission spoke in defense of the Arabs in their fights with Jewish groups in Palestine.

E. E. Grew, deputy commissioner of plants and structures, the department in charge of the station, defended the station in permitting the broadcast. He said that free speech demanded the presentation of both sides of all questions and asserted that a program by a Jewish authority in reply to the speech of the Arabian representative has been scheduled for broadcasting over the station next Friday night.

Value of Vaudeville To Be KMTA Subject

Kansas City, June 8.—The possibilities of vaudeville to stimulate attendance and to offset double features and giveaways will be one of the principal topics at the K. M. T. A. convention in Topeka, June 22 and 23.

The group will have a representative of the Kansas Tax Commission to explain details of the two per cent sales tax. Finton Jones will discuss how exhibitors can save money in purchasing insurance.

Labor problems and star broadcasts also will be discussed.

Flowing Lager

Knoxville, June 8.—Several announcers on staff of WNOX, were pleasantly surprised last week when a local beer distributor presented each with a case of his product for good work in handling advertising campaign just getting started on station.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 135 NEW YORK, THURSDAY, JUNE 10, 1937 TEN CENTS

To Reinstate Loew's, RKO Chance Games

Say Resumption Is Due To Independents

After a lapse of several months, Loew's and RKO will reinstate chance games in local theatres, starting June 18. Skouras, Century, Randforce and Consolidated circuits, which had reduced the practice to a minimum, have renewed contracts with Screeno providing for all of its theatres.

The move, circuit heads told MOTION PICTURE DAILY yesterday, was decided upon as a result of the refusal of a number of independents to discontinue games. This was reported about two weeks ago.

Loew's will feature Screeno again in 44 theatres and RKO in 35 of its Greater New York group. Skouras has lined up 22 theatres, Randforce, 39; Century, 15, and Consolidated, its entire circuit.

In each instance double bills will be continued as heretofore. Each theatre will award its own cash prizes with mass disbursements declared out.

George B. West, local agent, and Meyer Solomon, salesman for Screeno, negotiated the deals. The Loew arrangement was completed yesterday afternoon with Charles C. Moskowitz and Eugene Picker, circuit executives.

Texas Appeals Court Rules B. N. Lottery

HOUSTON, June 9.—The Texas Court of Criminal Appeals today ruled Bank Night a lottery and illegal, upholding a fine of $100 against N. S. Cole, theatre operator of Brenham, for operating a lottery. Judge O. S. Lattimore, who handed

(*Continued on page* 10)

Nichols Is Elected Writers' Guild Head

HOLLYWOOD, Jan. 9.—Dudley Nichols was elected president of the Screen Writers' Guild of the Authors' League of America last night at a session attended by 500 writers.

This will start a drive to supplant the Screen Playwrights as the collective bargaining agency for writers.

Other officers of the guild are: Charles Brackett, vice-president; Frances Goodrich Hackett, secretary, and John Grey, treasurer.

Radio News—Pp. 16-17

$30,000,000 a Year

London, June 1. — An amount "in the region of £6,000,000" is paid to the United States annually for films exhibited in England, Oliver Stanley, new president of the Board of Trade, declared in the House of Commons. The figure referred to 1936 approximately, Stanley said, pointing out that exact totals are not available.

He added that the effect of the Films Act had been to reduce the proportion of receipts at theatres accruing to distributors of American films.

Studio Rental Fixing Behind British Moves

By BRUCE ALLAN

LONDON, June 1.—A strong desire on the part of British producers to maintain rental figures for first class floor space in English studios is understood to be one of the important motivating factors behind the agreements closed and in work for a pooling of facilities on the part of major studios in the country.

Although nothing conclusive has been signed as yet, there is considerable talk of a working arrangement among the operators of the Denham, Pinewood and Amalgamated studios, and official confirmation came yesterday of the consolidation of production facilities by Alexander Korda and Basil Dean, operating the Denham and Ealing studios, respectively. Herbert Wilcox, who is producing at Korda's Denham plant, is also a participant in the arrangement.

According to reports of the original three-studio deal, the studios would be operated as a service unit from a

(*Continued on page* 6)

G. B. Board Fights Investigation Plea

LONDON, June 1. — The Gaumont British board has sent a circular letter to shareholders replying to the appeal recently made by the Nordon committee of dissentient holders for support for an application to the Board of Trade for an official investigation of the company's affairs.

Disputing the statement that the consolidated balance sheet shows a deficit of £507,742, the official letter claims "a surplus consisting of re-

(*Continued on page* 6)

PREDICT U. A. BUY IN 60 TO 90 DAYS

Korda and Rose Declare Financial Plans Are Completed

By BILL ORNSTEIN

Options for the purchase of the partnership interests of Charles Chaplin, Douglas Fairbanks and Mary Pickford in United Artists are expected to be lifted by Alexander Korda and Samuel Goldwyn within 60 to 90 days, Korda and David Rose, vice-president and financial head for Samuel Goldwyn, Inc., stated yesterday before sailing aboard the *Queen Mary* for London.

Both Korda and Rose declared that financial arrangements have been completed on the deal and that no changes in the administration setup are contemplated.

"I am quite definite the deal will go through," Korda stated. "I hope it will be in a short time. The formalities, you know, take some time, and it may be three months before the attorneys work out arrangements.

"Goldwyn and I will have control between us," Korda added. He would not discuss the amount of money involved, the expiration date of the option, or the sum paid for the options.

Asked about published reports that David O. Selznick had turned down an offer to become a third partner under the new setup Korda said he knew nothing of the offer or the refusal.

Korda was then asked if Prudential Assurance Co. was to finance the deal. He asserted that this was not so, insisting arrangements had already been set whereby he and Goldwyn each put up 50 per cent of the purchase price.

Asked if Hemphill, Noyes & Co., in which Stanton Griffis, chairman of Paramount's executive committee, is a partner, would finance his part of

(*Continued on page* 17)

Para. Coast Meet Will Start Today

LOS ANGELES, June 9.—Paramount delegates to the annual sales convention, which will begin with formal business sessions at the Ambassador Hotel here tomorrow, arrived here by special train early this afternoon.

The rest of the day was spent in wandering tours of the Paramount Hollywood studio, and new pictures were screened for the delegates at the studio this evening.

Neil F. Agnew, vice-president in charge of distribution, will open the business sessions at the Ambassador tomorrow morning, followed by J. J. Unger and Charles Reagan, eastern and western division managers, respectively. The awarding of the prizes to winners of the recent Adolph Zukor Jubilee drive will be a feature of the morning session.

Friday afternoon the product for the 1937-38 season will be outlined to

(*Continued on page* 10)

Chicago Lawyer Here For Paramount Talks

I. B. Perleman, representing a group of Chicago independents, yesterday conferred with Austin Keough, general counsel and secretary of Paramount, on what he termed "general conditions in the industry and the rights of independents, if any, in Chicago"

Perleman declined to express the nature of the visit, but stated he would leave today for Washington to talk to Paul Williams and other assistant attorney generals in the anti-trust divisions."

Numerous exhibitors have been complaining about B. & K. protection. Perleman's visit to Paramount yesterday is believed to be in connection with that topic.

Schulberg Plans 8 Films Next Season

Eight pictures, the same number as was scheduled for this year, are planned by B. P. Schulberg Prod. for the new season, Ralph Kohn, vice-president and treasurer of the producing organization, said yesterday just prior to his departure for the coast by plane.

Kohn said that releasing arrangements for the new season product have

(*Continued on page* 17)

Wisconsin Tax Upon Circuits Proposed

MILWAUKEE, June 9.—A bill calling for a chain theatre tax of from five cents per seat on from two to five houses to $5 per seat for circuits with more than 500 houses was introduced in the Assembly today.

The seat tax for circuits operating from six to 10 theatres would be 10 cents with the rate increasing at five cents a seat for each group of five theatres.

The Allied theatre divorce bill is still pending in the Senate and no vote is expected for another week.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 10, 1937 No. 135

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Warners Withdraw Film

Warners have withdrawn the picture, "The King and the Chorus Girl," from distribution in the United Kingdom, despite approval of the film by the British censor board, because of protests that its theme was too similar to the romance of the Duke of Windsor and Mrs. Wallis Warfield.

Wedding Reels En Route

London, June 9.—Prints of the newsreel pictures of the wedding of the Duke of Windsor and Mrs. Wallis Warfield, taken by the American reels, left France today on the *Normandie* and will arrive in New York on Monday.

Hays Board Meets Today

The quarterly meeting of the board of the M.P.P.D.A. will be held at the organization's headquarters here today. Will H. Hays, who will preside at the session, plans to leave for the coast tomorrow where he will remain for the summer.

"Affair" Take $50,000

"This Is My Affair," in its second week at the Music Hall, ended last night with about $50,000.

Looking 'Em Over

"A Day at the Races"

(M-G-M)

The Marx brothers—they who once were four until the agents got Zeppo—are completely the mad men again in their first slapstick, screwball comedy since "A Night at the Opera." They've got a show. Metro's got a show and all exhibitors who made the buy have got a show.

Based on an original by Robert Pirosh and George Seaton, this time Groucho is a horse doctor, Harpo is a jockey and Chico is everything the others are not, plus. There is Maureen O'Sullivan, who has inherited a sanitarium and its debts, in love with Allan Jones, as he is with her, and Margaret Dumont, fixture in all Marx comedies, the wealthy hypochondriac who has the money necessary to pull Maureen and her troubles out of their difficulties. Miss Dumont is sold completely on Groucho's medical prowess and, after all, how was she to know he took care of horses? There is Douglas Dumbrille, in cahoots with Leonard Geeley, and he is after the place for gambling casino purposes. One has what the other wants and that's how it works out with Harpo riding the winning jumper through the winning steeplechase.

However, the story content in any Marx comedy never did cut much swath. Around the situations, the lunatics have built plenty of gags and they're all new, or certainly most of them anyway. Their usual penchant for developing their fun until it gathers a momentum hardly believed possible holds true. You get it in the operating room sequence and more significantly in the racetrack sequence which is as different as it is funny. Any effort to outline in detail the crazy pranks they go through is beyond the limits of an ordinary review. It means, therefore, taking this reviewer's word for it that the gags and the quips are around in substantial belly-laughter proportions.

If audiences will take any Marx comedy, then, they'll take "A Day at the Races" and take it big. Music is interlarded and production value also through a beautiful ballet and an extended negro spiritual sequence which stop the comedy while they are under way, in keeping with the accepted tradition for this sort of interlude.

At an hour and 51 minutes, it is our reaction that the picture, in its present length, is considerably overlength. Chico at the piano could be trimmed and the spiritual number could be reduced, for instance, not only without losing values, but adding to them by speeding the tempo.

The direction is credited to Sam Wood, the screenplay to Pirosh, Seaton and George Oppenheimer and, while that means the Marxes themselves get no screen credit, there won't be much doubt about the extent to which they played a part.

Code-approved, of course.

Kann

Overseas Previews

"Knight Without Armour"

(London Films—United Artists)

London, June 2.—Alexander Korda has put all the resources of Denham behind this picture, which starts with the advantage of offering Marlene Dietrich and Robert Donat in a James Hilton story. It is essentially an actionful romance with considerable originality of setting, very good acting by leads and supports alike, excellent suspense value and an unusual climax.

Any American theatre which played "The 39 Steps" should find it goes over well; it has virtues of that picture in a quick succession of dramatic episodes and an absence of ultra-English dialogue, and it has some more of its own. Its faults, which arise from a general defiance of probability, are likely to have more weight with the minority than with the mass which likes its fare to reflect a desirable world of make-believe. They are also considerably mitigated by the fact that in the period pictured life was, in fact, apt to be as improbable as melodrama.

Donat is an Englishman who, posing as a Russian in the interests of the British secret service, is banished to Siberia. Released by the Revolution, he becomes a sort of assistant commissar to a fellow-prisoner with a Revolutionary past which makes him an important figure in the new regime. Told off to escort a captured countess (Miss Dietrich) to Petrograd, he falls in love with her in the process of protecting her from sex-hungry and blood-thirsty Bolsheviks. They spend days hidden in the forest, are captured and saved by the self-sacrifice of a commissar who falls in love with the countess. The Englishman tricks the firing squad and the last scene shows him clambering aboard

(*Continued on page 6*)

Purely Personal

Nicholas M. Schenck, who was scheduled to attend the **Gene Raymond-Jeanette MacDonald** nuptials on the coast next week, has changed his plans and has delayed his departure for Hollywood indefinitely.

•

Edwin H. (Buddy) Morris, vice-president and general manager of Warner music subsidiaries, is convalescing at Arrowhead Lake after an operation. He is due back at his headquarters here in a few weeks.

•

Edward L. Alperson, president of Grand National, left for the coast yesterday by train. While in Hollywood he will confer with **Bobby Crawford** on a deal to make one picture for the company.

•

Hal Horne will attend both U.A. sales meetings in New York and Chicago, returning from the latter city after the three-day sessions.

•

Karl MacDonald of Warners' foreign department will leave tomorrow for Havana on a 10-day business trip.

•

Edward Peskay, general sales manager of Grand National, will leave in 10 days for a tour of key cities.

•

Sam Citron of Educational left yesterday to spend the weekend at Atlantic City.

•

Jeanne Madden arrived on the coast yesterday to begin work on a Republic picture.

•

Charles Curran of Donahue & Coe will leave for Hollywood the end of the month.

•

Virginia Smith, Paradise dancer, has been signed by **Herman Bernie** to take a Columbia test.

•

Anna May Wong sailed yesterday for England on the *Queen Mary*.

•

J. Cheever Cowdin is back from the coast.

Des Moines Leads Drive

Des Moines has already reached its quota in the fourth week of the nine-week Monogram sales drive, and has been awarded a personal prize by Edward A. Golden, sales manager. San Francisco is in second place, and Pittsburgh is third.

20th-Fox Dividends Set

Twentieth Century-Fox yesterday declared a dividend of 37½ cents on the outstanding preferred stock, payable June 30 to holders of record on June 21. A dividend of 50 cents also was declared on the common stock payable at the same time.

RKO Promotes Kranze

Bernard Kranze, local RKO salesman for a number of years, has been promoted to manager of the company's Albany branch. He is now in his new post. He succeeded C. H. Halligan, resigned.

READY FOR A GLORIOUS 4th

WHAT A CHANCE FOR A CELEBRATION! .

The ARMY in 'Flirtation Walk'!.. The NAVY in 'Shipmates Forever'

Now WARNER BROS. Call Out the Marines to Top Both wit

The SINGING MARINE

DICK Powell

Doris Weston
Lee Dixon
Hugh Herbert
Jane Darwell
Allen Jenkins
Larry Adler
Doctor Rockwell

Directed by Ray Enright

Musical Numbers Created & Directed by
Busby Berkeley

All These New Song Hits by the Never-Miss Team, Warren & Dubin!

- 'Cause My Baby Says It's So
- You Can't Run Away From Love Tonight
- The Lady Who Couldn't Be Kissed
- Night Over Shanghai
- The Song of the Marines (We're Shovin' Right Off Again)
- I Know Now

"Paris" Gets Big $21,000, Los Angeles

Los Angeles, June 9.—"I Met Him in Paris," with a stage show at the Paramount, was a standout with a take of $21,000, over normal by $3,000. Other first run business was slow.

"Kid Galahad" and "That Man's Here Again," dualled at the Warner Hollywood and Down, took $14,000 at the former and $14,200 at the latter. The downtown gross was $2,200 into the profit column.

"Lost Horizon" held up to $7,000 in its 13th week at the 4 Star.

Total first run business was $101,133. Average is $107,950.

Estimated takings for the week ending June 9:

"CAPTAINS COURAGEOUS" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 4th week. **Gross:** $6,650. (Average, $17,000)

"THIS IS MY AFFAIR" (20th-Fox)
"PICK A STAR" (M-G-M)
CHINESE—(2,500), 30c-55c, 7 days. Gross: $10,656. (Average, $12,500)

"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 13th week. **Gross:** $7,000. (Average, $3,250)

"THE WORLD'S IN LOVE"
GRAND INTERNAT'L—(750), 35c-40c, 7 days. **Gross:** $2,200. (Average, $1,200)

"WINGS OVER HONOLULU" (Univ.)
"OH, DOCTOR" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $6,600. (Average, $8,000)

"THIS IS MY AFFAIR" (20th-Fox)
"PICK A STAR" (M-G-M)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $12,327. (Average, $14,000)

"WINGS OVER HONOLULU" (Univ.)
"OH, DOCTOR" (Univ.)
PANTAGES — (3,000), 30c-65c, 7 days. **Gross:** $6,500. (Average, $8,000)

"I MET HIM IN PARIS" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 3rd week. Stage: F. & M. revue, Rube Wolf and his orchestra. **Gross:** $21,000. (Average, $18,000)

"KID GALAHAD" (W.B.)
"THAT MAN'S HERE AGAIN" (F.N.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. **Gross:** $14,000. (Average, $14,000)

"KID GALAHAD" (W.B.)
"THAT MAN'S HERE AGAIN" (F.N.)
WARNER BROS. (DOWNTOWN) — (3,400), 30c-65c, 7 days. **Gross:** $14,200. (Average, $12,000)

"You're in Army" Montreal's Winner

Montreal, June 9.—"You're in the Army," top feature of Loew's screen and stage bill, was close to par with a take of $10,000. "Shall We Dance?" rated $9,500 as the single attraction at the Palace. All grosses were affected by the first heat wave of the season.

Summer sports are in full swing.

Total first run business was $33,000. Average is $37,000.

Estimated takings for the week ending June 5:

"I MET HIM IN PARIS" (Para.)
"MOTOR MADNESS" (Col.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $8,000. (Average, $9,500)

"YOU'RE IN THE ARMY NOW" (G.B.)
"I PROMISE TO PAY" (Col.)
LOEW'S—(3,115), 25c-34c-40c-50c-60c, 7 days. Stage: "Hollywood Affairs" vaudeville unit. **Gross:** $10,000. (Average, $10,500)

"SHALL WE DANCE?" (RKO)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $9,500. (Average, $11,000)

"MAKE WAY FOR TOMORROW"
(Para.
"TURN OFF THE MOON" (Para.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $5,500. (Average, $7,000)

"Galahad" Is Cleveland's Leading Take

Cleveland, June 9.—"Kid Galahad" was the big box-office draw of the first week of real hot weather. The picture had a take of $14,000 at Warners' Hippodrome where $12,000 is average. It was held a second week.

"Shall We Dance?" at the Allen, playing there directly after a good week at Warners' Hippodrome, finished with a gross of $6,500. Average is $6,000.

"I Met Him in Paris" at Loew's State came through with a take of $16,500. This was $1,500 better than average. It went to the Stillman for a second week.

Total first run business was $58,000. Average is $59,000.

Estimated takings for the week ending June 4:

"SHALL WE DANCE?" (RKO)
ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week downtown. **Gross:** $6,500. (Average, $6,000)

"I MET HIM IN PARIS" (Para.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days, **Gross:** $16,500. (Average, $15,000)

"THE OLD SOAK" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c. 7 days. **Gross:** $4,500. (Average, $6,000)

"THE GO-GETTER" (W.B.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Ethel Shutta and vaudeville. **Gross:** $17,000. (Average, $20,000)

"KID GALAHAD" (W.B.)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $14,000. (Average, $12,000)

"Pauper" Beats Out Cincy Competition

Cincinnati, June 9.—Competition dented last week's grosses. "The Prince and the Pauper" got the only real money, $12,000 par at the RKO Albee. It was moved to the RKO Grand.

"A Star Is Born" came within hailing distance of the $6,500 average at the RKO Capitol, where it pulled $6,000 in its second downtown week, and held over. Returns at the other houses were nothing to write home about.

Total first run business was $45,000. Average is $58,700.

Estimated takings:

Week Ending June 2:

"WOMAN CHASES MAN" (U.A.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $9,000. (Average, $10,000)

Week Ending June 3:

"PRINCE AND THE PAUPER" (F.N.)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $12,000. (Average, $12,000) Moved to RKO Grand.

"WAKE UP AND LIVE" (20th-Fox)
RKO SHUBERT—(2,150), 35c-42c, 7 days, 3rd week. **Gross:** $4,500. (Average, $6,500) Held over.

"A STAR IS BORN" (U.A.)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $6,000. (Average, $6,500) Held over.

"WAY OUT WEST" (M-G-M)
RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $4,500. (Average, $6,500)

"TRADER HORN" (M-G-M)
(Reissue)
RKO GRAND—(1,200), 25c-40c, 7 days. **Gross:** $1,700. (Average, $2,750)

"THE LAST MILE" (U.A.)
(Reissue)
RKO FAMILY—(1,000), 15c-25c, 4 days. **Gross:** $1,200. (Average, $1,250)

"MEN IN EXILE" (F.N.)
RKO FAMILY—(1,000), 15c-25c, 3 days. **Gross:** $1,100. (Average, $1,200)

"ROMEO AND JULIET" (M-G-M)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $5,000. (Average, $6,500)

"My Affair" Beats Louisville Slump

Louisville, June 9.—Solo pictures made the best showing during the past week, and successively combatted the heat wave. "This Is My Affair" and "March of Time" at the Rialto pulled $5,500, an even $1,000 over the normal take. The bill was moved to the Brown.

"Kid Galahad" at the Mary Anderson did nice business, taking $4,500, over normal by $1,000. It was held.

All other first runs were below average. Loew's State with "Night Must Fall" and "Way Out West," dropped below normal, due primarily to an idle cooling system. Parts which were on order failed to arrive.

Total first run businesss was $23,300. Average is $23,000.

Estimated takings for the week ending June 3:

"A STAR IS BORN" (U.A.)
"A FAMILY AFFAIR" (M-G-M)
BROWN—(1,500), 15c-25c-40c, 7 days, 3rd downtown week. **Gross:** $2,000. (Average, $2,500)

"LOVE IS NEWS" (20th-Fox)
"THE GREAT O'MALLEY" (W.B.)
"JOHN MEADE'S WOMAN" (Para.)
"DEVIL'S PLAYGROUND" (Col.)
KENTUCKY—(900), 15c-25c, 7 days, split week. **Gross:** $1,800. (Average, $1,700.

"NIGHT MUST FALL" (M-G-M)
"WAY OUT WEST" (M-G-M)
LOEW'S STATE—(3,000), 15c-25c-40c, 7 days. **Gross:** $5,000. (Average, $5,500)

"KID GALAHAD" (W.B.)
MARY ANDERSON—(1,000), 15c-25c-40c, 7 days. **Gross:** $4,500. (Average, $3,500)

"ARIZONA RAIDERS" (Para.)
"HORSE FEATHERS" (M-G-M)
"MILKY WAY" (Para.)
"SPECIAL INVESTIGATOR" (RKO)
OHIO—(900), 15c-25c, 7 days, split week. **Gross:** $1,400. (Average, $1,800)

"THIS IS MY AFFAIR" (20th-Fox)
"MARCH OF TIME"
RIALTO—(3,000), 15c-25c-40c, 7 days. **Gross:** $5,500. (Average, $4,500)

"ANGEL'S HOLIDAY" (20th-Fox)
"CHARLIE CHAN AT THE OLYMPICS"
(20th-Fox)
STRAND—(1,500), 15c-25c-40c, 7 days. **Gross:** $3,100. (Average, $3,500)

"Family," Calloway Milwaukee Leaders

Milwaukee, June 9.—Cab Calloway on the stage and "A Family Affair" on the screen grossed high money for the week with $10,000 at Fox's Palace, just $5,000 to the good.

"A Star Is Born" and "Penrod and Sam" did $5,500, just $500 above average, in its second and final week at the Warner. "Navy Blues" and vaudeville grossed $5,300 at the Riverside, $300 above average, while "This Is My Affair" and Angel's Holiday" was good for $8,200 in eight days at Fox's Wisconsin.

Total first run business was $36,000. Average is $31,000.

Estimated takings:

"CLOISTERED" (Best)
"GET ALONG, LITTLE DOGIE"
(Republic)
GARDEN—(1,200), 35c-50c, 7 days. **Gross:** $4,000. (Average, $4,500)

"A FAMILY AFFAIR" (M-G-M)
PALACE—(2,400), 35c-50c, 7 days. Stage: Cab Calloway. Gross: $10,000. (Average, $5,000)

"NAVY BLUES" (Republic)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Riverside Fourth Edition Follies." **Gross:** $5,300. (Average, $5,000)

"TURN OFF THE MOON" (Para.)
"GOOD OLD SOAK" (M-G-M)
STRAND — (1,400), 35c-50c, 7 days. **Gross:** $3,000. (Average, $3,500)

"A STAR IS BORN" (U.A.)
"PENROD AND SAM" (F.N.)
WARNER—(2,400), 35c-50c, 7 days, 2nd week. **Gross:** $5,500. (Average, $5,000)

"THIS IS MY AFFAIR" (20th-Fox)
"ANGEL'S HOLIDAY" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 8 days. **Gross:** $8,200. (Average, $8,000)

"Metropole" Pittsburgh's Only Grosser

Pittsburgh, June 9.—Only the Fulton, with "Cafe Metropole," managed to make a creditable showing, the picture doing $7,100 and getting a second week.

The Penn was the only other house to better par, and then only by $500 with "I Met Him in Paris." The Warner dropped to a new low for the year on "Melody for Two" and "The Man Who Found Himself," the double bill being yanked after six days to $3,400.

Total first run business was $40,000. Average is $44,000.

Estimated takings for the week ending June 3:

"50 ROADS TO TOWN" (20th-Fox)
"CHARLIE CHAN AT THE OLYMPICS"
(20th-Fox)
ALVIN—(2,000), 25c-40c, 7 days. **Gross:** $4,300. (Average, $5,500)

"CAFE METROPOLE" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days. **Gross:** $7,100. (Average, $4,500)

"I MET HIM IN PARIS" (Para.)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $11,500. (Average, $11,000)

"THE GOOD OLD SOAK" (M-G-M)
STANLEY — (3,600), 25c-60c, 7 days. Stage: St. Moritz Ice Ballet. Paul Howard, Kit Klein, Three Nonchalants and Ben Yost's Varsity 8. **Gross:** $14,500. (Average, $18,000)

"MAN WHO FOUND HIMSELF" (RKO)
"MELODY FOR TWO" (F.N.)
WARNER — (2,000), 25c-40c, 6 days. **Gross:** $3,400 (Average, 7 days, $5,000)

"Galahad" Dual Is High in New Haven

New Haven, June 9.—"Kid Galahad" and "That Man's Here Again" at the Roger Sherman built up from a poor opening to a $5,800 week, over the line by $1,100, and was held for three days or more, as business should warrant.

"They Gave Him a Gun" and "Thunder in the City" passed the Loew's-Poli $7,000 par by $500, while other business in the city fell below average. Continued fair and warm weather did its usual damage to box-office receipts with the Tom Mix circus contributing.

Total first run business was $18,800. Average is $19,300.

Estimated takings for the week ending June 4:

"CHARLIE CHAN AT THE OLYMPICS"
(20th-Fox)
"NOBODY'S BABY" (M-G-M)
COLLEGE—(1,499), 25c-35c, 7 days. **Gross:** $2,000. (Average, $2,800)

"THEY GAVE HIM A GUN" (M-G-M)
"THUNDER IN THE CITY" (Col.)
LOEW'S-POLI—(3,040), 35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000)

"MAKE WAY FOR TOMORROW" (Para.)
"OH, DOCTOR" (Univ.)
PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $3,500. (Average, $4,800)

"KID GALAHAD" (W.B.)
"THAT MAN'S HERE AGAIN" (F.N.)
ROGER SHERMAN—(2,200), 35c-50c, 8 days. **Gross:** $5,800. (Average, $4,700)

Charter Two Companies

Albany, June 9.—Incorporated here were Trans-Lux Lexington Corp., capital $50,000, for exhibition, and Regal Theatres, Inc., Brooklyn, capital 100 shares no par, for exhibition, by Morris Schane, Louis Simon and Seymour Schlesinger.

Studio Rental Fixing Behind British Moves

(*Continued from page* 1)

central office in London. Space would be rented at a uniform rate, and in whichever studio happened to have the required space available when requested. The staffs and equipment would be interchangeable.

In addition to the considerable economies which are seen as resulting from such an arrangement, the important fact is that price maintenance could be guaranteed under such an agreement. No financial merger of the studio companies would be involved in the plan.

The possibility has been voiced in London film circles of the general extension of this type of cooperation. Also seen as important factors in the situation were the hint of Dr. Leslie Burgin, Parliamentary Secretary of the Board of Trade, that the industry should reorganize, and the fact that, due to the slump in production, there appeared a real danger that first class studio space would shortly be available at cut rates to any American company which wanted it.

It was thought likely in some quarters that Sound City, the Warner plant at Teddington, and possibly other plants, might be interested in a larger scheme of a similar purpose, the basis of which would be the interchange of facilities, but the object of which would be to standardize service charges.

Cabinet Changes May Affect Film Parlays

London, June 2.—Cabinet changes announced on the retirement of Stanley Baldwin and the succession of Neville Chamberlain to the premiership will affect the film industry's relations with the Government.

Walter Runciman, president of the Board of Trade, has relinquished that office to go to the House of Lords. He is succeeded by Oliver Stanley. Dr. Leslie Burgin, who as Parliamentary Secretary to the Board of Trade has conducted almost the whole of the Government-trade discussions on Films Act problems, has become Minister of Transport, with a seat in the Cabinet. He is succeeded by Capt. Euan Wallace. It is believed that the Government policy in regard to the Act practically has been decided, but the changes in official personnel may give further opportunities for trade representations.

G.B. Board Fights Investigation Plea

(*Continued from page* 1)

serves and profits and loss account balances of £1,130,599."

It comments on the fact that the interests behind the demand for an investigation were concerned in an unsuccessful attempt to upset the G. B. deal with General Theatres Corp. and, referring to the request to shareholders to contribute to a fund for the expenses of the campaign against the board, says: "In the circumstances the directors do not suppose that shareholders will be so willing."

Overseas Previews

"Knight Without Armour"

(*Continued from page 2*)

the hospital train, in friendly control, which is carrying the countess to safety.

The background of Russia in revolution is very well presented. One does get a vivid idea of the grim thing life was in towns occupied one day by Reds and the next by Whites, with the victors each following the routine of machine-gun execution of the defeated. There is a particularly effective scene showing how refugees stopped a train by the expedient of lying down en masse on the track; also excellent is an incident of a mad station-master, announcing and despatching non-existent trains from a depot to which no passenger comes. Hay Petrie shines in this scene; so, in his own, does Lawrence Bascombe as the young commissar who, love-stricken, shoots himself in order that the countess may escape. All the types, or revolutionaries, White officers, Red officials, are excellent.

Miss Dietrich is beautiful, in and out of her bath, and Donat, suavely underacting, is as good as ever. Jacques Feyder's direction is both imaginative and realistic. It is box-office.

Running time, 82 minutes. "G." Allan

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Mountain Music"

(Paramount)

Hollywood, June 9.—Despite inconsistency and spottiness in the story, "Mountain Music" is a hilarious musical. The cast is headed by Bob Burns and Martha Raye, whose pull at the box-office is steadily increasing.

The yarn combines the harmless slapstick and peculiar idiosyncrasies of mountain folk as currently depicted in cartoons and comic strips with a solid basic story which, however, fails to meet expectations. None the less, the comedy of Miss Raye and Burns, plus that of Rufe Davis, who almost steals the show with his oral imitations of various musical instruments, spell real selling entertainment.

The production by Benjamin Glazer and direction of Robert Florey attempts to stress individual situations and makes the most of the comedy spots although the main thread of the story is somewhat slighted. Of four songs in the picture, "Can't You Hear That Mountain Music" is the best bet for popularity. The words and music are by Sam Coslow.

Briefly, the story shows Burns as having jilted the girl of a family his people are having a feud with. He flees and is hit over the head, losing his memory. Then he meets Miss Raye, tells her he loves her and agrees to wed her. When he recovers his memory he spurns her as being ugly. In the meantime Burns' brother is being tried for his murder. Burns turns up in time. He later marries Miss Raye.

John C. Moffitt, Duke Atterberry, Russel Crouse and Charles Lederer wrote the screenplay from Mackinley Kantor's original. Boris Morros' musical score is excellent. The cast includes John Howard, Wally Vernon, Terry Walker, George Hayes, Spencer Charters, Charles Timblin, Jan Duggan, Olin Howland, Fuzzy Knight, Cliff Clark, Goodee Montgomery and Rita Leroy.

Production Code Seal No. 3,271. Running time, 70 minutes. "G."

"They Won't Forget"

(Warners)

Hollywood, June 9.—A daring and courageous picture that deals with a dynamite-laden theme. This drama of inflamed passions and human nature gone berserk looms as a film that will excite no end of controversy. Mervyn LeRoy demonstrated fortitude in tackling the subject, ignoring formula and assigning unknown players to the principal roles with the exception that Claude Rains and Otto Kruger are given opportunity at the feature parts.

With names or not, "They Won't Forget" is a powerful picture and is headed to become a focal point of discussions and debates. It is to LeRoy's credit as well as the players' who bring to life the biting realism of theme that it never oversteps the bounds of propriety and good taste.

It is strong stuff indicating a social system on a count which many

(*Continued on page* 14)

Film Men Compete at Hub Friars' Tourney

Boston, June 9.—William Canning of the Nathan Yamins circuit took first prize of a radio donated by RCA at the annual golf tournament of the Boston Friars' Club held here today at the South Shore Club. He shot an 81. Joseph Cohen of the Pouzzner circuit—he was also chairman of the entertainment committee—took second place with an 82 and got a set of matched woods.

There were just three entrants in the contest for branch managers. The order of their finishing was: Russ Cropper, RKO; Harry Kirchgessner, National Screen; M. H. Wolf, M-G-M. Thomas Duane, Paramount salesman, hit the longest drive—264 yards.

Yamins, shooting a 91, scored low gross for members of his circuit. About 130 attended the tournament.

Ford Back from Coast

Charles Ford has returned from the coast after completing "Hollywood Screen Test," a two-reel subject with Cesar Romero and Katherine Hughes and directed by Sylvan Simon. In the Universal cutting room now is another two-reel special, "Camera Thrills of 1937," originally called "10 Seconds to Live."

In addition to the two-reelers, Ford produces 13 "Going Places" and a line number of "Stranger Than Fiction," and edits the Universal newsreel. He has just been informed by the Canadian exchange that the scenes of the wedding of the Duke of Windsor must be omitted from the latest reel.

Merrill Party Guest

Dick Merrill was honor guest at a cocktail party in the Jansen Suite of the Waldorf-Astoria hotel yesterday. The party was given by Monogram to whom the flyer is under contract.

Paisley Plans Theatre

Portland, June 9.—Oscar Paisley, enroute to Montana, has disclosed that he will build a new 600-seat house near Missoula, Mont.

Wall Street

G. T. E. Heaviest Board Loss

	High	Low	Close	Net Change
Columbia	33½	33	33	.....
Consolidated	3¼	3¼	3¼	.....
Eastman	170½	170	170¼	+ ¼
Gen. T. Equip.	23⅛	22½	22½	—1½
Loew's, Inc.	82½	81⅜	82	+ ¼
Paramount	19⅝	19	19⅛	— ⅛
Paramount 2 pfd.	17⅜	17⅜	17⅜	.....
Pathe Film	7¼	7⅛	7⅛	— ¼
RKO	8¼	8⅛	8⅛	.....
20th Century-Fox.	37¾	37	37	— ¾
20th Century, pfd.	46	46	46	— ½
Warner Bros.	13⅝	13⅜	13⅜	— ⅛

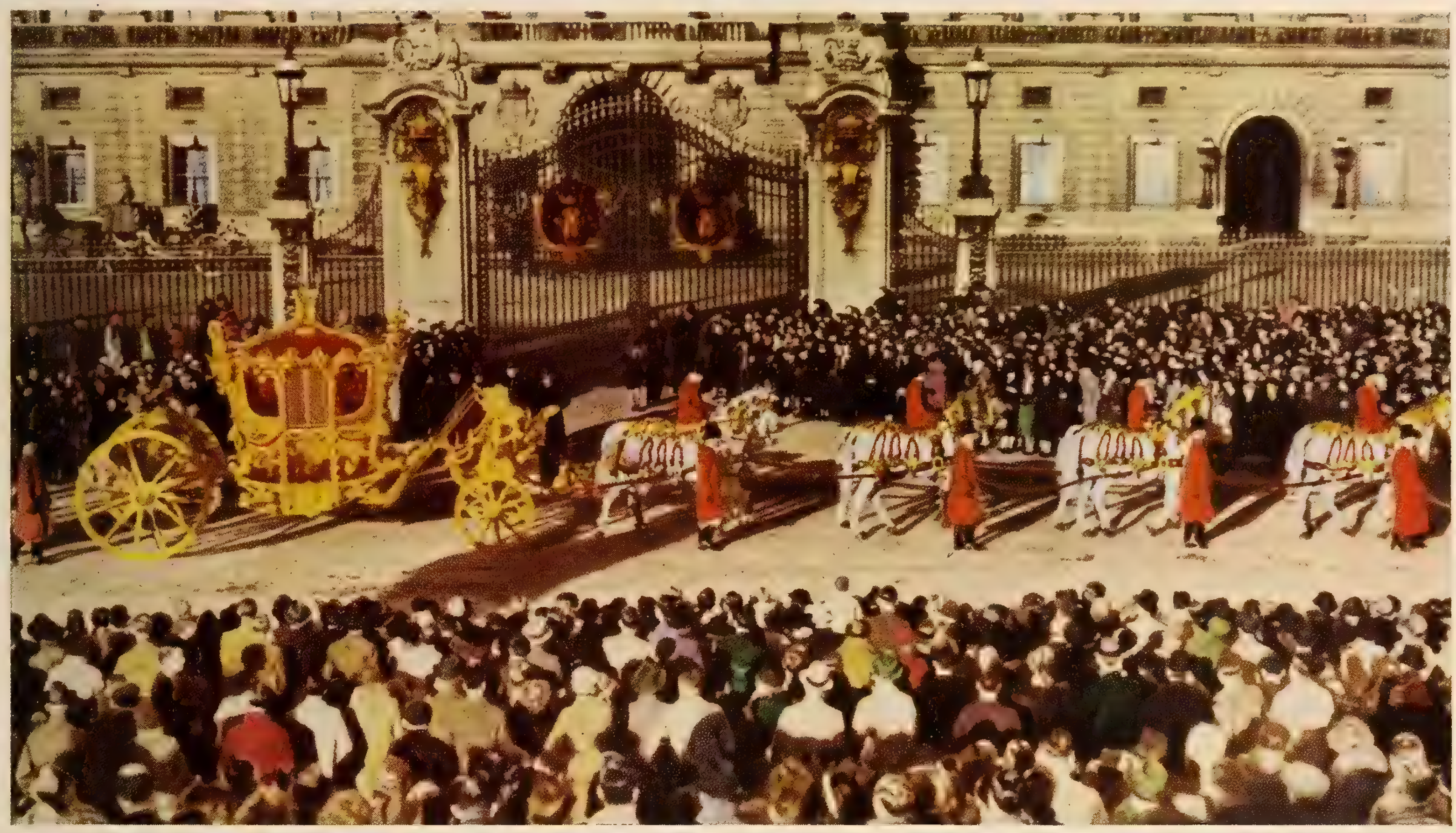
Curb Issues Off

	High	Low	Close	Net Change
Grand National	2¼	2¼	2¼	— ⅛
Technicolor	28⅜	27	27	—1⅛
Trans-Lux	4½	4½	4½	.....
Universal Pict.	5¼	5¼	5¼	+ ¼

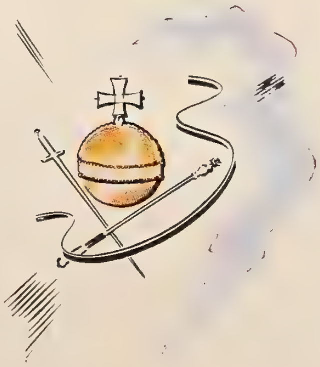
Bonds Decline

	High	Low	Close	Net Change
Loew's 3½s '46	99⅞	99⅞	99⅞	.....
Paramount B'way 3s '55	67⅝	67⅝	67⅝	— ⅜
Paramount Pict. 6s '55	99⅞	99¾	99⅞	— ⅛
Paramount '47	91	91	91	+ ½
Warner Bros. 6s '39 wd	95	94¾	94¾	— ¼

(Quotations at close of June 9)



THE GREATEST SHOW OF THE CENTURY



FOR THE FIRST TIME
IN THE HISTORY OF THE WORLD

Pageantry's most colorful spectacle

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The most resplendent ceremony of British monarchy and the tradition-crowded significance behind it...in what the London Sunday Express calls "the most beautiful film ever seen!"

20th Century-Fox presents

The Coronation

OF KING GEORGE VI
AND
QUEEN ELIZABETH

A featurette
entirely in Technicolor

Exclusive with

20th CENTURY FOX

PRINTED IN U.S.A.

"Star Born" Washington's Leader Again

WASHINGTON, June 9.—"A Star Is Born" demonstrated its drawing powers by pulling $4,700 in a return engagement, thereby topping par by $1,100 at Loew's Columbia. This was in the face of a heat wave that dented box-offices.

"The Prince and the Pauper," also on a return engagement, went to $5,000, over the line by $700. All other first runs were below the line.

"Lost Horizon" took $4,000 in its third and final week at the National.

Total first run business was $63,200. Average is $76,700.

Estimated takings, exclusive of tax:

Week Ending June 1:

"AS GOOD AS MARRIED" (Univ.)
RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $6,000. (Average, $10,600)

Week Ending June 3:

"TURN OFF THE MOON" (Para.)
EARLE—(2,218), 25c-77c, 7 days. Stage: "California Collegians," Louise Massey & Her Westerners, Grace & Nikko, Three Jackson Boys. **Gross:** $16,000. (Average, $18,400)

"THEY GAVE HIM A GUN" (M-G-M)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Phil Regan, Jesse and Mrs. Crawford, Harry Foster Welch, Five Tip-Top Girls, Lime Trio. **Gross:** $17,300. (Average, $20,900)

"A STAR IS BORN" (U.A.)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). **Gross:** $4,700. (Average, first run, $3,600)

"THIS IS MY AFFAIR" (20th-Fox)
LOEW'S PALACE—(2,370), 35c-55c, 7 days. **Gross:** $12,000. (Average, $15,900)

"THE PRINCE AND THE PAUPER" (F.N.)
METROPOLITAN — (1,591), 25c-40c, 7 days (return engagement). **Gross:** $5,000. (Average, first run, $4,300)

Week Ending June 4:

"LA KERMESSE HEROIQUE" (Amer. Tobis)
BELASCO—(1,140), 25c-65c, 7 days (return engagement). **Gross:** $2,200. (Average, first run, $3,000)

Week Ending June 5:

"LOST HORIZON" (Col.)
NATIONAL—(1,744), 55c-$1.65, 7 days, 3rd week. **Gross:** $4,000.

"Prince" Out Front As Oklahoma Slips

OKLAHOMA CITY, June 9.—"The Prince and the Pauper" was an outstanding attraction in a general slump here. It grossed $5,000 at the Midwest, up by $1,000.

"This Is My Affair" was the only other first run to get into the profit column with $5,500 at the Criterion.

Total first run business was $16,000. Average is $16,500.

Estimated takings for the week ending June 5:

"THIS IS MY AFFAIR" (20th-Fox)
CRITERION—(1,700), 10c-35c-55c, 7 days. **Gross:** $5,500. (Average, $5,000)

"PRINCE AND THE PAUPER" (F. N.)
MIDWEST—(1,500), 10c-35c-55c, 7 days. **Gross:** $5,000. (Average, $4,000)

"HOLLYWOOD COWBOY" (RKO)
"THAT MAN'S HERE AGAIN" (F.N.)
LIBERTY—(1,500), 10c-25c-35c, 6 days. **Gross:** $1,800. (Average, $2,500)

"MYSTERIOUS CROSSING" (Univ.)
WARNER—(1,800), 10c-20c-35c, 4 days. Stage: "Darktown Scandals." **Gross:** $3,000. (Average, 7 days, $5,000)

"LITTLE MISS MARKER" (20th-Fox)
"A DOCTOR'S DIARY" (Para.)
WARNER—(1,800), 10c-20c-35c, 3 days. **Gross:** $700. (Average, 7 days, $5,000)

"No Man" Dual the Best in Providence

PROVIDENCE, June 9.—Holiday attractions and hot weather bit into receipts. The Strand was the only house in town to exceed par. A reissue of "No Man of Her Own" on a dual with "League of Frightened Men" brought in $7,000, which was $500 above average.

"Night Must Fall" and "Way Out West" were close to the $12,000 usual take of $11,600 for Loew's State.

Total first run business was $36,900. Average is $39,500.

Estimated takings for the week ending June 3:

"NO MAN OF HER OWN" (Para.)
"LEAGUE OF FRIGHTENED MEN" (Col..)
STRAND—(2,300), 15c-50c, 7 days. **Gross:** $7,000. (Average, $6,500)

"DRAEGERMAN COURAGE" (W.B.)
FAY'S—(1,600), 15c-50c, 7 days. Stage: "The King's Scandals" revue. **Gross:** $6,200. (Average, $7,000)

"50 ROADS TO TOWN" (20th-Fox)
"UNDER THE RED ROBE" (20th-Fox)
MAJESTIC — (2,400), 15c-50c, 7 days. **Gross:** $6,000. (Average, $7.000)

"WINGS OVER HONOLULU" (Univ.)
"OH, DOCTOR" (Univ.)
RKO ALBEE—(2,300), 15c-50c, 7 days. **Gross:** $6.100. (Average, $7,000)

"NIGHT MUST FALL" (M-G-M)
"WAY OUT WEST" (M-G-M)
LOEW'S STATE—(3,800), 15c-50c, 7 days. **Gross:** $11.600. (Average, $12,000)

"Dance" a $4,000 Winner at Lincoln

LINCOLN, June 9.—"Shall We Dance?" turned in an excellent $4,000 in a dull week for first runs. The $4,000 gross at the Stuart was $900 over normal.

A combination of "When Love Is Young," "Quality Street" and "Mamma Steps Out" pulled $2,200 at the Orpheum. This was $450 to the good.

Total first run business was $10,350. Average is $9,000.

Estimated takings:

Week Ending June 2:

"CHEROKEE STRIP" (F.N.)
"BIG GAME" (RKO)
"13TH CHAIR" (M-G-M)
"FURY" (M-G-M)
LIBERTY—(1,200), 10c-15c, 7 days. **Gross:** $850. (Average, $850)

"WHEN LOVE IS YOUNG" (Univ.)
"QUALITY STREET" (RKO)
"MAMMA STEPS OUT" (M-G-M)
ORPHEUM—(1,350), 10c-15c-20c, 7 days. **Gross:** $2,200. (Average, $1,750)

Week Ending June 3:

"VENUS MAKES TROUBLE" (Col.)
"DODGE CITY TRAIL" (Col.)
VARSITY—(1,100), 10c-15c-25c, 7 days **Gross:** $1,000. (Average, $1,100)

"CALL IT A DAY" (F.N.)
LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $2.300. (Average, $2,200)

Week Ending June 4:

"SHALL WE DANCE?" (RKO)
STUART—(2,000), 10c-25c-40c, 7 days. **Gross:** $4,000. (Average, $3.100)

"Affair" Dual Gets $18,000; Boston's Top

BOSTON, June 9. — "This is My Affair," dualed with "Oh Doctor" at the RKO Memorial, took high honors for the week with a gross of $18,000, $6,000 above average.

The Metropolitan fell below average by $1,000, playing "I Met Him In Paris," with a stage show. The gross was $21,000.

"Woman Chases Man," with "I Promise To Pay," grossed $13,000 at Loew's Orpheum. Average is $12,000. The same program at Loew's State drew average business, $11,000.

"Captains Courageous," in its third week, drew $8,200 at the Colonial.

Total first run business was $82,000. Average is $79,500.

Estimated takings for the week ending June 3:

"STEP LIVELY, JEEVES" (20th-Fox)
"MAKE WAY FOR TOMORROW" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $5,000. (Average $4,500)

"THIS IS MY AFFAIR" (RKO)
"OH DOCTOR" (20th-Fox)
RKO MEMORIAL—(2,907), 25c-50c-65c, 7 days. **Gross:** $18.000. (Average. $12.000)

"WOMAN CHASES MAN" (U.A.)
"I PROMISE TO PAY" (Col.)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c. 7 days. **Gross:** $13.000. (Average. $12.000)

"WOMAN CHASES MAN" (U.A.)
"I PROMISE TO PAY" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. **Gross:** $11.000. (Average, $11.000)

"I MET HIM IN PARIS" (Para.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Senator Murphy and Malica Mason. **Gross:** $21.000. (Average. $22.000)

"MAKE WAY FOR TOMORROW" (Para.)
"STEP LIVELY, JEEVES" (20th-Fox)
PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $7.000. (Average. $7.000)

"CAPTAINS COURAGEOUS" (M-G-M)
COLONIAL—(1,643), 55c-85c-$1.10-$1.65, 7 days, 3rd week. **Gross:** $8.000.

"CAFE METROPOLE" (20th-Fox)
"YOU CAN'T BUY LUCK" (RKO)
RKO BOSTON — (3,246), 25c-50c-65c, 7 days. **Gross:** $8.000. (Average, $11.000)

"Galahad" Is Philadelphia Top, $17,000

PHILADELPHIA, June 9.—"Kid Galahad" took first honors for the week, punching out a good $17,000—$3,000 over average—at the Fox. It was held a second week.

"I Met Him in Paris" at the Boyd stayed 10 days with a total gross of $21,000, which exceeded the average take by $7,000.

The rest of the town felt the hot weather and stayed under par, though "A Star Is Born" raked up a good $7,000 for its fifth and final week at the Aldine.

Total first run business was $84,000. Average is $87,960.

Estimated takings for the week ending June 3:

"A STOR IS BORN" (U.A.)
ALDINE—(1,300), 40c-55c-65c, 7 days, 5th week. **Gross:** $7,000. (Average, $8,160)

"LOVE FROM A STRANGER" (Trafalgar) (2nd run)
ARCADIA—(600), 25c-40c-50c, 7 days. **Gross:** $1,900. (Average, $2,800)

"I MET HIM IN PARIS" (Para.)
BOYD — (2,400), 40c-55c-65c, 10 days. **Gross:** $21.000. (Average, 7 days, $14,000)

"PICK A STAR" (M-G-M)
EARLE — (2,000), 25c-40c-55c, 7 days. Stage: Benny Meroff band and unit; Anna May Wong. **Gross:** $14.000. (Average, $14,000)

"KID GALAHAD" (W.B.)
FOX—(3,000), 40c-55c-65c, 7 days. **Gross:** $17.000. (Average. $14,000)

"ANGEL'S HOLIDAY" (20th-Fox)
KARLTON—(1,000), 25c-35c-40c, 7 days **Gross:** $2.000. (Average, $4.000)

"PRINCE AND THE PAUPER" (F.N.) (2nd run)
KEITH'S—(2,000), 30c-40c-50c, 7 days. **Gross:** $3,100. (Average. $4,000)

"THIS IS MY AFFAIR" (20th-Fox)
STANLEY—(3,700), 40c-55c-65c, 7 days, 2nd week. **Gross:** $12.000. (Average. $14.000)

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $6,000. (Average, $7,000)

"Star" Is 4th Week Seattle High, $6,400

SEATTLE, June 9.—"A Star Is Born" stayed out front in its fourth week at the Liberty with a take of $6,400, up by $1,400, in a week with a double weekend holiday and circus competition.

"I Met Him in Paris," on a dual with "Her Husband Lies," at the Fifth Avenue garnered $8,200, over the line by $1,200. "Kid Galahad" and "Oh, Doctor" were the only other attractions to get into the money.

Total first run business was $35,850. Average is $36,500.

Estimated takings for the week ending June 4:

"CAFE METROPOLE" (20th-Fox)
"MIDNIGHT TAXI" (20th-Fox)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Fifth Avenue. **Gross:** $3,250. (Average, $4,000)

"I MET HIM IN PARIS" (Para.)
"HER HUSBAND LIES" (Para.)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $8,200. (Average, $7,000)

"A STAR IS BORN" (U. A.)
LIBERTY—(1,800), 15c-25c-30c-40c-55c, 7 days, 4th week. **Gross:** $6,400. (Average, $5,000)

"THEY GAVE HIM A GUN" (M-G-M)
"NOBODY'S BABY" (M-G-M)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $3,000. (Average, $4,000)

"KID GALAHAD" (W. B.)
"OH DOCTOR" (Univ.)
ORPHEUM—(2,450), 30c-40c-55c, 7 days. **Gross:** $6,200. (Average, $6,000)

"MEN IN EXILE" (F. N.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Jane & Joe McKenna. **Gross:** $3,300. (Average, $4,500)

"THE GO-GETTER" (W. B.)
"ANGELS' HOLIDAY" (20th-Fox)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $4,900. (Average, $6,000)

"Star Born" Hits $9,500, Portland

PORTLAND, June 9.—"A Star Is Born," in its second week at United Artists, again took high honors with a gross of $9,500, over par by $4,500.

In its opening week the New Rivoli had "Silent Barriers" with a 18-piece orchestra and vaudeville. The take was $8,900, above average by $5,900. "Cafe Metropole," with "Girl Loves Boy," at the Paramount, grossed $8,700, over par by $3,700.

Total first run business was $46,600. Average is $28,700.

Estimated takings for the week ending June 5:

"REMBRANDT" (U.A.)
"THIRTEENTH CHAIR" (M-G-M)
BROADWAY—(1,912), 30c-35c-40c, 7 days. **Gross:** $6.000. (Average, $5,000)

"WAKE UP AND LIVE" (20th-Fox)
"I PROMISE TO PAY" (Col.)
BLUE MOUSE—(1,700), 30c-35c-40c, 7 days, 3rd downtown week. **Gross:** $2,000. (Average, $1,700)

"ANGELS' HOLIDAY" (20th-Fox)
"NIGHT KEY" (Univ.)
MAYFAIR—(1,700), 30c-35c-40c, 7 days. **Gross:** $3,000. (Average, $3.000)

"KID GALAHAD" (W.B.)
"HOTEL HAYWIRE" (Para.)
ORPHEUM—(1,700), 30c-35c-40c, 7 days. **Gross:** $8,500. (Average, $5,000)

"CAFE METROPOLE" (20th-Fox)
"GIRL LOVES BOY" (G.N.)
PARAMOUNT—(3,008), 30c-35c-40c, 7 days. **Gross:** $8.700. (Average, $5.000)

"SILENT BARRIERS" (G.B.)
RIVOLI—(1,060), 25c-30c-35c, 7 days. Stage: vaudeville. **Gross:** $8,900. (Average, $4,000)

"STAR IS BORN" (U.A.)
UNITED ARTISTS—(945), 30c-35c-40c, 7 days, 2nd week. **Gross:** $9,500. (Average, $5.000)

Para. Coast Meet Will Start Today

(Continued from page 1)

the sales forces by Agnew, following talks by studio executives, headed by Zukor and William LeBaron, managing director of production. Talks on advertising will be started by Robert M. Gillham, director of advertising and publicity.

Individual meetings with district and branch managers will be held on Saturday morning, followed by a studio visit after luncheon and a buffet dinner also at the studio concluding the convention in the evening.

Demands Presented By Painters' Units

Hollywood, June 9.—Business representatives of the three locals of the Painters' Brotherhood today again presented their demands to Pat Casey in person and the painters' and scenic artists' locals were told they could go back to work immediately and then negotiate a union shop and working conditions. Makeup men were told that they first must settle their I.A.T.S.E. jurisdiction fight.

Conferences followed the filing of the informal plea by the locals with the Regional Labor Relations Board asking that they be designated the sole bargaining agencies for their crafts. Pat Casey phoned Dr. Towne Nylander, board director, and agreed to talk to local representatives.

Vernon Murdock, of the makeup men; R. W. Kohl and William Ball, for the painters, and Charles Elrod of the scenic artists have an appointment with Casey for tomorrow.

Strikers arrested Monday night by the police for investigation are all released but two. Ralph Peckham, booked at the Hollywood police station on suspicion of assault in connection with the Westmore beauty salon forceful entry several weeks ago, and Ralph T. Jester for overturning a Warner truck May 10 are still detained.

Form Boston Theatre Union

Boston, June 9.—A new A. F. of L. Theatre Employes' Union has been formed here with 600 members. James O'Brien of the I. A. T. S. E. is organizer and acting business adviser.

Edward McInnes is president, Fred Kennedy, vice-president; Evelyn Bligh, secretary; Hibbard Henderson, treasurer.

Texas Appeals Court Rules B. N. Lottery

(Continued from page 1)

down the decision, pointed out that it coincident with the ruling of the State Supreme Court a few months ago upholding the case of the town of Wink charging the Griffin Amusement Co. with operating a lottery in Bank Night.

The new ruling followed the repeal of the parimutuel horse racing law yesterday by the state legislature. Governor James V. Allred now has turned his guns on dog racing and other forms of gambling.

Bronx Gets "The Wave"

"The Wave," Mexican film with English titles, will open Friday at the Ascot, the Bronx. It is being handled in this country by Garrison Films.

Directing Paramount Convention

ADOLPH ZUKOR
Chairman of the Board

NEIL F. AGNEW
Vice-president Distribution

WILLIAM LeBARON
Managing Director of Production

J. J. UNGER
Eastern Sales Manager

CHARLES REAGAN
Western Sales Manager

JOHN W. HICKS, Jr.
Vice-President Foreign

ROBERT GILLHAM
Head of Advertising and Publicity

Out Hollywood Way

Hollywood, June 9. — Virginia Bruce replaces Barbara Stanwyck in "Wife, Doctor and Nurse" at 20th Century-Fox; Miss Stanwyck is busy in "Stella Dallas" for Goldwyn.

"Wells Fargo" picked as title of Frank Lloyd's "An Empire Is Born" . . . Victory to start Herman Brix picture this week . . . Tex Ritter to leave Hollywood, June 20, for personal appearances in Kansas, Pennsylvania, Maryland, Delaware and Virginia. . . . Archie Gottler joins Victor Schertzinger in advisory capacity on "Something to Sing About," Grand National.

Joe E. Brown's next under the David L. Loew banner for RKO release to be "Fit for a King" with Edward Sedgwick directing.

✚

Casting—Vivienne Osborne in "Everybody's Doing It," B. P. Schulberg . . . Jack Smart out of "That's My Story," Universal, and into "100 Men and a Girl," with Eddie Gargan replacing him in the former . . . Maxine Doyle feminine lead in "Riders of the Oawn," Monogram . . . Joan Marsh in "Charlie Chan on Broadway," 20th Century-Fox.

Louise Platt in "Carelessly Beloved," Wanger . . . Eve Arden, Jean Rouveral and Betty Jane Rhodes added to "Stage Door," RKO . . George Barbier signed by Goldwyn for the role of Kublai Khan in "The Adventures of Marco Polo."

✚

Writers—Jeanie Macpherson assigned to treatment of "The Long Traverse" by C. B. DeMille . . . Preston Sturges on "College Swing," Paramount . . . Dorothy Parker and Alan Campbell to do special dialogue on "The Goldwyn Follies" . . . Morrie Ryskind adapting "A Damsel in Distress," RKO. . . . Arnold Belgard doing additional scenes and dialogue with Director Glenn Tryon for "Face the Facts," Grand National.

Arthur Caesar signed to do original for Anna Sten for Grand National.

✚

Directors—W. S. Van Dyke did three days of added scenes on "The Prisoner of Zenda," Selznick, because John Cromwell was busy.

✚

Contracts—Jack Carson, stage player, gets term contract at RKO after appearance in a Little Theatre production.

✚

Music—Gus Kahn assigned to write lyrics for "Girl of the Golden West," M-G-M . . . Cole Porter completes six songs for "Rosalie," also M-G-M.

British Technicians Ask New Regulations

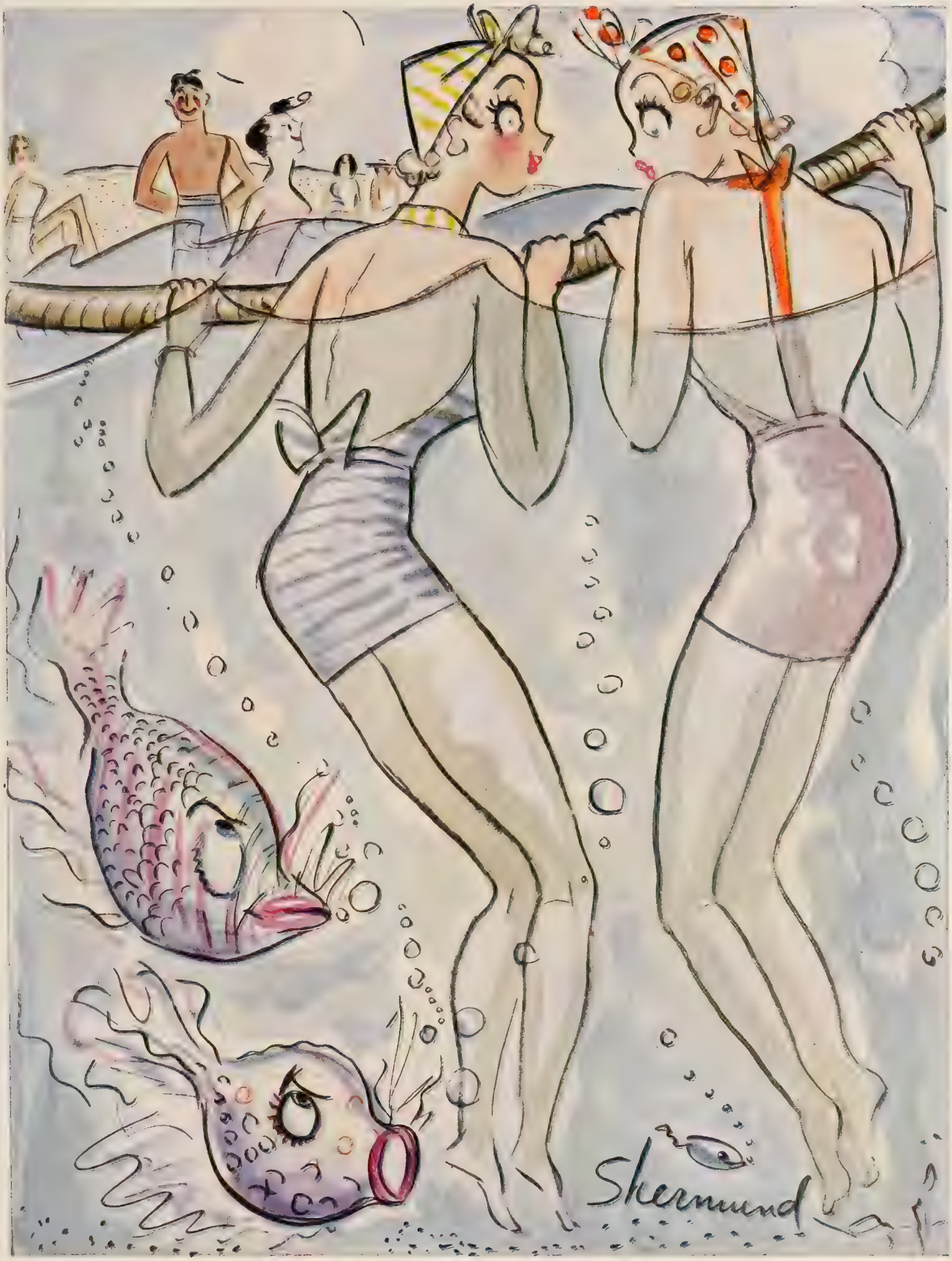
London, June 2.—At the fourth annual meeting of the Ass'n of Cine-Technicians resolutions were passed asking that the new Films Act should include a cost condition of £2 a foot in British films registered for quota, a "fair wages" clause and prohibition of more than one foreign technician on any British film.

Ralph Bond, chairman, declared that the present crisis in British production was due to mismanagement and incompetence for which technicians had no responsibility and that thorough and proper reorganization is necessary.

Salary Cuts Criticized

In the report there was criticism of the fact that technicians had been asked to take salary cuts in certain studios, whereas "more real and lasting economies could have been made by studios calling conferences of their leading technicians and asking for cooperation in finding economics in working." It was stated that 44 permits to foreign technicians had been refused during the year, a greater number than ever before, and that the association's policy was that foreigners should not be allowed if competent British technicians were available. The association claims 100 per cent union membership in many studios and a strong representation in all the 26 British plants.

Anthony Asquith was elected president for 1937, the vice-presidents being S. R. Cole, Ivor Montagu, Thorold Dickinson and Kenneth Gordon.



"Ah! . . . 'NEW FACES'"

AH! . . . *new faces . . . scores of them . . . in RKO Radio's great new show of new ideas!*

"NEW FACES OF 1937" . .

An Edward Small Production
Directed by Leigh Jason

A 3-ring circus of Summer entertainment! . . . Nothing like it ever before! . . . You can't describe it! . . . Can't classify it! . . . It's swell! . . . It's grand! . . . It's goofy! . . . It's tuneful, gay—and gagged with laughs piled wave on wave! . . . It's a show of exciting surprises that starts off on the run and speeds up as it travels! . . . Get set for something BIG!

with these famous entertainers

JOE PENNER
MILTON BERLE
PARKYAKARKUS
HARRIET HILLIARD
WILLIAM BRADY
JEROME COWAN
THELMA LEEDS

RKO RADIO PICTURES

Screenplay by Nat Perrin, Phillip G. Epstein, Irving S. Brecher

AND 100 NEW FACES!

Film Daily's Golf Tourney Biggest, Best

By RED KANN

There was Jack Alicoate, the old golfing maestro, nattily bedecked in linen jacket, a deeper-than-sky-blue shirt and a bright yellow tie going through the paces again exactly as he has for more years than this reporter will recall, lest he be dated.

"I want to tell you that this, the 25th in the series of *Film Daily* golf tournaments, is the biggest of them all. We have broken all records for attendance."

Nature turned loose her nicest weather for the 200 and more pill swatters who appeared early at the Elmsford Country Club. The *Film Daily* bunch had been declaring all along the limit was 186, not including those who went in for the so-called gentler sports of tennis, ping pong and swimming. However, and as those things have a habit of going at these popular annual get-togethers, room was found for the overage and around the course they went.

Last night, there was no speculation about the sort of a day golfer and goofer had had. There was some vague talk that the course, as per usual, had been scarred, despoiled and literally torn asunder. Which merely demonstrated the routine to be ordinary and the day to be quite normal.

Greeted from the Air

Three planes droned overhead as the players got going. One carried a streamer whipping in the breeze with this message: Welcome *Film Daily* golfers. A second, via the same streamer route, made it clear this was the 25th and, thus, the silver jubilee of the series. The third, with understandable pride, merely advertised the skyway service which was responsible for the messages.

This time, team play went into a new high with a total of 10, ranging from the Ampas to trade papers. This, by the way, might be as good a spot as any to report the trade papers weren't even in the running.

Five Teams Get Prizes

Charlie Einfeld, who socks a mean ball, walked off with honors in team play and that got him, as well as his side kicks, with Harry M. Warner as the "anchor man" medals for all, the Albee Memorial Cup for one year and a leg on the wassail-bowl cup which is *The Film Daily* trophy and which must be won three times before temporary ownership becomes the permanent kind. Trailing, but prize-winners all, were Educational, the Hays office, M-G-M and the Ampas. When Tom Gerety, captain of the Metro team was called upon to introduce his teammates, he had to turn to Howard Dietz for the information. This conveys an idea of how it all went.

The big event of day and night, in strict accordance with well-established custom, was the festive dinner. Behind the dais were long tables which groaned under the weight of trophies. Don Mersereau, looking tired but satisfied, finally had completed the tally and the results were ready for Toastmaster Alicoate. Prior to that, however, came entertainment on the screen. Warners furnished a Vitaphone short, David Mendoza and His Orchestra; Paramount, a Grantland Rice Spotlight titled "Swing Stars" which put the golfers and those who thought they were golfers very properly in their places, and United Artists, a new Silly Symphony, yclept "Little Hiawatha." In it, Walt Disney introduced part of the Longfellow poem as the hero found himself in a big bad wolf situation and the friendly denizens of a charming forest rushing to his rescue.

Followed brief talks by Warner who commended Alicoate on the camaraderie which these tournaments engender; Dietz, who thought it was swell of Martin Quigley and MOTION PICTURE DAILY to provide the kind of a day this had been and Alicoate who thought Dietz might just as well try out the gags for his new show there.

Gordon W. Hedwig, by raffle, won a beautiful set of golf sticks. Len Daly, the prize goofer, got no prize, but escaped the psychopathic ward and Morris Kutinsker, as a mock sheriff, at Alicoate's instance. However, Max Stuart, George Morris and Sam Stern, made up as cops a la the mauve decade, held Daly in check while they broke his sticks, thereby making future golfing desecrations expensive, if not impossible.

No information was available close to midnight as to methods used by Sid Rosenthal, Frank Carroll, John Foster and Norman Nicholson, to get off the premises the set of four chairs which each one earned as runners-up in the team play. Wally Nolan had a rug, and a big one, on his hands, as did Max Cohen. They had a problem to dope out as well.

Warner Team Leads 'Em All; Rosenfeld Low Net Winner

Team Play

Winner (Albee Memorial Cup, *The Film Daily* medals; Ross Federal Service bags, case of United Fruit Growers wine)—Warner Bros., S. Charles Einfeld, team captain. Members—A. W. Warner, Sam Sax and Robert William, with Harry Warner as anchor man. Net of 297.

Runner Up (American Seating bridge chairs, four chairs to each player) — Educational, Gordon S. White, team captain. Members—Sid Rosenfeld, Frank Carroll, John Foster and Norman Nicholson. Net of 306.

Second Runner Up (Dictograph Products Packard Electric Shavers)—Hays Office, Arthur Dickinson, team captain. Members—Charles C. Pettijohn, Jr., Jack Connolly and Harold Burt. Net of 316.

Third Runner Up (Cluff Fabric Products Co. games)—M-G-M, Tom Gerety, team captain. Members—Bill Orr, Edwin Aaron and W. A. Scully. Net of 319.

Fourth Runner Up (Cluff Fabric Products Co. game)—Ampa, Ralph Rolan, team captain. Members—Paul Lazarus, Jr., Herbert Berg and Leonard Palumbo.

Cups, Et Al

Low Net (*The Film Daily* cup, *Variety* trophy)—Sidney Rosenfeld;

Low Net, Runner Up Radio Pictures trophy)—David Canavan.

Low Net, Second Runner Up (Du-Pont Film Mfg. Co. trophy)—Triple toss-up between Joe Malcolm, Orville Haas and George Dembow. Dembow won the toss.

Low Gross (Quigley Publications trophy, round trip flight via TWA to Los Angeles)—Leonard Palumbo.

Low Gross, Runner Up (Columbia Pictures trophy)—Edward P. Curtis.

Low Gross, Second Runner Up (Mitchell May, Jr. Co. trophy)—Tie between John Plunkett and Robert William. William won the toss.

Low Net-Exhibitor (United Artists trophy)—Harold J. Rinzler.

Low Net-Exhibitor, Runner Up (W. & J. Sloane rug)—Wally Nolan.

Low Gross-Exhibitor (Western Electric trophy)—Richard Beck.

Low Gross-Exhibitor, Runner Up (Greater New York Export Co. Mickey Mouse rug)—Max Cohen.

Putting Contest (Consolidated Film Industries gold putter)—Monte Proser.

Putting Contest, Runner Up (RCA Mfg. Co. radio)—George S. Harding.

Putting Contest, Second Runner Up (Eastman Kodak camera)—Mitchell May, Jr.

Driving Contest (William Massce trophy)—Monroe Eisenberg; distance 310 yards.

Driving Contest, Runner Up (National Theatre Supply Co. trophy)—Monroe Greenthal.

Driving Contest, Second Runner Up (General Electric Co. mixer)—William H. Weintraub.

Birdies (Gaumont British trophy)—S. Charles Einfeld.

Birdies, Runner Up (Monogram Pictures golf balls)—C. C. Pettijohn, Jr.

Best Dressed Golfer (Nat Lewis robe)—Charles Casanave.

Special prize (Jack and Charlie's decanter of Ballantine Scotch)—No prize. The committee drank half and the remaining half was carried over until next year.

Special Prize (Estey organ)—presented to the most versatile man in the tourney, Howard Dietz, for having participated in golf, tennis and ping-pong.

Other Events

Ping Pong Tournament (Dictograph Products Silent Radio)—Morris Kutinsker.

Tennis Tournament—Singles (Dictograph Products Silent Radio)—Howard Dietz. Doubles (A. J. Powers Tennis Racket)—Louis Nizer.

Foursome Winners

Each man received a $10 gift certificate on Nat Lewis from J. E. Brulatour, Inc., including these names: H. R. Burt, Charles Casanave, David J. Chatkin, Pearce Chauncey, J. A. Karp, Paul Crane, George Dembow, Arthur Dickinson, J. Farmer, Tom Gerety, Irving Goodfield, Ben Grimm, R. Hadley, Ted Hadley, A. R. Hammerslag, George Harding, Paul Lazarus, Jr., Howard LeSieur, Arthur Levy, M. Milton, R. K. Morton, L. Moses, N. Nicholson, J. J. Nolan, David O'Malley, William Orr, Frank Phelps, T. Reiss, E. Swartz, A. Siegel, P. T. Sheridan, H. B. Snook, H. Steiner, Ted Sullivan, Albert Warner and Ed White.

Foursome, Runners Up

Each man received a National

(*Continued on page* 14)

From A to W These Turned Out for Golf

A representative cross-section of the New York industry turned out for *The Film Daily's* 25th golf tournament at the Elmsford Country Club, yesterday. At the dinner which marked the height of the fun was an additional group which, for one reason and another, could not make the play.

Among those present were:

Al Adams, Wallace Addison, Chas. A. Alicoate, Jack Alicoate, Winfield Andrus, Maury Ascher, Ralph B. Austrian, J. E. Baker, A. F. Baldwin, Leon J. Bamberger, William Barnett, G. E. Batcheller, Jr., Richard E. Beck, Frank W. Begg, Russell M. Bell, Paul Benjamin, Herbert S. Berg, Milton Blackstone, George A. Blair, George Blake, A. T. Boland, David F. Boothe, George C. Bowers, Richard Brady, Harry Brandt, S. S. Braumberg, Dr. Henry Brown, Dave Canavan, G. L. Carrington, Charles L. Casanave, David J. Chatkin, Pearce Chauncey, James Clark, James A. Clark, Julius Cohen, Max A. Cohen, Maurice Conn, L. W. Conrow, Paul Crane, James A. Cron, John J. Cunliffe, J. P. Cunningham, Charles W. Curran, Edward P. Curtis, Len Daly, Harvey B. Day, George F. Dembow, Martin Dickstein, Nathan Dobson, Edward Edelson, S. Charles Einfeld, Monroe Eisenberg, S. H. Fabian, John A. Farmer, Herb Fecke, William Ferguson, Charles H. Findley, John Foster, William V. Frankel, Aaron L. Fried, Louis Frisch.

Ray Gallagher, Charles B. Gardner, Paul Gabst, Pat Garyn, Lou Gaudreau, Dick Gavin, Tom Gerety, Jacobo Glucksmann, Lester M. Goldstein, Milton Goldstein, Irving W. Goodfield, Jess Gourlay, Ira Green, Ben Grimm, Paul Gulick, Jack Gutfreund, Adolph Haas, O. F. Haas, Hap Hadley, Dan D. Halpin, Burt Hammel, A. R. Hammerslag, J. W. Hammond, Major G. S. Harding, Paul F. Harron, Jack Harrower, Edwin Hartley, Gordon W. Hedwig, Milton Herman, Melvin M. Hirsh, J. H. Hoffberg, Joe Hornstein, D. E. Hyndman, Donald Jacocks, Arthur Jeffrey, Herbert M. Kahn, Irving Kaplan, J. B. Kleckner, Bernard Kleid, Sol Kohn, M. E. Kornbluth, David Kugel, Bert Kulick, Morris Kutinsker, Oscar S. Lager, P. N. Lazarus, Jr., Arthur A. Lee, Jack G. Leo, Howard LeSieur, Al J. Levy, Edward G. Levy, Jules Levy, "Chick" Lewis, Arthur Livers, George L. McCarthy, Edward McEvoy, John McGeehan, Karl G. MacDonald, Joe Rice Malcolm, William Massce, Mitchell May, Jr., Archie Mayers, C. M. Mersereau, Don M. Mersereau, Capt. H. M. Miller, Jim Milligan, Mike Milton, Robert Mintz, A. J. Moeller, George Morris, Robert Morton, Lewis Moses, Jack Moss.

James B. Neary, Frank Neubert, N. C. Nicholson, M. Nicolino, Jr., Wally Nolan, Ken O'Brien, L. N. Olmstead, David A. O'Malley, William A. Orr, James D. Page, A. H. Pelterson, C. C. Pettijohn, Jr., Frank N. Phelps, Percy Phillipson, Harry Pimstein, John F. Plunkett, Jay Pollard, Ralph I. Poucher, A. J. Powers, Monte Proser, Marty Rieffel, Phil Reisman, John R. Reiss, Ben J. Ridder, Paul D. Ries, Harold J. Rinzler, Samuel Rinzler, Harold Rodner, Charles A. Rogers, Saul E. Rogers, Ralph Rolan, Samuel Rosen, Sidney Rosenfeld, Douglas Rothacker.

Bert Sanford, Jr., Phil Santry, Sidney Satenstein, Sam Sax, Murray Schoen, John L. Schoenfield, E. Schwartz, M. E. Schwarzwald, Clarence Secor, Al Selig, Jack G. Seligsohn, Al Semels, J. W. Servies, Irving Shapiro, P. T. Sheridan, Harry Shifman, Bernard Sholtz, Arthur J. Siegel, Jimmy Sileo, Robert Silver, George P. Skouras, Hal Sloane, Cresson E. Smith, Homer B. Smith, James Smith, H. B. Snock, Dave Strumpf, Charles Stuart, Max Stuart, Ted Sullivan, W. H. Swift, L. W. Teegarden, Harry Thomas, J. D. Trop, Wm. E. Van Bevern, Arnold Van Leer, Albert Warner, Ernest J. Warner, H. M. Warner, Sid Weil, Wm. H. Weintraub, Harry Weltz, John West, Clint Weyer, Edward White, Tom Wiley, Bob William, Robert S. Wolff.

Crown Opens New Office

The Crown M. P. Supplies Corp. will officially open its new offices at 914 9th Ave. today with a buffet luncheon. An air conditioning plant has been installed in the offices.

Jean Harlow Funeral Marked by Simplicity

HOLLYWOOD, June 9.—With the simplicity which marked her contacts with her friends, Jean Harlow was given final rites today with 200 of the best known men and women in Hollywood present in the chapel of the Forest Lawn Memorial Park and 1,000 fans and the curious outside. The service was Christian Science and lasted 23 minutes.

The crowd outside was orderly as it watched Louis B. Mayer, Norma Shearer, Clark Gable, Mrs. Jean Bello, William Powell and other personalities from other studios come and go.

Asks Fee in Fox Case

The law firm of Wise, Shepard, Houghton and Hoffmann filed an application in U. S. District Court yesterday for $12,500 for legal services rendered to the Continental Bank & Trust Co., as trustees in reorganization for the Flatbush Ave. & Nevins Corp., owners of the Fox Brooklyn.

Screeno Wins Action

CHICAGO, June 9.—Screeno Amusement Co. won an infringement action against the All American Slide Co., when Judge Barnes in U. S. District Court issued an injunction restraining All American from making slides.

Boston Outing Saturday

BOSTON, June 9.—Columbia employes here will hold their annual field day at Marblehead on Saturday. Henry Greenberg, head of the committe in charge, has Joseph Wolf, Anna Krim, Margaret Tedder, and Edward Young working with him on arrangements. Festivities will be expanded as the result of the donation of a Montague Drive prize award by Branch Manager Timothy O'Toole.

Has Imperial Franchise

SAN FRANCISCO, June 9.—Armand Cohen of this city has acquired a five-year Imperial Pictures franchise for this territory. He will handle the current season's product as well as that of 1937-'38.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"They Won't Forget"

(Continued from page 6)

will recognize and decry although the reaction of the deep south is problematical. The film is both mature drama and a piece of adult education and moralizing that ought to exert a profound effect.

During a Memorial Day celebration in an undesignated southern town a girl is murdered. A warped social morality screeches for vengeance. Circumstantial evidence implicates a school teacher. A politically ambitious and ruthless district attorney seizes upon the case as a stepping stone for further advancement. Rival newspapers rush into print with a welter of charges and counter charges arousing the nation to fury. With the cards stacked against him the suspect, aided by an attorney brought from the north, the accused goes on trial. The trial is a travesty on justice. It moves to the tune of prejudiced bigotry that further inflames mob hysteria when it is denied a victim. The terrorized judge sentences the boy to life imprisonment. Mob violence makes a martyr of an innocent man and writes another black chapter in the story of human madness.

Rains and Kruger give superb performances. The newcomers—Edward Norris appearing as the accused, his wife, Gloria Dickson; Lana Turner, the murdered girl; Allyn Joslyn, and Elisha Cooke, Jr.—effectively make good. They are a credit to LeRoy's wisdom in assigning them to such difficult and testing roles. The quality of their work is graphically emphasized by the efforts of the supporting cast, which includes Cy Kendal, Elizabeth Risdon, Granville Bates, Paul Everton, and Clinton Rosemond, a colored player, who was vigorously applauded.

"They Won't Forget" always holds to its spirit of grim and sometimes forbidding realism. The honesty of the film permits no concessions to any irrelevancies that might soften the stark atmosphere. It is based on Ward Greene's novel, "Death in the Deep South." The screenplay is by Robert Rossen and Aben Kandel. It is a fine job.

The controversy the film is sure to stimulate will swell box-office returns in many sections. Yet, exhibitors operating in territories assumed to be the locale of the story, may expect that powerful influences will be brought to bear to prohibit its showing.

Production Code Seal No. 3,150. Running time, 90 minutes. "A."

Hit Booth Law Change

VANCOUVER, B. C., June 9.—The danger of fire was advanced here as an argument against replacing two experienced projectionists in a booth with one projectionist and an apprentice. Vancouver theatres are seeking a change in the law governing projection rooms. Their arguments are being heard before J. M. Coady, commissioner appointed by the Government of British Columbia to investigate the situation.

Booth Bill Is Signed

ST. LOUIS, June 9.—Mayor Bernard F. Dickmann has signed a measure said to have the support of the I.A.T.S.E. which makes more stringent the safety regulations governing the operation of projection booths. One clause requires one operator for each projection machine while the machines are in operation.

Kill Connecticut Tax Bill

HARTFORD, June 9.—The amusement tax measure which has been pending in the Connecticut legislature was killed today.

A. & P. Joins Tax Fight

HARRISBURG, June 9.—The Great Atlantic and Pacific Tea Co. yesterday joined in the attack on the Pennsylvania tax on theatres and chain stores, filing an action which declared the legislation discriminatory, because it is not uniform for all stores.

Reopen Two in Ontario

TORONTO, June 9.—The theatre building war has extended to Peterborough, Ont., where the city finds itself with the immediate prospect of having four instead of two theatres in operation. Following the acquisition by Hanson Theatre Corp. of the long unused Grand there, with $60,000 to be spent on renovation, came the news that independent interests of Toronto, known as the Trio Theatre Co., Ltd., had bought the Royal, dark for the past nine years. The modernizing of the Royal will cost over $30,000, it was stated. Both houses will reopen in August.

Robbins Acquires Miller

Robbins Music Co., in which Loew's has a half interest, has acquired Miller Music, Inc. The company will be operated by Jack Robbins as a separate unit, the same as the Leo Feist company which was taken over some years ago. Included in the Miller library are the scores of Vincent Youmans' shows, "Great Day" and "Through the Years," the entire catalogue of the late William H. Woodin, songs by Mack Gordon and Harry Revel and other composers.

M. Benson Carroll Aide

HOLLYWOOD, June 9.—Marjorie Benson, for the past four years associated with Central Casting, has been named assistant to Vance Carroll, Grand National casting director.

Short Subjects

"Love in Arms"

(Educational)

The girls must have their romance. So, with the aid of a miniature camera they frame the dean. Then they throw a party. The invited cadets troop in and the mild blackmail is popped. Both sides agree to be good sports about it and with the chanting of the theme song the conclusion of the second reel is at hand. It is moderately entertaining. Niela Goodelle and Lee Sullivan are featured. Production Code Seal No. 01,602. Running time, 18 minutes. "G."

"Porky and Gabby"

(Vitaphone)

A more or less routine cartoon. The only novel note is the introduction of the Gabby character. In a Donald Duck-ish vein he is given to great excitement and commotion. The denouement is provided by a runaway outboard motor that creates the usual havoc. Reviewed without production code seal. Running time, 8 mins. "G."

Warner Team Winner In Golf Tournament

(Continued from page 13)

Screen Service bag, including these names:

William R. Ferguson, Monte Proser, A. T. Boland, Jack Connolly, Herb Fecke, E. Schwartz, Nat Lewis, W. A. Scully, H. Brown, Arthur Levy, Sam Rinzler, Harry Brandt, Mitchell May, Jr., Edwin Aaron, Joe Hornstein, C. Gardiner, Jules Levy, Dick Brady, George Batcheller, Jr., William Massce, M. Levine, Paul Benjamin, Martin Dickstein, J. K. West, Melvin Hirsch, Charles Moses, Robert Wolff, Lou Gaudreau, J. Hoffberg, Sam Rubinstein, George Blake, Leon Bamberger, Arthur Lee, Bob Silvers, L. Goldstein, Harvey Day, A. J. Moss and Art Hadley.

Dix Signed for Four

HOLLYWOOD, June 9.—Richard Dix has been signed for four features to be produced by George Hirliman for RKO release. The first will be "Custer's Last Stand." The pact carries a second year's option, for four more.

W. B. Take London Hit

HOLLYWOOD, June 9.—"George and Margaret," romantic comedy which had a successful run in London, has been purchased by Warners. No cast or directorial assignment has been made.

Pick New M-G-M Title

HOLLYWOOD, June 9.—"Between Two Women" has been picked as the final title of "General Hospital," an original by Eric von Stroheim now being produced by M-G-M.

Formal Opening of N. Y.'s Oldest Supply House
IN OUR NEW QUARTERS—
614—9th AVE.
Latest Innovations in Theatre Equipment. See Our Air-Conditioned Intimate Theatre.
CROWN M. P. SUPPLIES CORP.

"THE LAST TRAIN FROM MADRID" ROARS TO GLORY...

THE Hollywood REPORTER

June 5, 1937

'LAST TRAIN' KEEN MELO;

Hogan Meg, Cast, Writing All Tops

"LAST TRAIN FROM MADRID"
(Paramount)

Producer ....George M. Arthur
Director ....James Hogan
Associate Director..........Hugh Bennett
Story: Paul Hervey Fox, Elsie Fox
Screenplay: Louis Stevens, Robert Wyler.
Photographer ....Harry Fischbeck
Film Editor..................Everett Douglas
Cast: Dorothy Lamour, Lew Ayres, Gilbert Roland, Karen Morley, Lionel Atwill, Helen Mack, Robert Cummings, Olympe Bradna, Anthony Quinn, Lee Bowman.

This handsome romantic melodrama, told against the background of Spain's civil war, is worthwhile entertainment. It is built on the familiar Grand Hotel pattern, with three love stories developing concurrently, and it keeps carefully away from the political issues. Moreover, the only battle is a bombing raid used as an incident in one of the stories.

Nevertheless, the tension of war is in the air, heightening the suspense and adding good reason for the panicky stampede to get permits for that last train to Valencia before communications are cut.

Topping cast honors is the surprise portrayal of Olympe Bradna, a comparative newcomer, as a little Spanish girl who escapes from a company of woman soldiers to see her dying father befriended by Lew Ayres, a

ducers and the third

ish lady, her exotic beauty enhancing the interesting role. Gilbert Roland and Anthony Quinn, soldiers sworn to blood-brotherhood, are rivals for the love of Miss Lamour and this triangle, with its dominant motif of self-sacrifice, holds the center of the stage. Roland gives a sterling portrayal of his Colmanesque character and Quinn, a valuable latin type, shows himself a player of fine gifts and appearance.

Karen Morley effectively enters the triangle as a handsome and coolheaded conspirator and Lionel Atwill as the colonel in command delivers with forceful dignity.

vigor, giving his

little Helen troupes delightfully, extending her emotional range in a tender and wistful portrayal. Lew Ayres reaps all the comedy honors as the jocular reporter and Lee Bowman is effectively sinister as a villainous pursuer of Karen Morley.

Extremely effective use is made of sound effects, coupled with the strikingly interesting music provided by Boris Morros. Hans Drier and Earl Hedrick have built an atmospheric and imposing background for the action and Harry Fischbeck has photographed for maximum value.

Producer George M. Arthur has every reason to be well pleased with the results of his assemblage. He wins credit for a film that is different and

here's what—

the Hollywood war correspondents say about Paramount's Spanish War thriller...

"THE LAST TRAIN FROM MADRID" with Dorothy Lamour • Lew Ayres
Gilbert Roland • Karen Morley • Lionel Atwill • Helen Mack • Olympe Bradna • Anthony Quinn
Screen Play by Louis Stevens and Robert Wyler • Based on a Story by Paul Hervey Fox and Elsie Fox • A Paramount Picture • Directed by James Hogan

◂ Radio Personals ▸

THE Kudner agency has assigned Edwin C. Hill to assist Clem McCarthy in broadcasting the Braddock-Louis fight. . . . 'Tis rumored that Frank Wilson, of NBC's script division, will win the writing assignment for the Lux "Radio Theatre" presentations. . . . Harry G. Ommerley, of the CBS program department, leaves for Hollywood Saturday to take charge of the Chesterfield programs. . . . CBS artist bureau has set GoGo DeLys for a guest shot on the NBC "Ridin' High" series, June 17. . . . Don Goddard of NBC's news division and James Costello, continuity writer, left for Washington yesterday to gather material for a special show. . . .

✚

E. P. H. James, in charge of NBC sales promotion, will speak in Lancaster, Pa., this week before Rotary Club members on radio advertising. . . . The "Bughouse Rhythm" gang are in from the coast for the next two broadcasts over NBC. . . . Albert Crockett has not joined the Birmingham, Castleman & Pierce agency, but is doing outside publicity work for the firm. . . .

✚

Hi Alexander, author of the "Blubber" Bergman scripts, has his own theatre at Camp Copake, Caryville, New York . . . Jackie Heller has replaced Johnnie Johnston on the NBC "Breakfast Club" . . . Jerry Danzig and Dave Driscoll, WOR-Mutual's ace special eventers, will guest appear on Ed Fitzgerald's variety show over Mutual Saturday . . . Alan Roberts, WMCA tenor, will be heard at a new time, Wednesdays at 7:15 P.M. effective immediately . . . Joe Penner pays a return visit to the Oakie "College" June 15 . . . Dorothy Thompson will deliver a commencement address to the nation's graduates on the Vallee program tonight . . .

✚

Conway Tearle has been added to the Lux "Radio Theatre" cast for Monday's broadcast . . . Pat O'Brien, Katherine DeMille and Jose Iturbi will guest appear on Bing Crosby's show next Thursday . . . Henry Hull and Shirley Booth set for the "Sunday Night Party" June 13 . . .

✚

Joseph Koehler, president of Radio Events, Inc., in 1929 predicted television was a decade away for Freed-Eismann radio. Koehler now says television still is five, possibly 10 years, removed . . . Joan Blondell and Rogers & Hart are Sunday's Chase & Sanborn guests . . . Zeke Manners is now heard on WMCA in three different series of broadcasts each week . . . Burgess Meredith will appear in a special one-act play on Vallee's program tonight. . . . Ray Saunders, WHN announcer is vacationing in Havana . . .

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

FCC Hearings Ordered for Six Stations

By CLARENCE LINZ

WASHINGTON, June 9.—The F.C.C. has ordered hearings on applications for new broadcasting stations, as follows:

Southern Broadcasting Corp., Bogalusa, La., 1,500 Kilocycles, 100 watts night, 250 watts day; Seaboard Broadcasting Corp., Savannah, Ga., 1,310 kilocycles, 100 watts night, 250 watts day; Martin R. O'Brien, Aurora, Ill., 1,240 kilocycles, 250 watts, daytime only; Tom Olsen, Port Angeles, Wash., 1,420 kilocycles, 100 watts; State Broadcasting Corp., New Orleans, 1,500 kilocycles, 100 watts, and Radiotel Corp., San Diego, 920 kilocycles, 1,000 watts.

A hearing was also ordered on the application of WMAZ, Macon, Ga., for increase of day power to 5,000 watts.

At its regular meeting, the broadcast division authorized WTFI, Atlanta, to increase its day power to 1,000 watts, and granted operating permits to stations as follows: KTEM, Temple, Tex., 1,370 kilocycles, 250 watts, daytime only; KCMC, Texarkana, Tex., 1,420 kilocycles, 100 watts night, 250 watts day; KVEC, San Louis Obispo, Cal., 1,200 kilocycles, 250 watts, daytime only; KRLC, Lewiston, Idaho, 1,390 kilocycles, 250 watts; WFBG, Altoona, Pa., 1,310 kilocycles, 100 watts.

Examiners' Reports Received

The commission has received examiners' reports recommending that KIEM, Eureka, Cal., be authorized to increase its day power to 1,000 watts, and approving the granting of construction permits for new stations sought by the *Bend Tribune*, Bend, Ore.; Beaumont Broadcasting Ass'n., Beaumont, Tex., and West Texas Broadcasting Co., Wichita Falls, Tex. Reports also were received recommending denial of applications for new stations sought by the Wichita Broadcasting Co., Wichita Falls, Tex.; Faith Broadcasting Co., Wichita Falls, Tex.; Roy L. Albertson, Auburn, N. Y., and Curtis Radiocasting Corp., Indianapolis.

The commission has received an application from the National Life and Accident Insurance Co., Nashville, for authority to construct a new broadcasting station to operate on 1,370 kilocycles with 100 watts power night, 250 watts day.

The commission also has received applications from WDAH, El Paso, Tex., for an increase of day power to 250 watts; WAIR, Winston-Salem, N. C., for increase of power to 1,000 watts; KTBS, Shreveport, La., for change of frequency to 620 kilocycles; KOVC, Valley City, N. D., for increase of day power to 250 watts; and KGGC, San Francisco, for change of frequency to 1,370 kilocycles and increase of day power to 250 watts.

Arriola Skiis a Bit

San Francisco, June 9.—Alfred Arriola, whose Golden Gate Park concerts are heard on the NBC-Blue Sundays, started a stroll through the park the other day on his feet and finished it on his face.

Arriola's two shepherd dogs—on leash—lunged hungrily after one of the park's tame deer, dragging the director along the ground on his face and stomach.

NBC Adds Engineers

Several new names have been added to the NBC engineering personnel. James A. Miller, for the past 20 years a chief radio man in the U. S. Navy, and Edwin J. Costello, formerly a sound technician for RCA Photophone, are the newcomers. They will work under George O. Milne, eastern division engineer.

McCosker to Get Degree

Alfred J. McCosker, president of the Bamberger Broadcasting Service (WOR) will receive an honorary degree of Doctor of Laws at the John Marshall College of Law commencement exercises to be held at the State Normal School, Jersey City, N. J., June 16.

Booklet Out on "WLW Line"

The Transamerican Broadcasting and Television Corp. yesterday issued a sales promotional booklet on the "WLW Line." The booklet breaks down the advantages to advertisers of the "line," and gives a cross-section of the "line's" coverage and flexibility.

Five NBC Shows Renewed; Ralston Re-Signs for Two

Four sponsors renewed five programs on NBC yesterday. The sponsors are:

Ralston Purina Co., the Marion Talley Ry-Krisp series, for 52 weeks, beginning Sept. 26. The series is now absent from the airways for the summer, and will return to its old spot, 5 to 5:30 P. M., E.D.S.T. on the Red. The Gardner Advertising Co. is the agency.

Also for the Ralston Purina Co., Tom Mix's "Straight Shooters" will be returned to the network in the interest of Ralston Cereal, beginning Sept. 27. The schedule is for 52 weeks, five days a week on the Blue. The agency is Gardner Advertising.

I. J. Fox's "Fur Trappers" series, on WEAF, renewed for six weeks beginning July 29. The Peck agency has the account.

General Electric's "Hour of Charm," broadcast Mondays from 9:30 to 10 P. M., E.D.S.T. on the Red, renewed for 13 weeks beginning July 12. Maxon, Inc., is the agency.

The Campana Sales Co.'s order is for a 52-week reservation Mondays from 8:30 to 9 P. M., E.D.S.T. on the Blue, for Dreskin, a new product.

CBS 5-Month Day Sales Go Up by 83.8%

The tremendous increases in daytime network sales is reflected in the daytime figures for the first five months of 1937 at CBS and NBC. Expenditures for daytime radio hours on CBS for the above period are up 83.8 per cent compared to the corresponding period last year, while at NBC the percentage of increase this year shows an improvement of 83.5 per cent over the first five months of 1936.

The gross time expenditures for weekday daytime hours for the 1937 five-month period at CBS is $3,426,450, compared to $1,863,911, the revenue for the five-month 1936 period.

The gross time sales for weekday evening time for five months at CBS are $8,892,055, compared to the 1936 gross of $7,603,350, an increase of 16.9 per cent.

Weekday Figures Impressive

Gross expenditures for weekday daytime hours for May this year at CBS amounted to $708,261, a leap of 141.8 per cent over the May, 1936, figure of $292,967. Columbia's evening network hour expenditures for the month were $1,844,113, an increase of 5.4 per cent over last year's evening revenue of $1,749,517.

NBC's time revenue for May of this year are up 65.3 per cent over May, 1936. The weekday daytime sales amounted to $825,428, bringing NBC's five-month total for the daytime periods to $4,688,884.

Gross expenditures for evening network hours at NBC in May totaled $2,238,802, up 12.8 per cent, making the five-month figure for 1937 $11,175,760, an increase of 6.5 per cent.

"Professor Quiz" on New Time

"Professor Quiz," heard on CBS and sponsored by the Nash-Kelvinator Co., will shift from its present Saturday night schedule of 8 P.M. to a new time of 9:30 P.M., E.D.S.T., beginning with the July 3 broadcast. Geyer, Cornell & Newell, Inc. is the agency.

"Today's Doings" New Program

"Today's Doings," with Powell Clark as em cee, is the title of a new series of programs to be broadcast over WMCA each morning at 8:55 A.M., starting June 14. The program will cover happenings in sports, theatres, and club resorts.

Winchell Contract Renewed

Walter Winchell's contract has been renewed by the Andrew Jergens Co., assuring Winchell's role as a radio reporter through 1938. Lennen & Mitchell, Inc., is the agency.

Winchell now is in his sixth year of broadcasting for the same sponsor.

LEO SAYS:
WHN's No. 1 showmanship builds audiences . . . and WHN's audiences buy!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Radio

L. F. Muter Renamed Manufacturers' Head

Chicago, June 9.—Leslie F. Muter of Chicago today was reelected president of the Radio Manufacturers' Ass'n at the closing session of its convention. It is his fourth consecutive term.

Other officers are: Fred D. Williams, Philadelphia, treasurer; Bond Geddes, Washington, executive vice-president, and John W. Van Allen, Buffalo, general counsel. Named to the board of directors were: Paul V. Galvin, P. S. Billings, Philip C. Lenz, Ernest Alschuler and Jerome Kahn, all of Chicago; Arthur T. Murray, Springfield, Mass.; James M. Skinner, Philadelphia; David T. Schultz, Arthur Moss and S. I. Cole of New York; H. E. Osman, Milwaukee and Ray Sparrow, Indianapolis.

Most of the delegates to the convention which closed today will attend the National Radio Show which opens at the Stevens tomorrow where 7,000 square feet of floor space has been taken.

WOR Programs Shifted

New time schedules for several of WOR's important musical programs will be effective next week. "Perole String Quartet," formerly heard Sundays at 4 P.M., will be aired from 2 to 2:45 P.M., beginning June 13. "Cesare Sodero Directs" will be heard from 7:30 to 8 P.M. instead of its previous half-hour spot, Mondays from 9:30 to 10 P.M. "Symphonic Strings" moves from Saturdays at 8 P.M. to Mondays at 9:30 P.M. All times are E.D.S.T.

Radio Club Meets Tonight

Radio Club of America meets tonight in the WOR studios. About 75 members are expected to attend, including Charles Horn, director of research and development at NBC; A. B. Chamberlin, chief engineer of CBS; J. R. Popelle, chief engineer of WOR, and Professors E. H. Armstrong and Louis Hazeltine of Columbia University and Stevens Institute, respectively.

Talks will be delivered by Popelle and the members of the WOR engineering staff.

Dan Greene Joins Agency

Dan Greene, former advertising manager of *The Advertising Club News* of the Advertising Club of New York, has become associated in an executive capacity with Albert Frank-Guenther Law, Inc., advertising agency.

Corwin to Start New Series

Norman Corwin will begin a new series of poetry readings on WQXR Mondays from 9:30 to 9:45 P.M., starting June 14. Corwin is a member of the publicity staff at 20th Century-Fox.

Paul White Back Today

Paul White, chief of the special events division of CBS, returns to New York today with his staff of technicians from London where they covered the coronation.

Program Over WNYC Defended by Kracke

In an official statement yesterday, Commissioner of Plant and Structures Frederick J. H. Kracke denied charges of Alderman Hart and Insulbuch that WNYC, the municipal station, had been used to spread anti-Semitic propaganda.

The program on which is based the charge of the protesting aldermen was broadcast last Saturday by Ameen Rihani, Arabian poet and author, from Town Hall. Rihani defended the Arabs in their fight with Jews in Palestine.

Kracke said Rihani was allowed to broadcast in comformance with the station's policy of presenting all sides of public questions, and pointed out that the broadcast included Professor W. E. Hocking, head of the department of philosophy of Harvard University, and Faris S. Malouf, street commissioner of Boston. He said that Dr. Stephan S. Wise, Rabbi Silver, Louis Lipsky and Charles Russell have been scheduled to present their views over the station tomorrow at 7 P.M.

Kracke and Dr. Seymour Siegel, program director of the station, have been ordered to appear before the Board of Aldermen Tuesday to explain the program.

WBNS Gets New Equipment

Columbus, June 9.—New equipment has been installed in WBNS, CBS outlet, which, according to Lester F. Nafzger, chief engineer, will cover a frequency range of 30 to 15,000 cycles with distortion of less than one-tenth of one per cent. Five individual programs can be fed to networks or stations simultaneously, and 28 loudspeaker circuits also can be fed at the same time, it is claimed.

Standard Reserves Wednesdays

Standard Brands, Inc., have reserved the Wednesday 9 to 9:30 P.M. period on the NBC-Blue, it was learned yesterday. The contract is for 15 weeks and is effective as of Sept. 22. J. Walter Thompson is the agency.

The new period will not supplant any of the current Standard Brands programs.

Hurleigh Going to NBC

Baltimore, June 9.—Robert St. F. Hurleigh, who, for some time, has been affiliated with Columbia's WCAO, on June 12 will shift to NBC's red station, WFBR, here.

Hurleigh started his radio career at WOL, as "America's Youngest Newscaster," with subsequent service in Hagerstown and Frederick.

CBS Gets Stadium Concerts

CBS has sewed up exclusively the rights to the Lewisohn Stadium concerts for the summer. The concerts run for eight weeks during June, July and August.

Irene Harding Joins WFIL

Philadelphia, June 9.—Irene Harding, former staff organist at NBC has joined the production and continuity staff at WFIL.

U. A. Option To be Lifted In 60-90 Days

(*Continued from page* 1)

the transaction, Korda said there was nothing to such reports.

Chaplin, Fairbanks and Miss Pickford will continue to release through the company, the head of London Films continued. "There will be no change when they sell out," he said. London Films will contribute "eight big ones" to U. A.'s program next season.

Questioned on the possibility of a stock issue, Korda said there may be one later, probably in a year or two, and then again, perhaps never. "Our business is to produce pictures and not to promote stock," he declared.

"No changes in officers are expected to take place," Korda said, adding, "I hope Dr. A. H. Giannini will continue as president and chairman of the board. We are all very happy to work with him and I have never heard of his being dissatisfied with our offer to buy control. As a matter of fact, Dr. Giannini was instrumental in helping us and we hope he will remain."

Korda insisted that at no time has he mentioned the price offered, or the time limit of the options.

Expansion Predicted

"United Artists will expand with additional producers. I am sure the company has a definite place in the business. After looking over the lineup for next season, I feel it is the biggest in U. A.'s history." Asked who the new producers would be, Korda declined to name them. He did say, however, that he believed Walter Wanger would extend his activities and go to London to make a few pictures.

"United Artists is open, as in the past, for first class producers who hope to join our company," he said.

Emanuel Silverstone will continue to represent London Films and Korda on all negotiations in the United States. In praising the executive administration, Korda said: "Two great men are handling this end, George J. Schaefer, in the United States, and Maurice Silverstone, in England."

Rose Silent on Price

Rose, who is accompanying the London Film head, said he planned to remain abroad about 10 days. He admitted the purchase price for the three partnership interests was $6,000,000 and added that they expire Dec. 21, 1937, not 10 days later, as reported. He also would not say how much was paid for the options.

"We hope to complete the deal in the next 60 days," he said. "I am going over to discuss the English situation with all those concerned there," Rose added. He would not divulge names. "No changes in the present setup are planned," he stated.

"Goldwyn will make eight pictures next season at a cost of slightly under $10,000,000," Rose asserted. He plans to return on the *Queen Mary* or the *Normandie* next month.

Korda probably will return from London in three months, if not sooner, to complete final details on the deal. The American publicity head for London Films will sail in five weeks to confer on the new lineup which is scheduled to be announced today.

Mack Littman, representative for Criterion Films, plans to sail for England next week.

When Korda arrived several weeks ago from London, he said that he was dissatisfied with the returns from his pictures by the major circuits and that he may discontinue production for an international market. With the announcement he will make "eight big ones," the impression is that he has cleared up this angle during his visit.

Korda also said on May 11 that there was no significance to his trip other than attend the annual stockholders' meeting of U. A., which he had not done for two years.

However, just before the *Queen Mary* pulled out yesterday, the London Films' head admitted he worked "very hard" while he was here. He seemed in gay spirits, which was a sharp contrast to the tired look he had when the liner sailed up the bay last month.

During the interview with reporters yesterday, Korda was accessible to all. Several times he cut short an answer to sign pictures projected by autograph hunters.

Silverstone, managing director for U. A. in London, also is returning home on the same boat. His trip, he said, was a holiday. He also was on the *Ile de France* when Korda arrived here. Basil Bleck, attorney for London Films in England, was in the party.

Joins United Artists

San Francisco, June 9.—Tony Hartford, former G. B. salesman in Seattle, has joined the sales force of United Artists here.

Kimball of General Sets 12 for 1937-'38

Hollywood, June 9.—Eight action features, four westerns and two outdoor musicals in color will be produced by General Pictures for the 1937-'38 season, according to an announcement by Fenn Kimball, president. Al Mannon will produce the color musicals and westerns. Bill Deming and Christian Mauthe recently joined the organization as executive producer and secretary, respectively. Titles of the new season's productions are:

Features—"Night Edition," "The Circus Queen," "Rockabye Kid," "Prison Ship," "Genius Murder Case," "Roaring Wheels," "Murder in the Air" and "Substitute Prisoner."

Westerns—"Whippersnapper," "Master Dynamite," "Three Feet of Luck" and "Billy the Kid, Jr."

Outdoor Color Musicals—"The Bandit King" and "Enchanted Mesa."

Schulberg Plans 8 Films Next Season

(*Continued from page* 1)

not been closed yet. Schulberg has two more pictures to make on his current Paramount commitments, one of which is now in work. Kohn said that a new distribution deal was not expected to be set before September, when he plans to return to New York.

Flax in Northwest

Portland, Ore., June 9.—Jacob Flax, Republic franchise holder in Washington, is here visiting Pacific Northwest key cities.

HURRY!

"10 Critics Are Laughing Themselves To Death"

It happened at yesterday's projection room screening of the Greatest Comedy of History! Keep your booking schedule wide open for the picture they'll beg you to hold over!

in "A DAY AT THE RACES"

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 136 NEW YORK, FRIDAY, JUNE 11, 1937 TEN CENTS

Alger Voices Criticism of Plan for RKO

Rockefeller Claim Pact Displeases Master

Dissatisfaction with the settlement of the Rockefeller Center claim against RKO was expressed by Special Master George W. Alger at the close of yesterday's hearing on the proposed plan of reorganization for RKO.

Special Master Alger's remark was made in answer to a statement by H. C. Rickaby, counsel for the Atlas Corp., proponents of the plan, that his client and creditors approve the settlement. The hearings were adjourned until June 16. Testimony is expected to be concluded on the following day. Alger will then study the data and listen to the arguments of counsel.

Rickaby stated that he has obtained consent to the plan from 78 per cent of the secured claims and that $6,665,000 out of $9,497,800 unsecured claims, exclusive of the Rockefeller Center claim, have likewise consented.

Si Fabian was present at the hearing and took the stand to testify about

(Continued on page 9)

Virginia MPTO Will Start Meet Sunday

Virginia Beach, June 10.—The semi-annual covention of the M. P. T. O. of Virginia will open at the Cavalier Hotel here on Sunday and will continue through Monday. The first day's program will be largely social, with the business sessions to be presided over by William S. Wilder, president, on Monday.

Speakers who have been invited to address the meeting include Ed Kuykendall, M. P. T. O. A. president, and Abram F. Myers, chairman and general counsel of Allied States. The Virginia exhibitor organization is not

(Continued on page 12)

Favors U.A. Option, States Dr. Giannini

Hollywood, June 11.—Published reports declaring Dr. A. H. Giannini, president of United Artists, was opposed to the granting an option by which Samuel Goldwyn and Alexander Korda would acquire control of the company through the purchase of interests now held by Mary Pickford, Douglas Fairbanks and Charles Chaplin are untrue, Giannini states.

"I was in favor of the option," he declares.

French Trade Waits Report of Inquiry

By PIERRE AUTRE

Paris, June 10.—The French film industry is awaiting anxiously the publication in the near future of the 600-page report on the results of the investigation of the business conducted by the film commission of the French Parliament.

As a result of the investigation, the Chamber of Deputies is known to be framing a new law calling for the reorganization of the industry. It is understood that it will include a limitation on the number of French film theatres, and the institution of a "cinema state ticket," to be sold by the Government, the purchase of which will be obligatory with all exhibitors as a

(Continued on page 9)

RKO's Special Off To Coast Tomorrow

The eastern delegates to the RKO annual sales convention, to be held at the Ambassador Hotel in Los Angeles June 16-20 will leave Grand Central tomorrow on a special train which will stop en route to pick up delegates from other cities. Approximately 100 men will be aboard the train when it leaves New York.

The eastern group will be headed by Ned E. Depinet, vice-president in charge of distribution, and Jules Levy. general sales manager, while Phil Reisman, foreign sales manager, will

(Continued on page 12)

Harmon-Ising Sued On Shorts by M-G-M

Los Angeles, June 10.—M-G-M Dist. Corp. today filed suit for declaratory relief against Harmon-Ising Pictures, Inc., asking the court to interpret the cartoon production contract under which the distributor alleges that Harmon-Ising owes 10 more cartoons up until the end of this season. M-G-M also asks abrogation of the contract.

The Superior Court action alleges that Hugh Harmon, Gordon Wilson and Rudolph Ising, also defendants, discharged a bookkeeper, who, under

(Continued on page 9)

Tentative Agreement Drawn on Music Fees

A tentative agreement providing for a 50-50 split of synchronization and recording fees on all music turned over to publishers by members of the Songwriters' Protective Ass'n was reached yesterday at a meeting of committees representing the publishers and writers. The agreement applies

(Continued on page 9)

U.A. Men Converge Here Over Weekend

United Artists' district and branch managers and salesmen from the eastern division will converge on the Waldorf-Astoria over the weekend for the first of two annual sales conferences which will get under way Monday and continue for three days.

The second session will be held in Chicago at the Palmer House starting June 17. The session originally scheduled for San Francisco has been canceled and the coast group will join the midwestern forces at the Chicago meet.

George J. Schaefer, vice-president and general manager, will be in charge. Other home office executives who will be present include: Arthur

(Continued on page 12)

Radio Parts Show Opens in Chicago

Chicago, June 10.—The National Radio Parts Trade Show opened here today at the Stevens Hotel with more than 700 delegates registered and with 140 manufacturers using all the available space for the display of their merchandise. It is said that it was necessary to turn many away.

Additional developments in radio on pages 10-12.

The three-day meeting consists

(Continued on page 10)

Broadway Grosses Slip in Heat Wave

Advance summer weather took the edge off Broadway theatre grosses last week with most of the houses hitting under average business.

"Parnell" at the Capitol garnered approximately $23,100, which was considerably under expectations. "Fifty Roads to Town" wound up at the Roxy last night with about $20,500 for the seven-day run. On the second week of "Kid Galahad," the Strand took in close to $23,000. The first stanza drew about $41,000.

The Globe on the 15th week of

(Continued on page 9)

Title Action Goes Over Until Autumn

No change in the provisions governing title registrations will be made before fall as a result of the failure of the title registrations committee to present new proposals to the quarterly meeting of the M.P.P.D.A. board yesterday for ratification. Changes in the provisions must be ratified by the

(Continued on page 9)

Para. to Have 22 at Cost of Million Each

Meeting Told Budget Is Up by $10,000,000

Los Angeles, June 10.—Paramount will have 22 $1,000,000 features on its 1937-'38 schedule of between 50 and 60 features, Neil F. Agnew, vice-president in charge of distribution, told the company's sales force in convention at the Hotel Ambassador here today.

Paramount has increased its production budget to about $10,000,000 over last year's budget, Agnew informed the men.

More musicals are scheduled by the company than ever before, including films ranging from the operettas of Jerome Kern and Oscar Hammerstein to the type of "The Big Broadcast" and a colored revue featuring Louis Armstrong and his band. Agnew revealed 44 titles which already have been set.

The company will release 102 short subjects in 10 series during the 1937-'38 season, as well as the usual 104 issues of Paramount Newsreel.

Outstanding among the features to

(Continued on page 13)

Prompt Release Is Promised by Agnew

Los Angeles, June 10.—Exhibitors will have prompt release on all Paramount pictures during the new season, Neil F. Agnew, vice-president in charge of distribution, informed the delegates to the Paramount annual sales convention at the Hotel Ambassador here today, the opening session of the meeting.

The company already has most of its pictures for release during the next quarter fully completed or in the cutting room, Agnew said. The ex-

(Continued on page 12)

Wisconsin's Ascap Tax Bill Is Passed

Madison, Wis., June 10.—The Cashman bill, providing for the payment of a 25 per cent franchise tax on the entire gross business done in the state by music brokers, has been passed by the Legislature and is awaiting the Governor's signature.

Aimed at Ascap, the measure also provides for a $25 annual license fee for investigators of copyright music and subjects violators to a fine of from $200 to $500.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 11, 1937 No. 136

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Goetz Going Abroad For Fields Picture

William Goetz, vice-president of 20th Century-Fox and executive assistant to Darryl Zanuck, will arrive in New York from Hollywood Sunday and will sail for London on the *Normandie* the following Wednesday to complete plans for the forthcoming Gracie Fields picture which is to be made under the 20th Century-Fox banner and arrange for the transfer of Annabella to the studio in Hollywood. The French player has been placed under contract as a result of her work in "Wings of the Morning."

Goetz's sojourn in England is in the nature of a semi-vacation, his first since he joined Zanuck in 1933. In his current capacity, Goetz has acted as associate producer of such films as "The House of Rothschild," "Les Miserables," "The Affairs of Cellini" and "Lloyds of London."

Honor Sigler, Johnson

Maurice Sigler and Arthur Johnston, songwriters under contract to G. B., were tendered a farewell party yesterday at the company's office. They sail tomorrow on the *Champlain*. The pair will do the songs for the forthcoming Jessie Matthew's film, "Gangway."

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Drums of Destiny"

(Crescent)

HOLLYWOOD, June 10.—Again E. B. Derr uses a little known incident in American history as the background for a Tom Keene action drama. Carefully written and effectively staged, the piece is held together by intelligent and well developed suspense. Action dominates and every move the players make has a definite meaning in leading up to the climax. With Keene giving a likeable performance and the support contributing effectively to the film's worth, the show is the kind of entertainment that gives youngsters plenty of opportunities to whoop and shout. It also should interest adults.

The locale is the border line between Mississippi and Florida and the time about 1815. Robert Fiske, a renegade, in addition to supplying Indians with arms, dominates the Spanish governor, Carlos de Valdez. An attack on a settler's farmhouse and the subsequent capture of Keene's brother, David Sharpe, a young officer convoying an ammunition train, brings Keene and his gaudily clad colonials into action. With a bit of romance involving Keene and the Governor's daughter, Edna Lawrence, introduced, the hero upsets Fiske's plan to execute his brother and after convincing de Valdez of Fiske's character, the troops eliminate the renegade band to insure peace and cordial relations between the U. S. and Spanish territories.

Based on a story by Roger Whately which he and John T. Neville transcribed, the picture is smartly directed by Ray Taylor and played by lead and cast to make an attractive program picture with particular appeal to those who like to see pictures move instead of listening to a superabundance of talk.

Production Code Seal No. 3,463. Running time, 60 minutes. "G."

"Woman Chases Man" yesterday's opener at the Music Hall was previewed by wire from Hollywood in the April 24 issue of MOTION PICTURE DAILY.

"There Goes My Girl," opening today at the Roxy was reviewed in MOTION PICTURE DAILY *on May 24.*

"Parnell" is being held for a second week at the Capitol.

"I Met Him in Paris" continues at the Paramount.

"Room Service" Sale Not Signed, Warners

No contracts have been drawn as yet whereby Warners will acquire film rights to "Room Service," the John Murray-Allan Boretz comedy which is in the hit category at the Cort. There is little likelihood that the deal will not go through, but Warners yesterday rested on the old observation that "a contract is not a contract until it is signed." The purchase price is mentioned at $250,000 around Times Square.

To Organize Ad Workers

A plan for the organization of the publicity and advertising fields was formulated at a meeting of the executive committee of the American Advertising Guild. Lewis Merrill, president of the C. I. O affiliate known as the United Office and Professional Workers of America, discussed the objectives of the plan.

Claim 100% Unionization

OMAHA, June 10.—One hundred per cent unionization of back room employes of local exchanges is claimed by Organizer Carl Krumrei, business agent for the I.A.T.S.E. Members are awaiting arrival of a charter before electing officers.

Form New K.C. Union

KANSAS CITY, June 10.—The United M.P. Operators' & Workers' Union for the Film Industry has been granted a Missouri charter as a nonprofit organization by the Circuit Court.

New York Rockettes To Paris June 19th

The Rockettes of New York's Music Hall have accepted an invitation to travel to Paris and back as guests of France and to exhibit their precision dancing routines at one performance—the night of July 2—at the "Fete de la Dance," a feature of the International Dance Festival of the Paris Exposition. The invitation was extended to W. G. Van Schmus, managing director of the Music Hall, by Charles de Fontnouvelle at a reception yesterday in the studio apartment of the Music Hall.

The 46-girl ensemble will sail aboard the *Ile de France* on June 19 and will return on the *Normandie* immediately following their exhibition. They will be accompanied by Russell Markert, G. S. Eyssell and Gene Snyder.

Laemmle, Jr., to Coast

Carl Laemle, Jr., will leave for the coast by train today after a month's visit in New York. He is due at the M-G-M studio June 15 for conferences on his new season production schedule for the company, which is not expected to be set until after his arrival on the coast.

Howard Craven Injured

DETROIT, June 10.—Howard Craven, head of Exhibitors' Service Co., sustained a broken leg and his car was demolished when it was struck by another machine.

Purely Personal

NATE BLUMBERG left for Los Angeles yesterday a couple of days in advance of the RKO convention delegates from these parts. LEWIS, his 14-year-old son, went along later going to the Triangle Ranch in Wyoming for the summer.

•

ALBERT MARGOLIES, GB publicity director, will move up to Katonah Saturday for the summer, where he will put the finishing touches to a new play which is being considered for Broadway production.

•

MRS. OSA JOHNSON is due from the coast today. She will sail for England June 16 en route to East Africa to film sequences for "Stanley and Livingstone."

•

ROBERT DAN of the RKO legal department is home recuperating after an appendicitus operation at Nassau County Hospital.

•

CATHERINE CARTIER and DAE COLAHAN have opened a New York agency for literary material suitable for stage or screen production.

•

EDWARD L. ALPERSON is en route to the coast where he will remain until after Grand National's new program gets under way.

•

HELEN SHAW LESSER has taken off weight and looks completely in the pink.

•

LEOPOLD FRIEDMAN, legal head of Loew's, yesterday celebrated another birthday.

•

SI FABIAN'S son, EDWARD, today will graduate from Montclair Preparatory School.

•

RICK RICKETSON plans to delay his return to Denver until the early part of next week.

•

B. P. FINEMAN returned from a year of producing activity in London yesterday.

•

HARRY C. ARTHUR will arrive from St. Louis the first of next week.

•

LEO MORRISON, coast agent, is in town for about two weeks.

Columbians' Plans Set

Plans have been completed for the eighth annual outing of the Columbian Club of Columbia Pictures to be held at the Berkshire Country Club on Saturday, June 12. Trophies have been donated by Jack Cohn, Nate Spingold, Abe Schneider, Abe Montague and Joe McConville. There have been numerous other prizes offered for the various golf competitions, open to both men and women.

Castle Has Edward Film

Castle Films has released a third film for the home field, "The Life of Edward—Britain's Ex-King," which was edited by Eugene W. Castle. The film has been released as a special edition of the News Parade.

MUTINY REDDENED HER DECKS TO BRING FORTUNE TO YOU!
SLAVE SHIP

ADVENTURE THAT STORMS IN EPIC

Villainous mate . . . big-fisted, bull-headed . . . genial and treacherous almost to his dying breath!

Romantic scourge of the seas . . . defying the navies of the world . . . lying to win the love that was the greatest adventure of all!

She yielded to a headlong wooing . . . and let love take her on a honeymoon ship of terror!

Spunky cabin boy who boasted stoutly that he was a man in a man's world . . . and proved it gallantly when the time came!

SWEEP OVER HALF THE WORLD!

20th lavished its limitless resources to create this production, unsurpassed in scope! Two years in preparation! A fortune to film! A true and tremendous story the screen has never told before! A matchless cast of stars! Moulded by 20th's master showmen into the greatest picture of the year!

Warner **BAXTER** *Wallace* **BEERY**

in

AVE SHIP

with

ELIZABETH ALLAN
MICKEY ROONEY
George Sanders • Jane Darwell • Joseph Schildkraut
Francis Ford • J. Farrell MacDonald • Paul Hurst
Arthur Hohl • Minna Gombell • Billy Bevan
Holmes Herbert • Edwin Maxwell

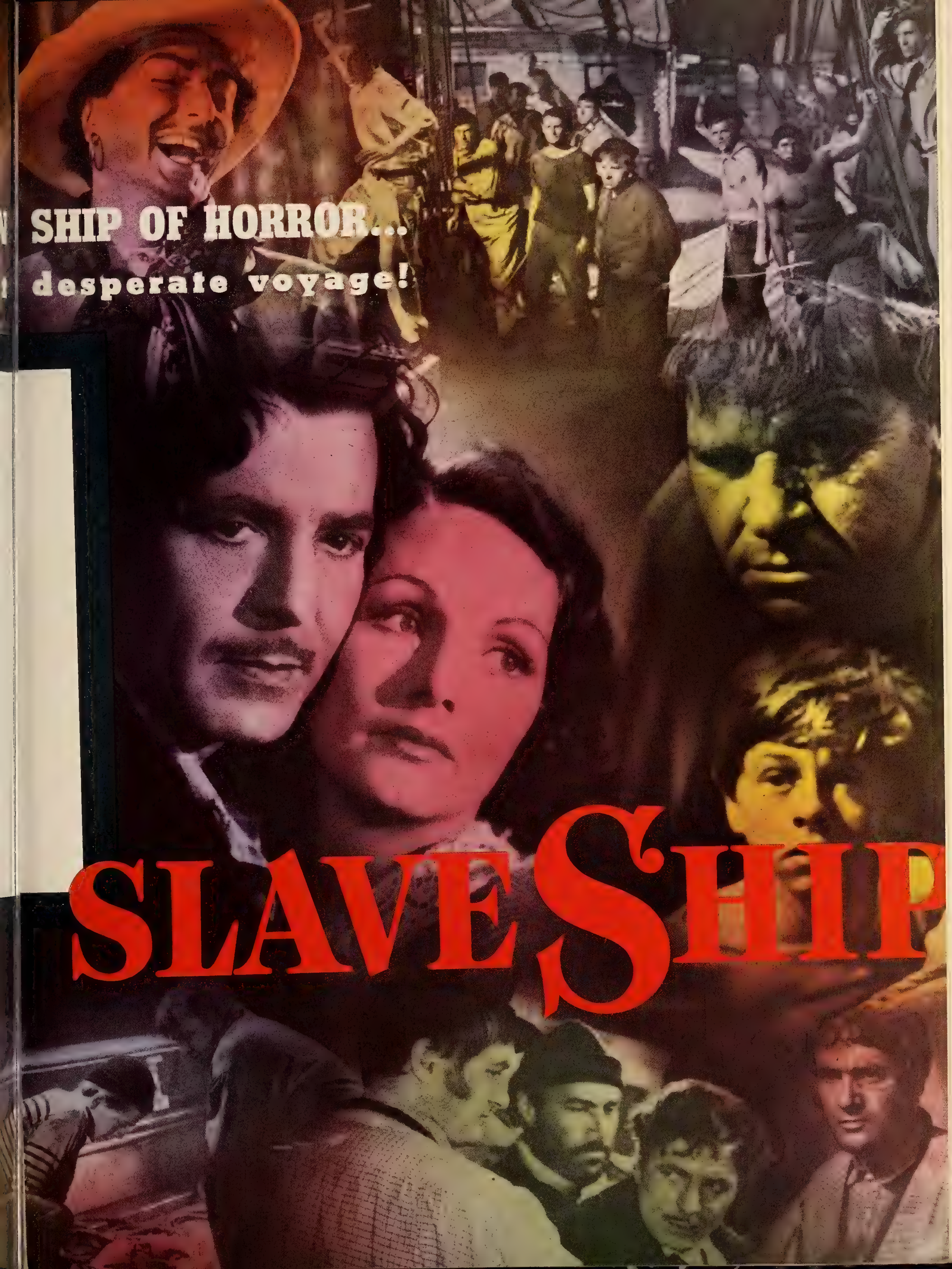
Directed by Tay Garnett • Associate Producer Nunnally Johnson
Screen Play by Sam Hellman, Lamar Trotti and Gladys Lehman
Story by William Faulkner • Based on a novel by George S. King

20th CENTURY FOX
Darryl F. Zanuck
In Charge of Production

CAPTIVE LOVERS ON A HONEYMOON

as the last slaver sails on its last

Sweethearts trapped on a doomed vessel . . . hunted down by the navies of the world . . . mutiny lashing the decks . . . the gallows waiting at the next port of call . . . every sail on the horizon striking terror in their hearts. All the emotional throb and surge that makes the blood leap and the heart pound with eager excitement . . . in a saga so heroic that only the trackless ocean could encompass its vast scene!


SHIP OF HORROR...
desperate voyage!
SLAVE SHIP

IT STANDS WITH THE BOXOFFICE IMMORTALS!

The fascination and illimitable mystery of the sea have ever been a source of literature's greatest stories and the screen's most profitable pictures—"Sea Beast," "Captain Blood," "Mutiny on the Bounty." Now, the peer of them all, comes 20th's proud saga of outcast men of iron on seas of shame and brave romance.

PRINTED IN U.S.A.

SLAVE SHIP

20th CENTURY FOX
THE KEYSTONE
OF YOUR FUTURE

Alger Voices Criticism of Plan for RKO

(*Continued from page* 1)

his contingent claim against RKO with reference to the Plaza and Palace theatres in Schenectady and Albany. However, it was decided to postpone his testimony until the next hearing.

Joseph Cohen, representing the independent protective committee for common stockholders, placed Elmer Pearson, general manager of the Pathe exchange, on the stand. Pearson testified that the latter half of the year produces at least 25 per cent more profits than the first half. He said that producers having their own distribution setup abroad can secure 25 to 32 per cent of the gross from foreign distribution, and from seven to 15 per cent if they sell to distributors.

Cohen attacked the method of amortizing pictures over an 18-month period. He stated that 851 pictures were written off the books at one dollar after that period although they were still producing revenue. Cohen contended that 42 pictures earned $1,000,000 after being written off.

Arthur Berenson, counsel for a Class A stockholder, asked that the agreement between RCA, Atlas Corp. and Lehman Bros., under which they acquired stock from RKO be placed in evidence, but Alger reserved decision on this request.

Leonard Atkins, representing RCA, stated that 500,000 shares of Class B stock were acquired in December, 1929, and 216,000 shares of Class A stock were acquired between December, 1928, and May, 1930.

Mugridge Gets Imperial

MINNEAPOLIS, June 10.—H. O. Mugridge has been given a five-year Imperial franchise for this territory.

Wall Street

Stock Issues Show High Rise

	High	Low	Close	Net Change
Columbia	33	33	33	+ ½
Columbia, pfd....	43¼	43¼	43¼	+1¼
Consolidated Film	3⅛	3⅛	3⅛	— ⅛
Consolidated, pfd.	13	12¾	13	+ ⅜
Eastman Kodak..	170½	169¾	170½	+ ¼
Gen. Th. Equip...	22¾	22¼	22¼	— ¼
Loew's, Inc.......	80¼	79½	79½	— ½
Paramount	19½	19⅛	19⅛	.....
Paramount 2 pfd..	17⅛	17	17	— ⅜
Pathe Film	7¼	7¼	7¼	+ ⅛
RKO	8	7⅞	7⅞	— ¼
20th Century-Fox.	37¼	37	37¼	+ ¼
20th Century pfd.	46	46	46	.....
Warners Bros. ..	13½	13¼	13¼	— ⅛

Fractional Curb Change

	High	Low	Close	Net Change
Sonotone	1¾	1⅝	1⅝	— ⅛
Technicolor	27¾	26⅝	26¾	— ¼
Trans-Lux	4⅝	4⅝	4⅝	+ ⅛

Bonds Decline

	High	Low	Close	Net Change
Keith, B. F., 6s '46	98¼	98¼	98¼	.....
Loew's	99⅞	99¾	99¾	— ⅛
Paramount B'way 3s '55	67⅝	67½	67½	— ⅛
Paramount Pict. 6s '55	100	99⅞	100	+ ⅛
Warner Bros. 6s '39 wd	94¾	94⅝	94⅝	— ⅛

(Quotations at close of June 10.)

French Trade Waits Report of Inquiry

(*Continued from page* 1)

basis on which admission charges will be figured.

It is reported that there are numerous additional clauses in the proposed law, but it is believed none will constitute a threat to the importation of American films, which is governed by the Franco-American trade treaty of 1936.

The French industry is unwilling to accept Government control. The Confederation of the French Cinema, which now represents all branches of the trade, is preparing an internal organization, with the creation of a French organization similar to the M. P. P. D. A. in the United States. The Confederation has just organized an inter-professional control system and central film fund for all credit and banking operations for the purpose of assisting producers.

Broadway Grosses Slip in Heat Wave

(*Continued from page* 1)

"Lost Horizon" ended with about $4,000. The picture will be replaced by "The Road Back" next Thursday. "Go-Getter" at the Criterion tallied about $6,500, "Behind the Headlines" at the Rialto got approximately $6,000.

"Hit Parade" at the Rivoli wound up the first week with $12,000. "This Is My Affair" at the Music Hall finished a second week with slightly under $50,000.

Tentative Agreement Drawn on Music Fees

(*Continued from page* 1)

only to music delivered to publishers after June 1.

Before becoming effective the agreement must be ratified by the Music Publishers' Protective Ass'n and the S.P.A. membership. Dual meetings for this purpose will be called early next week, it was stated. The S.P.A. originally asked full synchronization and recording rights. Publishers countered with an offer of 50 per cent on classical music and 40 per cent on popular music.

Jersey Allied Hears Summary of Session

ASBURY PARK, June 10.—Lee Newbury, president, and Sidney E. Samuelson of Allied of New Jersey today gave exhibitors from this state a resume of developments at the recent national convention in Milwaukee.

The session was held at the Berkeley-Carteret with more than 50 theatre owners in attendance. Newbury presided.

Flash Previews

"Forever Yours"—Featuring the excellent and generous singing of Beniamino Gigli, one of the world's leading lyric tenors, this film will have a particular attraction for lovers of operatic music.

"Yodelin' Kid from Pine Ridge"—A story of the cattle ranches in Florida, of which, the picture assures us, there are many. Another Gene Autry offering.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Harmon-Ising Sued On Shorts by M-G-M

(*Continued from page* 1)

the terms of the contract, must be approved by M-G-M. It is also asserted that the cost of the cartoons, which M-G-M paid in addition to the $200 weekly each to Harmon, Wilson and Ising, have run as high as $20,000 despite the contract stipulation that the maximum cost per short should be $12,500.

The suit declares that the pact calls for from 13 to 18 shorts yearly and that M-G-M asked for 18 yearly for the last two years, but did not receive them.

Columbia to Ask Dismissal

Columbia Pictures Corp. of California, *Screen Classics* and Columbia Pictures will petition the U.S. District Court on June 15 to dismiss the complaint filed against them by *Plain Talk*, a magazine, on the ground that it fails to state a cause of action.

The complaint charges infringement of the plaintiff's copyrighted story, "Norton the First, Emperor of America," which it claims was made into a picture of the same name. A permanent injunction, accounting of profits and $50 damages for each exhibition of the film are asked.

S. L. Chess Asks $20,000

Samuel L. Chess, attorney for participating creditors and stockholders, filed an application in Federal Court yesterday for an allowance of $20,000 for legal services rendered in the reorganization proceedings of the Flatbush Ave. and Nevins St. Corp., owners of the Fox Brooklyn and office building. Francis J. Quillan also filed a petition for $2,000 for legal services.

Delay Moskowitz Quiz

Examination of C. C. Moskowitz, Loew executive, by attorneys for the I. T. O. A. in connection with a suit on the circuit's split week policy, scheduled for yesterday, has been put off until July 15. The request for the delay again was made by counsel for the plaintiffs.

B. N. Stymies San Antonio

SAN ANTONIO, June 10.—Local theatre policy on Bank Night is undecided here following the Court of Criminal Appeals' ruling that the game is a lottery and illegal. William O'Donnell, local Interstate Circuit director, said he was awaiting instructions from the circuit's headquarters at Dallas before deciding whether to continue the game next Tuesday when the local award will amount to $1,600.

Reverse Screeno Ruling

DETROIT, June 10.—A decision of the Wayne County Circuit Court granting United Detroit Theatres, operating the Palms-State, an injunction preventing Jacob Schreiber's Colonial Theatre Enterprises from operating Screeno in its theatres on Woodward Ave, has been reversed in a decision just given by the State Supreme Court and the injunction has been dissolved.

Ben Chapman to Cast

HOLLYWOOD, June 10.—Ben Chapman has been named casting director of Major, succeeding Veronica Grusling, who resigned recently.

Title Action Goes Over Until Autumn

(*Continued from page* 1)

board before they can be placed in effect and the board is not scheduled to meet again until late September.

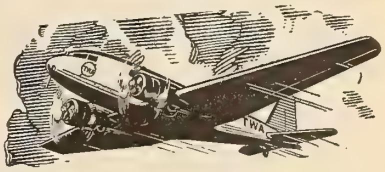
The title registration committee has been considering several proposals for lengthening the time in which exclusive rights to a title are permitted to remain with the registrant. Formerly, the time was unlimited, but one year ago the rights to a registered title were limited to two years, after which the title, if unused during that time, became available to anyone. The present inclination of the committee is to extend the exclusive period to either three or four years.

At the board meeting yesterday Will H. Hays appointed H. M. Warner, E. W. Hammons and Stanton Griffis as a special committee to study further the question of films for use in class work in schools to be made under the supervision of educators. Warner is chairman of the committee.

Attending the board meeting were Barney Balaban, Paramount; Harry D. Buckley, United Artists; R. H. Cochrane, Universal; Jack Cohn, Columbia; Hammons, Educational; E. B. Hatrick, Cosmopolitan Corp.; Hays, chairman; Frederick L. Herron, M.P.P.D.A. treasurer; S. R. Kent, 20th Century-Fox; David Sarnoff, RCA; Nicholas M. Schenck, M-G-M; Albert and Harry Warner, Warners.

Littman Schach's Agent

Max Schach, British producer, has engaged Mack Littman to represent his companies in the United States, Canada, Central America and South America. Littman also represents Criterion Film Prod., Ltd.



Ship It
GENERAL
AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL
AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

Radio Parts Show Opens in Chicago

(*Continued from page* 1)

principally of technical discussions. Tonight Dr. O. H. Caldwell spoke on "Radio Tomorrow," revealing data regarding new radio pianos with radio amplifiers which make possible the reproduction of sound and tone comparable with concert grand pianos but selling for $500 instead of $3,000. The development, said Caldwell, may revolutionize the piano business.

Many delegates here intend to stay over for the convention of the N.A.B. next week.

McCosker Will Head Delegation to NAB

The WOR-Mutual contingent to the NAB convention in Chicago will comprise the following: Alfred J. McCosker, president of WOR and chairman of the Mutual board; Ted C. Streibert, Mutual vice-president; Fred Weber, network general manager; John W. Johnstone, director of publicity, and Lester Gottlieb, Mutual publicity coordinator.

The CBS and NBC delegations have not been set as yet.

Radio Events Plans Out of Town Tests

Radio Events, Inc., by special arrangement with an unstated number of stations, will experiment with productions this summer by presenting its new programs for first readings, or "tryouts" over the wavelengths of the out-of-town stations.

In this manner the commercial department of Radio Events will be able to get a reaction to scripts before offering them commercially.

To Expand Bulletin Service

NBC Thesaurus Bulletin service will be improved and expanded, with a view toward increasing the usability of its recorded program library.

The bulletin service will be divided into two classifications. One will be directed toward program managers and will give information on record releases, programs, artists and operating suggestions. The other will be issued to commercial managers and will be devoted to sales hints, promotion ideas, etc. Commercial managers also are to receive more publicity matter than heretofore.

Kraft Pact Expires July 1

The contract for the Kraft "Music Hall" series will expire July 1. Although not definitely certain at the moment, it is believed that the series will fade for the summer at this date. J. Walter Thompson handles the account.

Other J. Walter Thompson programs which are definitely scheduled to close are the Louis Armstrong all-Negro show, June 25; Bob Ripley's program, June 27; Joe Cook's program, June 26, and the Grace Moore series, the same evening.

"Spy Stories" on WINS

Tim Healy's "Spy Stories," a long popular network feature, will begin a broadcasting stay over WINS and the New York Broadcasting System June 15 at 3:30 P. M., E. D. S. T. The scripts are by Vernon Radcliffe, New York, production manager of WPA.

Transamerican Gets 10 Hearst Stations

Transamerican Broadcasting & Television Corp. has completed a deal whereby it will represent 10 Hearst stations.

The stations are: WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KOMO, Oklahoma City; KYA, KTSA, San Antonio; KNOW, Austin, and WACO, Waco.

The Booth Tarkington radio serial, 'This Boy Joe," in which Leon Janney is featured, will probably be the first of the sponsored Transamerican programs to be heard over the foregoing stations as well as other Transamerican outlets.

Inter-Hotel System Ties in with WMCA

WMCA programs will be carried on the inter-hotel systems of four local hotels, through an arrangement completed by Dick Fishell, WMCA director of special events. The plan becomes effective June 14.

In return for the constant carrying of WMCA's programs on the hotel set, the station will publicize the activities current at the hotels in the morning "Today's Doings" broadcast daily at 8:55 A. M. Participating hotels are the Waldorf-Astoria, Park-Central, New Yorker and Lexington.

Sues on Radio Contract

A charge that the National City Bank and others interested in the purchase of stock of five broadcasting corporations did not pay him for negotiating the purchase in accordance with an agreement made on Feb. 27, 1932, is made in a suit for $38,600 filed in N. Y. Supreme Court yesterday by Lorenzo C. Carlino, an attorney.

Carlino asserted in his complaint that he was to get 10 per cent of the purchase price of stock of the Brooklyn, United States, Paramount and International Broadcasting Corp., and of the Voice of Brooklyn, Inc. The defendants in addition to the National City Bank are the law firm of Edward & Smith, Nichols & Co., Inc., Myron S. Hall & Co. and the Development Associates, Inc.

Transradio Suit Settled

According to Transradio yesterday there had been a satisfactory adjustment between that company, NBC, and CBS of the controversy growing out of arrangements for broadcasting news inaugurated in 1934. These arrangements and subsequent modifications will be continued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, Associated Press, United Press, International News Service and the American Newspaper Publishers Ass'n and certain individuals, has been discontinued.

WHK to Join NBC-Blue

WHK, owned by the Radio Air Service Corp., will join the NBC-Blue Sept. 26, replacing WGAR, which will hook up with CBS.

The network rate for WHK will be $340 per evening hour.

The station has a daytime power of 2,500 watts, and an evening power of 1,000 watts.

New Shows On the Air

"The Other Americas"

NBC merits high praise for its able welding together of a new series, "The Other Americas," dedicated to the Latin-American countries and short-waved to 20 nations below the Rio Grande via W3XAL. Listeners here will appreciate the weekly dedicatory programs as much as Latin-Americans, is our opinion.

Edward Tomlinson, authority on Latin-American affairs, chatted enjoyably about the customs and histories of the Latin-American countries, and interpreted current news of significance to them. Congratulatory wires to NBC from Secretary of State Cordell Hull and Dr. L. S. Rau, director general of the Pan-American Union, were broadcast.

Maria Silveira, possessor of a beautiful soprano voice, offered several Spanish song numbers in exquisite fashion. Joseph Littau's orchestra provided spirited accompaniment.

BANNER

Lily Pons to Sing By Air for Wedding

Probably the most unusual broadcast of the year will be offered over the CBS network next Wednesday from 12:50 to 1 A.M., E.D.S.T. (actually Thursday) when from the WABC studios in New York, Lily Pons sings wedding tunes dedicated to her dearest friends, Jeannette MacDonald and Gene Raymond, who will be married in Hollywood at this time (allowing for the four-hour time difference between California and New York.) The songs will be piped direct to the scene of the marriage ceremony. Andre Kostelanetz will accompany Miss Pons at the piano.

The broadcast was arranged when Miss Pons learned that previous commitments would not permit her to attend the wedding.

CBS Builds Laboratory

CBS here has built an experimental laboratory studio for testing new ideas in radio acoustics, lighting and other construction details. The devices tested here are for installation in the new KNX studios in Hollywood, now under construction.

Singer on Censor Board

TORONTO, June 10.—Wishart Campbell, radio baritone, has been named to the three-member film censor board of Ontario by Premier M. F. Hepburn. He is the only member who has any connection with the entertainment field.

Gilbert Forbes Joins WFBM

INDIANAPOLIS, June 10.—Gilbert Forbes has been added to WFBM's news staff. He comes from WKBB, Dubuque, and succeeds Fred Winter, who has been added to WFBM's regular announcing staff.

Miss Mueller Going Abroad

Marjorie Mueller of the Script Library staff will leave June 20 for a tour of the Continent with a view to securing more thorough coverage for its script service library in Europe.

Mutual to Broadcast Opening of "Winkie"

Through cooperation with the 20th Century-Fox Studios, the Mutual network will present exclusively scenes attending the world premiere of "Wee Willie Winkie," opening at the Carthay Circle, Hollywood, June 25. The broadcast will be aired from 12:30 to 1 A.M., E.D.S.T.

Although Shirley Temple has never appeared on the air before, Mutual promises she will be on hand to broadcast greetings. Others who will be introduced on the air include Victor McLaglen, Barbara Stanwyck, Simone Simon, Joan Blondell, Walter Winchell, Alice Faye, Tyrone Power, Robert Taylor, Jane Withers, Loretta Young, Alice Faye, Don Ameche and Sonja Henie.

Don Lee's KHJ will feed the program over the coast-to-coast Mutual network.

FCC Gets Pleas for Three New Stations

WASHINGTON, June 10.—The receipt of applications for authority to construct three new broadcasting stations has been made public by the F. C. C..

The applications were submitted by WWPO, Inc., Pittsburgh, for a station to operate on 1,120 kilocycles with 250 watts; Gila Broadcasting Co., Safford, Ariz., for a station to operate on 1,420 kilocycles with 100 watts power night, 250 watts day, and Earl A. Nielsen, Phoenix, Ariz., for a station to operate on 1,210 kilocycles with 100 watts power.

An application was also submitted by WKRD, Tuscaloosa, Ala., seeking authority to increase power to 250 watts.

Will Describe Cup Races

Kenneth S. M. Davidson, authority on yacht racing, has been signed by NBC to broadcast the America's Cup races, beginning July 31. Davidson will work with George Hicks and Bill Stern. The latter incidentally, is no longer a free lance announcer, having signed with NBC's special events department.

"Remember When" New Series

"Remember When" is the title of a new series which will be presented weekly each Tuesday at 8:15 P.M. on WHN. A feature will be re-enactments of films of the past 10 years. Titles will be given, and listeners able to recall the names of the stars who were featured in the films will be rewarded with broadcast tickets.

Sherwin-Williams Back to NBC

The Sherwin-Williams Paint Co. has signed to return the "Metropolitan Auditions of the Air" program to NBC this fall. The program last season was heard Sundays from 3 to 3:30 P.M. on the Red. Its fall time schedule is not known at the moment.

Begin Test Programs

Axton-Fisher Tobacco Co. has begun a radio test campaign for Twenty Grand cigarettes on three Pittsburgh stations, through the New York office of McCann-Erickson.

More Radio—Page 12

BECOME YOUR OWN RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; *one* for every *five* passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just *one* of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens, but RADIO IN 1937 gives the exact figures.

THE COLUMBIA BROADCASTING SYSTEM • 485 MADISON AVENUE, N. Y.

Radio Personals

FRANKIE BASCH of WMCA celebrates her sixth anniversary on the air this Sunday. . . . Phillips Holmes will discuss the increasing importance of foreign language films in an interview with Radie Harris over WHN tonight. . . . Douglas Meldrum, London manager of N. W. Ayer & Son, arrives here aboard the *Champlain* today. . . . Pauline Alpert of WOR has written her first popular song, now in print. . . . Gabriel Heatter will interview *Brooklyn Eagle* radio editor Jo Ranson over WOR Monday on the writing of Ranson's new book, "Cops on the Air."

✢

Chicago Town Pump

CHICAGO, June 10.—Willie Winn is the new horse race broadcaster now appearing over WIND . . . Keith Beecher and his orchestra join the summer jubilee show at Hotel Sherman, WBBM-CBS is the radio outlet . . . Albert R. Goodwin is the newest addition to Tom Fizdale's staff. Goodwin was formerly with CBS . . . After the "First Nighter" broadcast last Friday a party was held for the press by NBC executives to acquaint them with Les Tremayne and Barbara Luddy, new stars of the program . . . Hugh Studebaker, local radio actor, is visiting in Hollywood with Don Ameche.

W. J. Williamson, formerly western manager for Radio Sales, Inc., took over the sales manager's job at WKRC, Cincinnati, this week . . . Joan Blaine is back from New York after a holiday . . . John Harrington is back on regular news broadcasts after a four-month period. Harrington broadcasts over WBBM-CBS . . . The WBBM "High School" day will take place June 12.

Chicago sports editors including; Ed Cochrane, Marvin McCarthy, Warren Brown and Lloyd Lewis take over the baseball broadcasts for WIND during the next four weeks. One sportswriter a week is the schedule. . . .

✢

Los Angeles Town Pump

LOS ANGELES, June 10.—Douglas Fairbanks, Jr., Harriett Hilliard and William Frawley were guest stars on the Kraft show tonight. . . . Nathaniel Schilkret's scheduled appearance on the Chase and Sanborn airer postponed a week . . . Lux has lined up Ann Harding for the play "Madame X," June 14, and Leslie Howard for "Monsieur Beaucaire," June 21 . . . Gus Haenschen and his orchestra replace Rubinoff and his violin as the regular feature of the twice weekly "Musical Moments" on KHJ and other Mutual-Don Lee stations . . . Howard Way has joined KMPC as vocal director and plans to inaugurate a new style of ensemble singing.

✢

San Francisco Town Pump

SAN FRANCISCO, June 10.—David Vaile, KYA announcer, has been promoted to studio supervisor by program director Leon Churchon of the Hearst station . . . Frank Manoff, technician-announcer, has left H. P. Drey's KROW for KLS . . . Dolores Unger, secretarial head for CBS's KSFO, is vacationing in Los Angeles, while Blenda Newlin, of the KSFO traffic staff, left recently for Salt Lake City . . . Mrs. Don Lee, widow of the radio station owner, arrived recently from Honolulu.

SONJA HENIE will appear on the Chase & Sanborn show June 27. . . . Vallee's guests next Thursday will include Fannie Brice, Mitzie Green and Tallulah Bankhead. . . . Cornelia Otis Skinner will be the "Showboat" guest Thursday. . . . Johnnie Hamp's and Barney Rapp's orchestras now on the "WLW Line." . . . Casa Loma boys tendered a surprise birthday party to Glen Gray the other evening. . . . Mike Nidorf of Rockwell-O'Keefe is convalescing nicely, but will be out all summer. . . . Emery Deutsch has been set for a stage appearance at the Paramount opening June 25, through Rockwell-O'Keefe. . . .

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The Sen Loria Brothers, now in Hollywood, depart for a vacation in Mexico today, returning to New York radio in mid-July. . . . The "Tune Twisters" have been signed for regular appearances on the summer "Jello" program. . . . Teddy Hart of "Room Service" will be interviewed by Powell Clark on WMCA today. . . . Jimmy Dolan has been signed by CBS to assist Ted Husing. . . . Emory Deutsch is down after a tonsilitis operation.

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Philadelphia Town Pump

PHILADELPHIA, June 10.—Gem Products Co. has renewed its daily Transradio news period for another 13 weeks over WIP. Accounts handled by Robert M. Clutch agency; Howard Jones does the commentating and commercials . . . Nathen Fleisher, Jewish program director on WDAS, marks his first year with the station this week with a visual variety show. Before turning to radio, Fleisher was editor of *The Jewish World* . . . Taylor Grant has replaced Roger Griswold on the baseball broadcasts over WCAU . . . Chris Seiter will return this week to the WDAS airlanes for more of his comedy songs . . . Leslie Joy, KYW station manager, is planning a Maine vacation in July . . . the Sleepy Hollow Boys return to WCAU after a two-week tour in nearby towns . . . Dave Tyson, WFIL announcer, is appearing at the Steel Pier, Atlantic City, during the summer months as Daddy Dave, conducting children shows.

Republic Will Hold Southern Meet Today

NEW ORLEANS, June 10.—Republic franchise holders from the south are here for the regional sales convention of the company which will be held tomorrow at the Hotel Jung. H. H. Everett, southern sales supervisor, will preside. Following are the franchise holders who will attend, and their headquarters:

Atlanta—Arthur C. Bromberg, Carl Floyd, Albert E. Rook, G. M. Jones, R. B. Wilbanks. Charlotte—J. H. Dillon, J. H. London, M. Funderburke, R. H. Bradley. Memphis—William Snelson, Lloyd B. Miller. New Orleans—L. V. Seicshnaydre, G. Y. Harrell, George Nungesser, Jack Duffy. Tampa—Henry Glover, H. G. Moore. Dallas—W. G. Underwood, C. C. Ezell, H. R. Risby, Grover McDonnell, Roy Starling. Oklahoma City—Sol Davis, F. R. Moran, G. A. Alt, Edward Greggs. Little Rock—B. F. Busby, G. W. Jones, Fred Lawrence.

U.A. Men Converge Here Over Weekend

(*Continued from page 1*)

W. Kelly, vice-president in charge of foreign sales; Harry D. Buckley, vice-president in charge of corporate affairs; A. W. Smith, Jr., general sales manager; Edward C. Raftery, assistant secretary and member of the board of directors, and Monroe W. Greenthal, director of advertising and publicity; Harry Gold, eastern division manager; Jack Schlaifer, western division manager; Paul N. Lazarus, in charge of the contract department; N. A. Thompson, comptroller, and Charles Steele, statistical assistant to Schaefer.

Others from the home office will be: Bob Hilton, head of the print department; Paul D. O'Brien, counsel; Stephen McGrath, contract department; Sammy Cohen, foreign publicity; Myer P. Beck, publicity manager; Charles Leonard and George Harvey, exploitation; Seymour Poe, assistant to Schlaifer; Philip Dow, assistant to Gold; Jack Wregge, playdate department, and Lou Ginsberg, detail sales.

District Managers Expected

District managers who will attend will be: Charles Stern, New York; Thomas P. Spry, Boston; Moe Streimer, special representative for the New York exchange; Bert Stearn, Cleveland, and Robert Mochrie, Atlanta.

Others expected are:

Atlanta—David Prince, branch manager; R. M. Emenhiser, J. L. Weiner and J. C. Simmons, salesmen.

Boston—J. J. Dervin, branch manager; George Hager, Joe Gronan, A. I. Weiner and H. J. M. Schaefer, salesmen.

Buffalo—Sidney Lehman, branch manager; M. V. Sullivan and Jack Zurich, salesmen.

Charlotte—Jay Schrader, manager; R. M. Boovy and W. P. Loewe, salesmen.

Cincinnati—Max Stahl, manager; G. S. Jeffrey, Milton Gurian, H. Dudelson, salesmen.

Cleveland—A. M. Goodman, manager; Louis Geiger, Norman Levin.

Dallas—J. Frank Shea, manager; J. S. Groves, T. R. Barber, C. F. Mock, salesmen.

Indianapolis — William Rosenthal, manager; E. V. Donnelly, H. M. Kreuger, Leonard Cantor, salesmen.

New Orleans—G. R. Frank, manager; Milton Dureau, Floyd P. Murphy, salesmen.

New Haven—Lou C. Wichaler and Reville Kniffin.

New York—Charles Rosenzweig, manager; Eddie Mullen, office manager; David Burkan, Samuel Stern, Arthur Weinberger, Leon Herman, Nat Beier, Samuel Rifkin and Lawrence Brown, salesmen.

Producers' Men to Attend

Producers' representatives will be: James A. Mulvey, vice-president of Samuel Goldwyn Prod., Inc.; Hal Horne, associate producer for Walter Wanger; Linton Wells, Goldwyn eastern publicity man. Rodney Bush, Wanger eastern representative; Lowell Calvert, head of Selznick International's New York office; Emanuel Silverstone and Morris Halprin, representing Alexander Korda, and Mack Litman, Criterion Films.

Prompt Release Is Promised by Agnew

(*Continued from page 1*)

ecutive cited the "remarkable strides" made by Paramount since Adolph Zukor took over studio supervision 14 months ago.

Charles M. Reagan, western division sales manager, declared that the company's business for the first 17 weeks of this year was more than 14 per cent above the business for the same period in the best previous year, 1929. He said the company is now servicing more than 91 per cent of its possibilities.

John Hicks, Jr., vice-president in charge of foreign activities, was enthusiastic about the prospects in his department, declaring people abroad have plenty of money to spend for film entertainment.

J. J. Unger, eastern division sales manager, awarded gold watches to 15 members of the 100 Per Cent Club, and Reagan presented the cash prizes to the winners of the Adolph Zukor Jubilee sales drive.

Today's list of 100 per cent winners were E. M. Adams, Charlotte; N. Davidson, Washington; D. C. Elmo, Pittsburgh; J. F. Gubbins, Boston; Irving Lesser, New York; J. C. Rodman, Cincinnati; C. N. Weaver, Dallas; J. S. Young, New Orleans; F. R. Anderson and A. S. Carr, Minneapolis; C. J. Duer, Denver; M. Segel, Seattle; W. A. Wender, St. Louis; H. Wirthwein, Chicago; J. R. Young, Kansas City, and H. L. Pfaff, Toronto. All were presented gold watches.

RKO's Special Off To Coast Tomorrow

(*Continued from page 1*)

be in charge of the RKO foreign representatives.

The train has scheduled stops at Albany, Indianapolis, St. Louis, Little Rock and Dallas to take aboard branch managers and salesmen. At St. Louis and Dallas additional sleeping cars, lounge cars and diners will be added to the train. Special receptions and entertainment are planned for the delegates at stopovers at Dallas, Fort Worth, Sweetwater and El Paso, in Texas, and Tucson, Ariz. Western delegates will go directly to Los Angeles for the meeting.

Miniature bulletins from the train's "printing press" will keep the delegates abreast of the convention plans. The bulletin will be prepared by William J. McShea, in charge of the convention special.

Virginia MPTO Will Start Meet Sunday

(*Continued from page 1*)

affiliated with either of the national organizations. Others scheduled to speak are: Jam Emanuel of Philadelphia; Roy Smith, mayor of Virginia Beach; James B. Fitzgerald, secretary of the Washington Film Board, and Robert T. Barton, Jr., counsel of the Virginia organization.

KMTH to Meet at Topeka

TOPEKA, June 10.—The Kansas-Missouri Theatre Owners will convene here June 22 and 23. Ed Kuykendall, M.P.T.O.A. president, has been invited to address the meeting.

Para. to Have 22 at Cost of Million Each

(*Continued from page 1*)

be released next season will be "High, Wide and Handsome," the Jerome Kern-Oscar Hammerstein musical starring Irene Dunne, and featuring Randolph Scott, to be directed by Rouben Mamoulian; "Souls at Sea," co-starring Gary Cooper and George Raft; "Angel," the Marlene Dietrich starring vehicle directed by Ernst Lubitsch.

"Ebb Tide" will be produced in Technicolor, as will "Beau Geste," which will star George Raft, and "The Vagabond King," to be produced by Frank Lloyd.

Cecil B. DeMille will produce "Buccaneer," starring Fredric March; Lubitsch will produce "Bluebeard's Eighth Wife," starring Claudette Colbert; Jack Benny will star in another of the "Broadcast" series, "The Big Broadcast of 1938; Emanuel Cohen will make "What Ho!" starring Gary Cooper, and will star Beatrice Lillie and Bing Crosby in a film as yet untitled. Harold Lloyd will make one, "Professor Beware."

Three More "Sophie Langs"

B. P. Schulberg will produce "Bonanza," with Edward Arnold George Bancroft and John Trent. Three films will be included in a new series of "Sophie Lang" pictures, which will star Gertrude Michael. The first will be "Sophie Lang in Hollywood." Sax Rohmer's character, "Fu Manchu," will come to the screen with Akim Tamiroff in the title role. Three pictures will be based on the adventures of "Bulldog Drummond." Harry Sherman will produce six of the "Hopalong Cassidy" westerns, which will star William Boyd.

Also scheduled for production later in the new season are "Men with Wings," an aviation story; "Rulers of the Sea," the Rudyard Kipling story; "The Life and Loves of Victor Herbert," featuring his compositions; "The Count of Luxembourg," Franz Lehar's operetta, and "Manana," a musical romance of old Mexico.

A Popeye in Color

The short subject schedule will include 12 "Popeye the Sailor" cartoons, produced by Max Fleischer; 12 "Betty Boop" cartoons, also to be made by Fleischer; six "Screen Songs," 15 "Paramount Headliners," 12 "Paramount Pictorials," 13 "Paramount Paragraphics," 13 "Grantland Rice Sportlights," with Ted Husing; six "Unusual Occupations," in Cinecolor; six "Color Classic" cartoons, in three-dimensional Technicolor; six "Popular Science" subjects, in Cinecolor, and one special, "Popeye the Sailor Meets Ali Baba and the Forty Thieves," a cartoon in Technicolor, which will be produced by Fleischer.

The list of features thus far set for Paramount's new season schedule is as follows:

"High, Wide and Handsome," Jerome Kern-Oscar Hammerstein musical, starring Irene Dunne, with Randolph Scott, Dorothy Lamour, Akim Tamiroff, Raymond Walburn, Ben Blue,Charles Bickford. Directed by Rouben Mamoulian.

"Souls at Sea," co-starring Gary Cooper and George Raft, with Frances Dee, Henry Wilcoxon and Olympa Bradna.

"Artists and Models," with Jack Benny, Ida Lupino, Richard Arlen, Gail Patrick, Judy Canova, Ben Blue, the Yacht Club Boys, Andre Kostelanetz and his orchestra, and Louis Armstrong and his band.

"Angel," an Ernst Lubitsch production, starring Marlene Dietrich, with Herbert Marshall, Melvyn Douglas, and Edward Everett Horton.

"Sapphire Sal," a "gay nineties" musical, starring Mae West. Emmanuel Cohen producing.

"Ebb Tide," in Technicolor, with Ray Milland, Frances Farmer, Oscar Homolka and Lloyd Nolan.

"Spawn of the North," cast to be announced.

"Double or Nothing," with Bing Crosby, Martha Raye, Andy Devine and Mary Carlisle.

"Argentine Love," with George Raft, Ida Lupino, Dorothy Lamour and a number of Argentine specialties.

"True Confession," with Carole Lombard and Fred MacMurray. Wesley Ruggles to produce.

"College Swing," with George Burns and Gracie Allen, Martha Raye, Charles Butterworth, Eleanore Whitney, Ben Blue, Johnny Downs, Rufe Davis, John Howard, Robert Cummings, Marsha Hunt and Olympe Bradna.

"Chocolate Parade," with Louis Armstrong and his band and a cast of colored entertainers.

"Buccaneer," a Cecil B. DeMille production starring Fredric March, with Franciska Gaal, Akim Tamiroff, Anthony Quinn, Olympe Bradna and Larry Crabbe.

"You and Me," co-starring Sylvia Sidney and George Raft. Directed by Fritz Lang. Musical score by Kurt Weil.

"Bluebeard's Eighth Wife," an Ernst Lubitsch production starring Claudette Colbert.

"An Empire Is Born," a Frank Lloyd production. Cast to be announced later.

"Big Broadcast of 1938," with Jack Benny, George Burns, Gracie Allen, Martha Raye, Shirley Ross, Dorothy Lamour, Ben Blue and Leif Erikson.

"What Ho!" starring Gary Cooper, to be produced by Emmanuel Cohen.

Beatrice Lillie and Bing Crosby in an untitled Emmanuel Cohen production.

"Things Began to Happen," starring W. C. Fields.

"Beau Geste," to be produced in Technicolor with an all-star cast headed by George Raft, Oscar Homolka, Ray Milland. Directed by Henry Hathaway.

"Midnight," starring Marlene Dietrich, with Georges Rigaud, South American star.

"Professor Beware," starring Harold Lloyd.

"The Vagabond King," in Technicolor, produced by Frank Lloyd.

"Paris Honeymoon,“ with Bing Crosby, Franciska Gaal, Akim Tamiroff and Ben Blue.

"Booloo," now being filmed in the Malay Peninsula with a native cast.

"This way, Please," with Charles "Buddy" Rogers, Mary Livingstone, Ned Sparks, Betty Grable, Fibber McGee and Molly and Romo Vincent.

"Her Jungle Love," with Dorothy Lamour and Ray Milland.

"Bonanza," with Edward Arnold, George Bancroft and John Trent, to be produced by B. P. Schulberg.

"The Barrier," Rex Beach novel, with Jimmy Ellison, Jane Wyatt, Leo Carrillo, Beulah Bondi and Robert Barrat. To be produced by Harry Sherman.

"Yesterday's Cheers," with John Howard, Terry Walker, Robert Cummings, John Patterson, Marsha Hunt and Larry Crabbe.

"Dance for the Lady," with Judy Canova, Leif Erikson, Johnny Downs, Betty Grable, Marsha Hunt and June Martel.

"Good Night, Ladies," with Lynne Overman, Benny Baker, Eleanore Whitney, Johnny Downs and Terry Walker.

"Daughter of the Tong," with Anna May Wong and Akim Tamiroff.

"Murder Goes to Jail,“ with Lynne Overman and Roscoe Karns.

"Summer Romance," with Ben Blue, Betty Grable, Leif Erikson, Larry Crabbe, John Howard, the Yacht Club Boys and Romo Vincent. To be produced by Fanchon.

"Prison Farm," cast to be announced later.

"On Such a Night," featuring Grant Richards, Karen Morley, Milli Monti, Roscoe Karns and Allan Mowbray.

"Sophie Lang in Hollywood," featuring Gertrude Michael.

"Fu Manchu," with Akim Tamiroff in the title role.

Three "Bulldog Drummond' productions with Lee Bowman and Akim Tamiroff heading the featured cast.

Six "Hopalong Cassidy" westerns starring William Boyd. To be produced by Harry Sherman.

"Arizona Ames," a Zane Grey story.

"Men With Wings," Cecil Lewis' story of aviation.

"Ruler of the Sea," based on the history of the Cunard Line.

"The Life and Loves of Victor Herbert," featuring the composer's best known music.

"The Light That Failed," the Rudyard Kipling story.

"The Count of Luxembourg," Frank Lehar's musical.

"Manana," musical with Mexican setting.

What They're Down For!

Stars, featured players, directors and producers have received assignments thus far in the 1937-'38 product lineup of Paramount, as follows:

Richard Arlen—"Artists & Models."
Louis Armstrong and His Band—"Artists & Models" and "Chocolate Parade."
Edward Arnold—"Bonanza."
Benny Baker—"Good Night, Ladies."
George Bancroft—"Bonanza."
Robert Barrat—"The Barrier."
Jack Benny—"The Big Broadcast of 1938" and "Artists & Models."
Charles Bickford—"High, Wide and Handsome."
Ben Blue—"Artists & Models," "The Big Broadcast of 1938," "College Swing," "High, Wide and Handsome," "Paris Honeymoon" and "Summer Romance."
Beulah Bondi—"The Barrier."
Lee Bowman—To be featured in three productions based on the adventures of "Bulldog Drummond."
William Boyd—Starred in six Hopalong Cassidy westerns.
Olympe Bradna—"Buccaneer," "College Swing," and "Souls at Sea."
George Burns and Gracie Allen—"The Big Broadcast of 1938" and "College Swing."
Charles Butterworth—"College Swing."
Leo Carillo—"The Barrier."
Mary Carlisle—"Double or Nothing."
Judy Canova—"Dance for the Lady" and "Artists & Models."
Claudette Colbert—Starred in "Bluebeard's Eighth Wife."
Gary Cooper—Starred in "What Ho!" and co-starred with George Raft in "Souls at Sea."
Larry Crabbe—"Buccaneer," "Summer Romance" and "Yesterday's Cheers."
Bing Crosby—Starred in one unnamed with Beatrice Lillie and also featured in "Double or Nothing" and "Paris Honeymoon."
Robert Cummings—"College Swing" and "Yesterday's Cheers."
Rufe Davis—"College Swing."
Frances Dee—"Souls at Sea."
Andy Devine—"Double or Nothing."
Marlene Dietrich—Starred in "Midnight" and "Angel."
Melvyn Douglas—"Angel."
Johnny Downs—"Good Night, Ladies," "Dance for the Lady" and "College Swing."
Irene Dunne—Starred in "High, Wide and Handsome."
Jimmy Ellison—"The Barrier."
Leif Erickson—"The Big Broadcast of 1938," "Dance for the Lady" and "Summer Romance."
Frances Farmer—"Ebb Tide."
W. C. Fields—Starred in "Things Began to Happen."
Franciska Gaal—"Paris Honeymoon" and "Buccaneer."
Betty Grable—"This Way Please," "Dance for the Lady" and "Summer Romance."
Oscar Homolka—"Beau Geste" and "Ebb Tide."
Edward Everett Horton—"Angel."
John Howard—"Summer Romance," "Yesterday's Cheers" and "College Swing."
Marsha Hunt—"College Swing," "Yesterday's Cheers" and "Dance for the Lady."
Roscoe Karns—"Murder Goes to Jail" and "Summer Romance."
Andre Kostelanetz and His Orchestra—"Artists & Models."
Dorothy Lamour—"Her Jungle Love," "The Big Broadcast of 1938," "Argentine Love" and "High, Wide and Handsome."
Beatrice Lillie—Co-starred with Bing Crosby in one untitled.
Mary Livingstone—"This Way Please."
Harold Lloyd—Starred in "Professor, Beware."
Carole Lombard—Co-starred with Fred MacMurray in "True Confession."
Ida Lupino—"Artists & Models" and "Argentine Love."
Fred MacMurray—Co-starred with Carole Lombard in "True Confession."
Fibber McGee and Molly—"This Way Please."
Fredric March—Starred in "Buccaneer."
Herbert Marshall—"Angel."
June Martel—"Dance for the Lady."
Gertrude Michael—Featured in three "Sophie Lang" pictures, first of which will be "Sophie Lang in Hollywood."
Ray Milland—"Beau Geste," "Ebb Tide," "Her Jungle Love" and "High, Wide and Handsome."
Milli Monti—"Summer Romance."
Karen Morley—"Summer Romance."
Allan Mowbray—"Summer Romance."
Lloyd Nolan—"Ebb Tide."
Lynne Overman—"Good Night, Ladies" and "Murder Goes to Jail."
John Patterson—"Yesterday's Cheers."
Gail Patrick—"Artists & Models."
Anthony Quinn—"Buccaneer."
George Raft—Starred in "Beau Geste"; co-starred with Gary Cooper in "Souls at Sea" and with Sylvia Sidney in "You and Me," also featured in "Argentine Love."
Martha Raye—"Double or Nothing," "College Swing" and "The Big Broadcast of 1938."
Grant Richards—"Summer Romance."
Georges Rigaud—"Midnight."
Charles "Buddy" Rogers—"This Way Please."
Shirley Ross—"The Big Broadcast of 1938."
Randolph Scott—"High, Wide and Handsome."
Sylvia Sidney—Co-starred with George Raft in "You and Me."
Ned Sparks—"This Way Please."
Akim Tamiroff—"Daughter of the Tong," "Paris Honeymoon," "Buccaneer," "High, Wide and Handsome," "Bonanza" and featured in three pictures based on the adventures of "Bulldog Drummond."
John Trent—"Bonanza."
Romo Vincent—"This Way Please" and "Summer Romance."
Terry Walker—"Good Night, Ladies" and "Yesterday's Cheers."
Mae West—Starred in "Sapphire Sal."
Eleanore Whitney—"Good Night, Ladies" "College Swing."
Henry Wilcoxon—"Souls at Sea."
Anna May Wong—"Daughter of the Tong."
Jane Wyatt—"The Barrier."
The Yacht Club Boys—"Artists & Models" and "Summer Romance."

Directors

Henry Hathaway—"Beau Geste."
Fritz Lang—"You and Me."
Frank Lloyd—"An Empire Is Born" and "The Vagabond King."
Ernst Lubitsch—"Angel" and "Bluebeard's Eighth Wife."
Rouben Mamoulian—"High, Wide and Handsome."
Wesley Ruggles—"True Confession."

Producers

Emanuel Cohen—"Ebb Tide," "Sapphire Sal," "What Ho!" and a fourth untitled.
Cecil B. DeMille—"Buccaneer."
Fanchon—"Summer Romance."
Frank Lloyd—"An Empire Is Born" and "The Vagabond King."
Ernst Lubitsch—"Angel," "Bluebeard's Eighth Wife."
Wesley Ruggles—"True Confession."
B. P. Schulberg—"Her Jungle Love."
Harry Sherman—"The Barrier" and six "Hopalong Cassidy" westerns."

Warner Men to Meet Tomorrow in Chicago

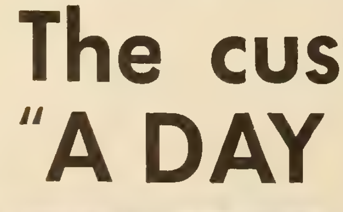
Chicago, June 10.—The second in a series of four meetings of Warner bookers and advertising and accessory salesmen of Warners will be held Saturday at the Hotel Blackstone, with A. W. Schwalberg, supervisor of exchanges, in charge.

Others who are to attend are: I. F. Dolid, assistant Vitaphone sales manager; Leo Blank, midwest district manager, and T. R. Gilliam, Chicago branch manager, as well as bookers and salesmen in the midwest territory.

Two more meetings in the series are scheduled for New York and New Orleans.

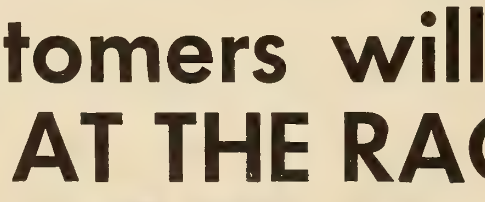
A PRETTY PICKLE!

What a spot you're in, Mr. Exhibitor. The customers will *have* to see "A DAY AT THE RACES" at least *twice!*



"Stop the noise! I can't hear the gags!"

(You should worry. He'll come again!)



THE PUBLIC WILL BEG YOU TO HOLD OVER THE MARX BOYS!

From experience at Previews we hasten to tip you off! The audiences laugh so hard at M-G-M's history-making hit they can't possibly get all the gags at one time. You should worry! Everybody will positively want to see it again! This Greatest Comedy of All Time *must* be Held Over! Are you all set for EXTRA TIME?

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 137 NEW YORK, SATURDAY, JUNE 12, 1937 TEN CENTS

U.A. Circuit In Deal with Robb-Rowley

Report Groups About Set To Enter Partnership

Negotiations are understood to be practically completed whereby the United Artists Theatre circuit will acquire a partnership interest in the Robb & Rowley circuit of approximately 65 houses in California, Oklahoma and Texas.

Harold Robb, Edward Rowley and their attorney are now on the coast conferring with Joseph M. Schenck, president and chairman of the U.A. circuit. The deal, it is said, will be completed shortly.

Schenck is expected to arrive from Hollywood the latter part of the month for the reported purpose of presenting the deal to the circuit's board, which includes, in addition to Schenck, Harry D. Buckley, A. H. Frisch, Joseph H. Moskowitz, Bertram S. Nayfack, Dennis F. O'Brien,

(*Continued on page* 3)

GN Loss $636,201; Blumenthal Is V.P.

Grand National yesterday reported a loss for its first year of $636,201 after all charges, including costs of organizing the company and other corporate expenses aggregating $74,131.

At the same time, Edward L. Alperson, president, reported that A. Pam Blumenthal, former film and financial executive, who has been associated with Grand National unofficially for some time, will become a vice-president and director of the company. On June 30 he is slated to succeed Charles L. Stillman as a director, with the latter's resignation becoming effective on that date, and on Aug. 1 he is to become a vice-presi-

(*Continued on page* 4)

Screeno Dates Are Set in RKO Houses

Several of the RKO theatres lined up to reinstate chance games will feature Screeno two and three times a week, starting June 19, under the new policy. Dual bills will be continued on a twice weekly change.

Starting next Saturday and continuing every Saturday night thereafter the following units will feature the game: 58th St., Colonial, 125th St., 23rd St., Regent, Alhambra, Empire,

(*Continued on page* 2)

Coast Strike Is Settled by An Agreement

Hollywood, June 11.—By the terms of a strike settlement reached late last night painters and scenic artists will receive 100 per cent union recognition starting July 1. They will go back to work immediately.

Makeup men will be guaranteed a union shop, but a contract and negotiations will be delayed until a membership election to be held soon determines whether the I.A.T.S.E. or the Painters' Brotherhood shall represent them.

In the agreements, which were submitted in writing by Pat Casey, producers' representative no mention is made of the Federated M. P. Crafts,

(*Continued on page* 3)

Studios Have 41 in Work; 3 Completed

Hollywood, June 8.—Production this week gained one with a total of 41 before the cameras. Three were finished, five were started and one—M-G-M's "Saratoga"—was suspended indefinitely.

Twenty-two are in preparation and 68 in the cutting rooms. The starts are M-G-M's "The Umbrella Man," RKO's "Stage Door," and Universal's "The Lady Fights Back," "Too Clever to Live" and "Radio Patrol."

The score by studios is:

Columbia had two shooting, two preparing and seven editing; Goldwyn

(*Continued on page* 3)

Academy Writers Ask Contract Abrogation

Hollywood, June 11.—Producer signatories to the contract establishing working conditions for writers have received from the writers' branch of the Academy a request for the abrogation of the pact.

Should the requested abrogation of the writer-producer contract be completed it will mark the withdrawal of the Academy from economic and labor situations, limiting it to purely cultural, educational and technological functions.

Something Else

"We're going to have fewer B and C pictures this year than ever," a film salesman with a new season work sheet confided to an exhibitor in front of the Film Center Bldg. yesterday.

"Well, it ain't the B and C product that I'm worried about," the exhibitor countered, "it's the A and Z product."

Zukor Sees Higher Grade Films Ahead

Los Angeles, June 11.—The new season should be the greatest for top caliber productions in many years, Adolph Zukor, chairman of the board of Paramount, today told the delegates to the company's annual sales convention at the Ambassador Hotel here. He expressed the belief that the public is demanding a higher type of entertainment and that by next fall big films will run five or six weeks instead of one and possibly two weeks, as before.

The executive declared his expectation that Paramount's planned 22 $1,000,000 features will gross more than the 60 the company released in the current season. He urged the salesmen to educate the exhibitors to seek their profits in quality rather than in quantity. He added that the company is aiming at 36 big pictures although just 22 are scheduled.

At yesterday's session, Eugene

(*Continued on page* 2)

U.A. Lineup to be Announced Monday

The highlight of the eastern sales convention of United Artists, which will open at the Waldorf-Astoria on Monday, will be the announcement of the company's product for 1937-'38 on Monday by George J. Schaefer, vice-president and general manager.

Following the roll call and announcements by N. A. Thompson Monday morning Schaefer will welcome the eastern delegates and production representatives, and introduce A. W. Smith, Jr., general sales manager. Smith will present the awards in the George Schaefer sales drive

(*Continued on page* 2)

British Quota Up to 30% Proposed by Government

Would Start at 20% and 15%, Rising to 30% Within 10 Years

By BRUCE ALLAN

London, June 11.—A quota ratio of 20 per cent for distributors and 15 per cent for exhibitors, rising gradually over a 10-year period to a high of 30 per cent for distributors and 25 per cent for exhibitors, was stated today by Oliver Stanley, president of the Board of Trade, as the British Government's proposal for quota stipulations in the proposed new Films Act. The new law will replace the present legislation expiring next year. The present quota is 20 per cent for both distributors and exhibitors.

Stanley revealed the long-awaited Government proposals to the joint trade deputation to the Board of Trade today. The deputation represented the Cinematograph Exhibitors' Ass'n, the Kinematograph Renters' Society (distributors) and the Film Group of the F.B.I. (producers).

The Government also proposed a minimum cost of £15,000 or £2, 10 shillings per foot, with a film costing £7, 10 shillings per foot, or a total of £45,000, counting double on the quota.

A separate shorts quota is proposed at 10 per cent for distributors and five per cent for exhibitors, rising to 20 per cent and 15 per cent. There is to be no cost basis for shorts, but the Board of Trade would be invested with power to impose such a stipulation.

There will be no quality test as re-

(*Continued on page* 4)

Cohns Increase Their Holdings in Columbia

Harry Cohn, Columbia executive, increased his security holdings in the company to 64,763 common voting trust certificates and 1,266 common shares as of Oct. 31, 1936, he reported yesterday to the New York Stock Exchange. On March 30, 1935, he held 47,362 certificates and 785 common shares. He also, as president, was beneficial owner of 5,828 certificates and 336 common shares on Oct. 31 last.

Jack Cohn, vice-president, increased his certificate holdings from 25,078 to 26,578 and common stock from 314 to 505 shares.

Radio News—Page 4

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 12, 1937 No. 137

MARTIN QUIGLEY
Editor-in-Chief and Publisher

MAURICE KANN, *Editor*

J. M. JERAULD, *Managing Editor*

JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Ohio Files Answer In Playdate Action

COLUMBUS, June 11.—Rocker & Schwartz, Cleveland, representing defendants in the suit of RKO Distributing Corp. vs. State of Ohio, to test the validity of the preferred playdate law, have filed a brief with the U. S. special statutory court.

The answer denies all allegations of unconstitutionality as set forth by the plaintff, and affirms the validity of the act as a valid exercise of police power.

Defers Play Suit Ruling

Federal Judge Samuel Mandelbaum yesterday referred the motion made by RKO Radio Pictures to dismiss the suit of Samuel Shipman and Clara Lipman to Federal Judge John M. Woolsey for a hearing on June 26. The complaint charges infringement of the plaintiff's play, "Depend on the Woman," in the RKO picture, "I Dream Too Much." An accounting of the profits and an injunction are asked.

Take Jersey City Site

The Bergen Center Holding Co. has acquired a site in Jersey City for a new theatre which is expected to be completed in October.

Purely Personal

ALBERT MARGOLIES of G.B. says it must be two other fellows—maybe Hecht and MacArthur—who are writing that play. As far as he is concerned his status this summer will be only that of a commuter between 1600 Broadway and the hills of Katonah, where there is a tennis court but no typewriter.

●

CHARLES R. ROGERS, executive in charge of Universal production, and JAMES P. NORMANLY, general business manager of the studio, will arrive in town Monday for the opening of "The Road Back" at the Globe Thursday.

●

B. S. MOSS will return on the *Normandie* Monday from Paris where he conferred with CHARLES LAPLACE, French architect, on a new type of auditorium for the house at Broadway and 49th St.

●

RICK RICKETSON, operating head for Fox Intermountain, left for Denver yesterday after conferring with SPYROS SKOURAS for about a week on theatre leases.

●

NAT SALAND is opening new Mercury Film Laboratory offices today on the 11th floor of 723 7th Ave. He plans to "house warm" the new space this afternoon.

●

WILL H. HAYS left for the coast yesterday by train. He plans to be away about three months.

●

SAM MARX, coast story head for SAMUEL GOLDWYN, arrived in Hollywood by plane yesterday.

●

HERMAN GLUCKMAN of Republic returned from the coast yesterday.

Big Films Promised At Republic Meeting

NEW ORLEANS, June 11.—Republic's regional convention of franchise holders here today at the Hotel Jung heard predictions of bigger and better films during the coming year.

Among those present from the New York office were J. J. Milstein, general sales manager; Sam Hacker, contract department, and H. H. Everett, southern district manager.

Other areas represented included: Atlanta, Ga., A. C. Bromberg, franchise holder; Carl Floyd, manager; George Jones, R. B. Wilbouks and A. E. Rook; Charlotte, N. C., J. H. Dillon, manager; R. H. Bradley, Jack London and Marsh Funderburk; Tampa, Fla., Harry Glover, manager, and H. G. Moore; Memphis, W. M. Snelson, manager, and Lloyd Miller; New Orleans, L. V. Seicshnaydre, manager; J. A. Duffy, C. Y. Harrell, Jr., and George C. Nungesser; Dallas, W. G. Underwood, franchise holder; C. C. Ezell, franchise holder; Lloyd Rust, manager; H. R. Bisby, Grover McDonnell and Roy Starling; Little Rock, B. F. Busby, manager; Fred Lawrence and G. W. Jones; Oklahoma City, Sol Davis manager; F. R. Moran, G. A. Alt and Eddie Greggs.

Seicshnaydre was host tonight at a dinner and entertainment for the delegates.

Zukor Sees Higher Grade Films Ahead

(*Continued from page* 1)

Zukor, assistant to the board chairman, declared that studio personnel is becoming more than ever interested in the problems of distribution.

John Hicks, Jr., foreign distribution head, said that the world market is profitable despite the current problem of "blocked profits" by several foreign countries and foreign import regulations.

Among the members of Paramount's 100 Per Cent Club who were awarded engraved gold watches for having topped their quotas and those elected to the club during the year were: E. M. Adams, Charlotte; H. Davidson, Washington; G. Elmo, Pittsburgh; J. F. Gubbins, Boston; Irving Lesser, New York; J. C. Rodman, Cincinnati; C. H. Weaver, Dallas; J. S. Young, New Orleans; F. R. Anderson and S. Carr of Minneapolis; C. J. Duer, Denver; M. Segal, Seattle; W. A. Wander, St. Louis; H. Wirthwein, Chicago; J. H. Young, Kansas City; H. L. Pfaf, Toronto.

Prizes Awarded for Adolph Zukor Drive

LOS ANGELES, June 11.—William Erbb of Boston took first prize among the Paramount district managers in the recent Adolph Zukor Silver Jubilee drive, it was disclosed here yesterday by Charles M. Reagan, western division sales manager, in awarding prizes for the drive at the Paramount annual sales convention at the Ambassador Hotel.

Erbb received $650 for first place and Milton Kusell, New York, second, received $450. Among exchanges New York, first, was awarded a bonus to each man equal to two weeks' salary; Boston, second, one and one-half weeks' salary; New Jersey, third, one week; New Haven, a half week's salary; Montreal, first in the Canadian division, two weeks' salary.

The branch managers and their awards were: Myron Sattler, New York, $600; Al Kane, Boston, $400; Ed Bell, New Jersey, $300; Edward Ruff, New Haven, $225; Neil East, Seattle, $125. The ad sales managers and their prizes were: George Dewside, Seattle, $200; William Rau, San Antonio, $150; Selby Carr, Minneapolis, $100; Lee Beecher, Albany, $50.

The following salesmen took prizes: Irwin Lesser, New York, $500; Henry Kaufman, New Jersey, $450; Jack Gubbins, Boston, $400; Bernie Brooks, New York, $350; H. A. Germaine, New Haven, $300; George Elmo, Pittsburgh, $250; M. Segal, Seattle, $200; Harry Wirthwein, Chicago, $150; John Harris, Boston, $100; Jack Gardner, Columbus, $50.

Pick Two for Crosby

HOLLYWOOD, June 11. — Paramount has lined up two Bing Crosby starrers to follow "Double or Nothing," now at work. The first will be produced by Emanuel Cohen from an untitled story under the terms of a picture-a-year deal which Cohen has with Crosby, and the second will be "And Then Came Spring," musical romance by Angela Sherwood and a score by Rudolph Friml. Franciska Gaal may play opposite Crosby in the Paramount produced picture.

U.A. Lineup to be Announced Monday

(*Continued from page* 1)

and introduce Harry Gold, eastern division sales manager. Harry Buckley, vice-president in charge of corporate affairs, will speak on exchange operations, followed by Arthur W. Kelly, vice-president in charge of foreign sales, who will talk on foreign business. The product announcement will be made immediately before the luncheon adjournment, and continue after the recess.

During the afternoon Monroe Greenthal, director of advertising and publicity, will talk on advertising and exploitation plans for the new product, after which Schaefer will outline selling plans for the new season. During the evening the delegates will attend a screening of "Knight Without Armour" at the Music Hall.

Tuesday and Wednesday will be devoted to discussions of the selling of the new product in the individual territories, in which division, district and branch managers and salesmen will participate.

Screeno Dates Are Set in RKO Houses

(*Continued from page* 1)

Uptown, Shore Road and the Greenpoint.

Other dates are:

Monday evenings—The Empire.

Tuesday—Fordham, Kenmore, Alden, Coliseum, Prospect, Hamilton, Greenpoint, Bushwick, Colonial, 125th St., Regent, Uptown, Franklin, Dyker.

Wednesdays — Fordham, Coliseum, Kenmore, Madison, Prospect, Richmond Hill, Strand, Far Rockaway; Chester, Royal, Tilyou, Alhambra, Shore Road, 125th St., 23rd St., Park, Rockaway Park.

Thursdays—Alden, Jamaica; Empire.

Fridays—Park, Rockaway Park.

National-RKO Deal Is Expected Today

Contracts between RKO and National Theatres whereby the circuit of approximately 420 theatres will play the distributor's product next season are scheduled to be signed today by Ned E. Depinet, representing the distributor, and Spyros Skouras, for National.

Harry Cohen, western division manager for RKO, has been working on the deal for several weeks. He will leave with the home office and eastern delegation today for Los Angeles where the company's annual sales meetings will start Wednesday.

Discussions between National film buyers and Columbia are practically completed. It is expected contracts will be ready for signing next week. Jerome Safron, western division manager, is planning to return to his headquarters in Los Angeles on Tuesday.

Marcus Loew's to Pay

Marcus Loew's Theatres, Ltd., of Canada, has voted an accumulation of $3.50 on the seven per cent preferred payable June 30 to holders of record on June 19.

Lustig Leaves Union

Dave Lustig has resigned as treasurer and a member of the Theatrical Business Representatives Guild.

Short Subjects

"The Coronation"

(20th Century-Fox)

All the pomp, the pageantry, the riotous color of robes and jewels and cheering throngs attendant upon the coronation of a monarch and his queen, have been caught in their impressive splendor by the wonder of the Technicolor camera in this color featurette of the Coronation of King George VI and Queen Elizabeth of England.

As something for the exhibitor to sell to his customers the result should be well worth the effort of specialized promotion, and that despite the fact that when it is released—and no release date has been set as yet—it may well have lost its timeliness. However, the color subject which British Movietone News has produced is so far superior to the routine black and white reporting of the parades and ceremony that its exhibition as a special, historical subject appears worth while.

The supervision of Sir Gordon Craig, Gerald Sanger and Russell Muth and the skillful editing of Truman Talley have made more than a mere pictorial reporting job of the subject. It is introduced with beautiful scenic shots of the several castles of the House of Windsor, shows a number of principal members of the nobility in their Coronation robes and the crown jewels, then records the parades to and from Westminster Abbey and Buckingham Palace. Natalie Kalmus deserves recognition as Technicolor adviser, and Lowell Thomas is precise and interesting in his colorful running commentary, aided by an excellently appropriate musical score.

The subject's faults lie in too many references to the abdication of the Duke of Windsor and the disappointing absence of scenes of the actual Coronation ceremony, since no color cameras were permitted inside the Abbey. As a substitute are paintings picturing the important moments of the ceremony.

Running time, 28 minutes. "G."

"The Grand Bounce"

(M-G-M)

The idea in this short is familiar to readers of *Liberty*. To pay a gambling debt, a young man gives a check he cannot meet. The scenario follows that check. It goes to a gambler's girl. She buys a fur coat. The furrier gives it to a surgeon who saved the life of an injured child. It passes from the surgeon to a friend, to a prize fighter and finally back to its original writer. The idea is unreeled dramatically. Pete Smith acts out all the parts with his usual versatility from the soundtrack. Production Code Seal No. 2,948. Running time, 11 mins. "G."

"Rushin' Ballet"

(Roach-M-G-M)

Alfalfa and Spanky of the Our Gang troupe are the protectors of the weak and oppressed in this latest adventure. Their altruistic bent gets them into a jam with two tough kids. The course of the story involves the first mentioned pair in the intricacies of the ballet as they attempt to elude their pursuers in a children's dancing school. Production Code Seal No. 3,196. Running time, 10 mins. "G."

Coast Strike Is Settled by An Agreement

(Continued from page 1)

each local bargaining individually in the negotiations.

The deadlock to the strike situation was broken when Dr. Towne Nylander, of the Labor Relations Board, told George Browne, president of the I. A. T. S. E., that the makeup men, claimed by Browne, could vote any affiliation they pleased. Arrangements will be made for future voting by the makeup men after they return to work. All strikebreakers are to be ordered officially out of the studios. The establishment of a union shop means that if the locals cannot supply sufficient workers, they in turn will take in new members. The decision to accept the agreement which provides, in the case of scenic artists and painters locals to start negotiations for wage scales and working conditions within six days, was virtually unanimous in all three Painters Brotherhood locals.

Browne Promises Withdrawal

Strike leaders today expressed high favor of the agreement but were unwilling to make any statement regarding the future of the F. M. P. C. It is understood, however, that the F. M. P. C. was held to be unwieldy by the majority of the strike leaders but that sentiment favored a new form of federation.

Browne today said that he would pull his men from all studios signing agreements with scenic artists and painters locals because he had not been officially notified that the F. M. P. C. has been dissolved and also because he and his organization have not received apologies for attacks upon the I. A. T. S. E. by F. M. P. C. leaders. Browne's action came about an hour after Charles Lessing formally announced the disbandment of the F. M. P. C. Upon direct questioning, Browne admitted that his action was taken because he believed that reports concerning the F. M. P. C. continuance emanated from Lessing and other leaders.

"Strike Over," Says Lessing

Informed of the Browne statement, Lessing said, "We have an agreement in writing from Pat Casey for the painters and scenic artists. We have a verbal agreement for the makeup men. We have an understanding with Casey on moulders and stationary engineers. As far as we are concerned the strike is over."

The cold, final analysis of the strike agreements establishes the fact that the result is practically a standoff between employes and producers despite the fact that a victory for the strikers seems apparent on the surface. Painters and scenic artists originally had been offered reentry into the basic agreement plus a 10 per cent raise. Now they have a union shop but are assured of no salary increases. The makeup men had been told to first settle their I. A. T. S. E. jurisdictional differences and then talk working conditions. Today, while they have been given a union shop, the jurisdictional obstacle has still to be surmounted.

One of the most significant results of the strike situation is that about 2,000 men lost six weeks of salary, exhausting the treasuries of their locals.

Strikers returned also to independent studios today. The independent producers are expected to follow the move of the majors in signing labor agreements.

U.A. Circuit In Deal with Robb-Rowley

(Continued from page 1)

Willard V. King, William P. Philips and Lee Shubert.

The United Artists circuit is interested in more than 165 theatres from coast to coast, which are operated by Loew's, Paramount, National Theatres and Metropolitan Playhouses, the latter circuit in turn being operated by George Skouras of Skouras Theatres and Sam Rinzler and Louis Frisch of Randforce.

Of the 165 theatres, approximately 100 are located in the Greater New York area, 50 in the California region and about 15 in Portland, Ore., Baltimore, Detroit, Chicago, Columbus and Louisville.

The Rivoli on Broadway is wholly owned by the U.A. circuit and is under Skouras' management. About two years ago, the same circuit purchased an 80 per cent interest in Metropolitan Playhouses, the other 20 per cent being held by RKO.

According to the circuit's deal with Skouras and Randforce, a half interest in all theatres acquired by the independents automatically is turned over to U.A.

For the year ended Aug. 31, 1936, the U.A. circuit reported a net income of $167,845.66.

Reports current yesterday had it that the U.A. deal with Robb & Rowley is for a 50 per cent interest with operation to remain with the present management.

Unions Oppose WPA Cuts

All theatrical unions having members employed on the WPA theatrical projects voted yesterday "to take such action as is necessary" to prevent the discharge of any union worker from such projects.

The following unions joined in the resolution: Actors' Equity Ass'n, Chorus Equity Ass'n, American Federation of Actors, American Federation of Musicians, I.A.T.S.E., Theatrical Protective Union, United Scenic Artists, Theatrical Wardrobe Attendants, and the Agents', Managers' and Treasurers' Union. Their resolution, which will be presented to Harry Hopkins, WPA administrator, by a union delegation immediately, asserts that the unions "resolve to stand together as one united body and refuse to accept dismissal of any one of our members, and resolve to take such action as is necessary to carry out the intent of the resolution."

The resolution is aimed at proposed cuts in relief rolls.

Actors to Open N. Y. Branch

HOLLYWOOD, June 11.—Ken Thomson, Actors' Guild secretary, leaves today for New York to establish a guild office there through which eastern film actors will have to pass.

Variety Club

St. Louis

ST. LOUIS, June 11.—The annual midnight boat ride of Variety Club will be on the *President* on the Mississippi River tomorrow night with RAY COLVIN, chief barker, in charge.

The boat will leave the dock at 12:30 A. M. Sunday, to be exact.

Each year the net proceeds of the river excursion go to some local charity or are devoted to sending boys to summer camps of the Boy Scouts. This year the proceeds will be used to purchase and equip a special sound truck that will be used to show pictures to shut-ins at various institutions.

Studios Have 41 in Work; 3 Completed

(Continued from page 1)

had two, zero and one; M-G-M, six, zero and three; Paramount, seven, six and 10; Republic, one, three and four; RKO, four, two and five; Roach, zero, zero, one; Selznick, zero, one, one; 20th Century-Fox, seven, four, four; Universal, five, one, five; Wanger, two, one, zero; Warners, five, two, 27.

M-G-M was the only studio having a short before the cameras. Columbia finished one and RKO two.

William Bishop Better

CINCINNATI, June 11.—William G. Bishop, M-G-M exploiteer, who was seriously ill for several months at his home in Detroit, and who subsequently suffered a relapse while visiting his parents in the west, is here for a few days' visit with friends.

Knighters Set Golf Date

The Monday Knighters will hold their second annual golf tournament at the Elmsford Country Club June 29.

Dick Powell Sick

HOLLYWOOD, June 11.—Dick Powell is laid up by an attack of intestinal influenza.

Wall Street

Board Losses Continue

	High	Low	Close	Net Change
Columbia	32½	30¾	30¾	—2¼
Consolidated	3½	3	3	— ⅛
Consolidated, pfd.	13	12⅞	12⅞	— ⅛
Eastman	169	169	169	—1½
Loew's, Inc.	79	78	78	—1½
Paramount	19	18¼	18⅜	— ¾
Paramount 2 pfd.	17	17	17	.....
Pathe Film	7	7	7	— ¼
RKO	7⅞	7¾	7¾	— ⅛
20th Century-Fox.	36⅞	36½	36½	— ¾
Warner Bros. ...	13¼	13	13⅛	— ⅛

Curb Off Slightly

	High	Low	Close	Net Change
Grand National ..	2¼	2⅛	2⅛	— ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	27	26⅛	26⅛	— ⅝

Few Bond Gains

	High	Low	Close	Net Change
Loew's	99⅝	99½	99½	— ¼
Paramount B'way 3s '55	68	67½	68	+ ½
Paramount Pict. 6s '55	100	99¾	99¾	— ¼
Warner Bros. 6s '39 wd	95	94¾	94¾	+ ⅛

(Quotations at close of June 11)

◀ *Radio Personals* ▶

JOHN PATT, manager of WGAR, Cleveland affiliate of CBS, arrived here yesterday after spending a three-week vacation in Bermuda. He leaves today for home. . . . E. P. H. James, NBC sales promotion manager, will address the Pacific Advertising Clubs on broadcasting advertising in Salt Lake City Tuesday. . . . Leibert Lombardo, brother of Guy and trumpeter in the band, will marry Helen Pershing Healey June 24. . . . Alice Frost has been signed to stooge for Walter O'Keefe when the latter takes over the Fred Allen program July 7. . . .

✦

Gardner Coles, Jr., owner of KRNT, Des Moines, and Luther Hill, manager of the station, are in town on business. . . . Another out-of-town radio executive here is Leo J. Fitzpatrick, manager of WJR, Detroit, to see his nephew graduate from West Point. Both foregoing stations are CBS affiliates. . . . George Hayes of the NBC night program manager's office, and Arthur Gabarini, guest relations department, have been promoted as announcers. . . . Ashton Dunn, formerly of R. H. Macy & Co., has joined the personnel staff of NBC. . . .

Healy Not to Be Active

Captain Tim Healy will have no active part in the series of spy stories beginning over WINS and the New York State Broadcasting System June 15, he informed yesterday. He has merely granted permission to the WPA of New York to dramatize and produce some of his experiences. He may occasionally make an appearance as guest speaker, but that is all, as his contract with Procter & Gamble calls for his exclusive services.

Add Transcription Station

NBC's electrical transportation service has added one new station and received renewals from three subscribers to the recorded program service, as of Tuesday. KSUB, Cedar City, Utah, is the new addition. WMBH, Joplin, Mo., and WGBB, Freeport, N. Y., have renewed subscriptions for the third year, while WJBO, Baton Rouge, has taken the service for the second year.

Frank Crumit Signed

Frank Crumit has been signed as emcee on the summer "Universal Rhythm" series on CBS, beginning June 20, from 9 to 10 P. M., E.D.S.T. This is the series that replaces the Ford "Sunday Evening Hour" for the summer months.

WINS Gets "Question Box"

A new program with a screen tieup begins on WINS tomorrow at 10:45 A. M. Known as "The Question Box," the program will consist of the latest gossip of the screen supplemented by questions, with prizes for correct answers. David Lowe will be in charge.

Hoyt on Yacht Races

CBS has signed Sherman Hoyt to assist Ted Husing in broadcasting the forthcoming America's Cup races, beginning July 31. In past races Hoyt has served as assistant commander aboard the *Enterprise* and *Rainbow*.

Asks Odd Song

Here's the height in optimism. A WROK, Rockford, Ill., staff artist received the following note from a listener the other day:

"I am in the hospital, badly burned. Don't know how long I'll be here. I want you to sing the 'Dying Cowboy' for me."

Mason, Ashby To Head NBC Chicago Group

Frank E. Mason, vice-president, and A. L. Ashby, vice-president and general counsel, will head NBC's delegation to the NAB convention in Chicago, June 20 to 23. In addition to the New York group, NBC executives from Washington and Chicago, and delegates from the network's managed and operated stations will attend.

The New York group will include the following, in addition to Mason and Ashby: A. H. Morton, manager of the managed and operated stations department; Clay Morgan, director of promotion; R. M. Brophy, manager of station relations, and Keith Kiggins, Jesse Butcher, Otto Brandt and Sheldon B. Hickox, Jr., of the station relations staff; C. W. Horn, director of research and development, and C. Lloyd Egner, manager, and Frank E. Chizzini, Reginald Thomas, Gus Reiniger and Robert W. Friedham, electrical transcriptions.

Russell, Washington, to Attend

Washington will be represented by Frank Russell, vice-president; Kenneth Berkeley, manager of WRC-WMAL, and P. J. Hennessey, of the legal division.

Other managers of NBC stations to attend will be Harry A. Woodman, KDKA, Pittsburgh; Leslie W. Joy, KYW, Philadelphia; A. E. Nelson, KOA, Denver; Vernon H. Pribble, WTAM, Cleveland; Kolin Hager, WGY, Schenectady, and John A. Holman, WBX-WBZA, Boston and Springfield. These managers will also attend a meeting of M. & O. station executives in Chicago the day after the NAB convention ends.

NBC Chicago representatives will include Niles Trammell, vice-president; P. G. Parker, assistant general manager of the Chicago office, and Oliver Morton and W. W. Smith of the sales department.

Passengers to Hear Selves

At 2 P. M. this afternoon, passengers aboard the *Conte De Savoia* on the high seas two hours out from New York will hear broadcast from WMCA their own voices and those of the sendoff group as recorded at noon on the pier from which the ship departed.

Flamm En Route to Europe

Donald Flamm, president of WMCA, is aboard the *Conte de Savoia* bound for Europe where he will visit the musical and radio centers.

GN Loss $636,201; Blumenthal Is V.P.

(*Continued from page* 1)

dent. Blumenthal, who was formerly head of Stanley Advertising Film Co., represents interests holding substantial amounts of Grand National stock.

Alperson points out in a letter to stockholders that the company's first owned picture was not distributed until Dec., 1936, and that Grand National did not distribute any pictures for outside producers until shortly after Oct. 1, 1936. The report covers the fiscal year ended April 3, 1937, thus indicating that the bulk of the company's operations occurred during the final six months covered by the report.

Total distribution revenue amounted to $1,205,651, and the gross profit thereon was $437,276. Of the distribution revenue $495,932 was from pictures distributed for other producers, on which the company's profit amounted to $218,737; $451,685 was from company owned productions, on which there was a profit of $123,096, and $258,033 was from pictures distributed for outside producers, on which there was a profit of $95,442.

Foreign Business May Help

The report also reveals that advance payments received under foreign distribution agreements, aggregating $357,938, have not yet been taken into the company's income account, and will not be until the pictures covered by such agreements have been exhibited in the respective foreign countries.

Grand National's balance sheet shows current and working assets of $1,704,438, of which $824,308 is in cash. Current liabilities amount to $462,581.

Alperson's letter also points out that the report reflects "primarily the cost of building up an extensive national distributing organization, in advance of the development of a full supply of product." He lists the company's 29 branch offices in this country and reports that arrangements have been made for distribution outlets in Canada, England, Ireland, Europe and South America, and declares that "now that the groundwork has been laid, your corporation is in a position to look forward to a year of increased business at home and abroad."

Grand National and Keller-Dorian Split

HOLLYWOOD, June 11.—Grand National today rescinded its contract which called for the use of Keller-Dorian color on two pictures. Phil Krasne of Grand National gave as reason for the move the fact that Grand National "does not wish to act as subject for experimentation to establish the commercial feasibility of the color process."

Keller-Dorian assets and equipment were attached recently by Windsor Prod. because of the alleged back payment due for two color experts.

Plans Coast Color Plant

HOLLYWOOD, June 11.—E. T. Oakland, head of the production staff of Telco Corp., is here completing arrangements for a Telco color plant. A printing unit is to be shipped from New York as soon as the Hollywood plant is ready.

Quota High of 30% Proposed By U.K. Gov't

(*Continued from page* 1)

quested originally by the C.E.A. A reciprocity scheme is being considered, Stanley said, and may become an optional feature of the act.

A significant feature of the proposals is the fact that the Board of Trade will retain administration of the Films Act, with flexible powers to modify the quota and other details as desirable. The retention of power in the Board of Trade is indicative of the fact there will be no Government film commission or Government arbitration board named with specific jurisdiction over films. An advisory committee will assist in administration.

An extension of the classes of film available for quota purposes will include all but advertising films and newsreels, and probably will admit documentary short subjects.

See American Producing

The general reaction to the proposals is favorable, and they are seen as especially beneficial to the K.R.S. in the absence of a Government commission and the double quota provision. It is believed that American companies will make big pictures for the world market here as a result. Exhibitors are alarmed in the belief that the double quota may mean a 50 per cent reduction in the British footage handled by American companies.

The Board of Trade has asked that the trade express its views on the proposal within 10 days, indicating that the proposals as set forth do not necessarily represent the Government's final decision on quota.

New St. Louis Law Blow to Exhibitors

ST. LOUIS, June 11.—The new city ordinance signed by Mayor Bernard F. Dickman governing the operation of theatre projection booths and the handling of film will cost the more than 90 local houses several hundred thousand dollars, it is estimated, if Director of Public Safety Chadsey insists upon immediate compliance with the law's provisions.

The law, which was backed by the I. A. T. S. E., gives to the union two weapons for creating jobs for its members. One requires one operator for each machine, and the other provides: "No person shall be allowed within the projection booth except the owner, manager, business manager of the local union, operators or apprentices as authorized by the local union and agreeable to the management."

It is considered doubtful that any theatre at present is complying with the requirements of the new law.

RCA Issues Pressbook

RCA Mfg. Corp., under the direction of Julius Haber, in charge of the press division, has issued an elaborate press book designed to build up a campaign for the opening of new sound in a theatre and to continue its exploitation throughout the year.

The entire book is on heavy stock with two-color printing on all pages.

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 138 NEW YORK, MONDAY, JUNE 14, 1937 TEN CENTS

Schaefer Will Predict 28 at Least for U.A.

Delegates to Be Given Details Here Today

United Artists will distribute a minimum of 28 pictures during the new season, delegates to the company's eastern sales convention, which opens here today at the Waldorf-Astoria, will be told by George J. Schaefer, vice-president and general manager. The list may be augmented during the year by an additional 10 or 12 features from available producers, which would bring the company's new season total to a maximum of 40.

The company will have six features completed and ready for distributing by the opening date of its new releasing season, Aug. 15, according to A. W. Smith, Jr., general sales manager. The six, said to be more than the company has ever before had ready for release at one time, are

(*Continued on page* 10)

To Hold Republic Meet Here Today

Republic's eastern division sales convention will be held today at the St. Moritz with 60 home office and eastern branch delegates in attendance.

Today's convention is the last of four regional meetings held throughout the country under the direction of J. J. Milstein, vice-president in charge of sales, following the initial meeting of Republic franchise holders on the coast last month. Edward M. Schnitzer, eastern sales head, will preside at today's session.

Milstein and Sam Hacker, home

(*Continued on page* 10)

Paramount Meeting Concluded on Coast

Los Angeles, June 13.—Paramount's annual sales convention, which started on Thursday, came to an end at the Ambassador Hotel here yesterday. The early part of the day was devoted to individual sales meetings with district and branch managers of the various territories.

Luncheon was followed by a visit to the studio by the delegates. A buffet dinner, also held at the studio, concluded the convention last night. The men are expected to be back in their respective territories late this week.

Hold Academy Destined for Cultural Role

Bargaining Moves Leave It Outside Economics

Hollywood, June 13.—Insiders here predict that by September the Academy of M. P. Arts and Sciences will be completely removed from the economic side of the industry, relegating all working condition contracts, arbitration and so forth to the various creative talent groups which have organized or are organizing to do their own collective bargaining. It is the sentiment of the leaders that the group should function only as a social and educational institution.

The Actors' Branch of the Academy already has asked the producer signatories to the Day Player and Free Lance Actor Code to join them in rescinding it in favor of the Screen Actors' Guild contract, which move was a mere formality under the explicit terms of the guild contract.

The Writers' Branch of the organization holds a dual contract with

(*Continued on page* 8)

RKO Train Gathers Clan at St. Louis

St. Louis, June 13.—The RKO convention special stopped here today to pick up the delegates from a number of cities, en route to the company's annual sales convention which will open Wednesday at the Ambassador Hotel in Los Angeles. The train was boarded today by the sales personnel from Buffalo, Cleveland, Detroit, Pittsburgh, Chicago, Milwaukee, Washington, Des Moines, Minneapolis, Montreal, Toronto, Winnipeg and this city.

Yesterday, after leaving New York in the early evening, the train stopped to pick up the Albany delegates in that city, and in Indianapolis for the men from that city and Cincinnati. Aboard in New York, in addition to

(*Continued on page* 10)

Warners to Produce On the London Stage

Warners have made plans to enter the London stage production field through an agreement with O'Bryan, Linnit and Dunfee, London producing firm. At least six plays will be put on starting in September.

Jacob Wilk, head of the Warner story department, will sail to handle details within a fortnight. Later, business manager and production man will go over. The plays produced will be used later for films.

New C.I.O. Move

Philadelphia, June 13.—The C.I.O. is actively seeking to organize white collar workers in local exchanges. An initial meeting was held late Thursday evening with others to come.

Authoritative opinion available over the weekend inclined toward the opinion that the Philadelphia situation very likely would demonstrate itself to be merely one evidence of a nationwide move on the part of the C.I.O. to unionize stenographers and routine office help in all exchanges.

Heads of the larger companies are understood to be aware of the development and discussed it at length at the quarterly meeting of the Hays organization last Thursday.

Court Refuses To Set Aside Stadium Sale

Federal Judge Robert P. Patterson on Saturday denied petitions by Isidor J. Kresel and Samuel Zirn, on behalf of Orpheum Circuit stockholders to set aside the sale in April of Orpheum's assets to Stadium Theatres Corp., a wholly owned RKO subsidiary.

Kresel, representing the preferred stockholders of Orpheum, had asked the court to review Referee Oscar W. Ehrhorn's order approving the sale to Stadium for $700,000 cash and subordination of $3,450,000 of claims against Orpheum, and the rejection of the preferred stockholders' bid of $2,000,000 cash for the Orpheum assets. Kresel had also requested that

(*Continued on page* 12)

Pathe News to Drop Topics in Shakeup

Pathe News will discontinue its Pathe Topics series with the new season, replacing it with a new series to be known as the Pathe Parade, Frederick Ullman, vice-president and general manager of the reel, said Saturday prior to his departure for the RKO Radio Pictures annual sales meeting in Los Angeles.

The change in production plans is in line with a broad program of inno-

(*Continued on page* 10)

Branch Wage Talks Resume On Wednesday

Five Cities Scheduled To Send Delegations

Negotiations will start Wednesday between home office executives of eight major companies and representatives of exchange union employes from Cincinnati, Oklahoma City, Charlotte, Indianapolis and Kansas City. There is a possibility that a union delegation from Denver may be included.

Also on the schedule for this week is a rediscussion of terms previously gone over for the Cleveland and Washington territories.

Distributor interests stated on Saturday that most of the present setups, providing for a maximum 40 hours a week are not being disturbed and that all conferences are of an amicable nature. While the terms of the contracts have not been decided upon, the pacts take in all inspectors, poster and shipping clerks.

William F. Rodgers, general sales manager for M-G-M, is chairman for the distributor committee. The committee is represented by four sales executives and home office exchange personnel. No decision has been made for the handling of negotiations with

(*Continued on page* 8)

National Understood In Fox Detroit Deal

National Theatres is understood to have closed a deal with the bondholders of the Fox, Detroit, for the operation of that theatre and by another deal, also will operate the Adams, that city. The two theatres may be pooled in direct opposition to United Detroit Theatres, Paramount affiliate in the Motors City.

The Adams is being operated currently by Harry Balaban.

Report Dwight Will Leave Hughes Firm

Richard E. Dwight of Hughes, Schurman & Dwight is understood planning to withdraw from the legal firm which has been representing 20th Century-Fox. Dwight, it was indicated Saturday, will continue to handle the film company's legal business. Efforts to reach Dwight for a confirmation were unavailing over the weekend.

Radio News—Pp. 11-12

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 14, 1937 No. 138

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Rogers to Opening

HOLLYWOOD, June 13.— Charles R. Rogers, executive producer for Universal, is en route to New York to attend the opening of "The Road Back" at the Globe there Thursday evening. James Whale directed the film which was produced by Edmund Grainger.

Cowdin Sails Wednesday

J. Cheever Cowdin, chairman of the board of Universal, sails for Europe Wednesday.

Grainger West Tonight

James R. Grainger, general sales manager of Universal, leaves for Detroit tonight. He will go to Chicago before his return Thursday.

Columbians Take Trip

The eighth annual outing of the Columbian Club, home office organization of the company, was held Saturday at the Berkshire Country Club. The club had a fine day. Prizes were awarded for various golfing competitions, open to men and women.

Approve Nuisance Taxes

WASHINGTON, June 13.—The House has adopted, by a vote of 230 to 93, the resolution extending the "nuisance" taxes, including the Federal admission tax, for two years, as was anticipated.

Looking 'Em Over

"Yodelin' Kid from Pine Ridge"

(Republic)

The locale of this film is unusual, to say the least. It is set in Florida where, the foreword tells us, there are a number of large cattle ranches. The ensuing story is cleverly handled. It concerns the rivalry between turpentine gatherers and the cattlemen for the right to carry on their respective callings. Like other Gene Autry offerings, this, too, contains many musical interludes by the star and an amusing cowboy ensemble. As a whole, it is first-class outdoor entertainment that will go over with its proper audience.

Autry helps out the turpentine gatherers. When he is discovered by the cattlemen his father disowns him. He leaves for the west where he becomes a rodeo star. With his winnings he buys a tent show and returns to his hometown. He heads right into the thick of the still smouldering hatred. His father is murdered. The turpentine men come to lynch him when they find their leader dead. He escapes from prison and with the aid of Smiley Burnette and Betty Bronson he rounds up the guilty party responsible for all the feuding.

Miss Bronson turns in a fine performance as the "Tobacco Road-ish" heroine. The cast includes Le Roy Mason, Charles Middleton, Russell Simpson and Snowflake. Joe Kane directed.

Production Code Seal No. 3,391. Running time, 60 minutes. "G."

"Episode"

(Metropolis)

The patrons of the "little cinemas" that prefer films with continental flavor will like "Episode." It is an Austrian production. There are English titles.

Production details and the photography might have been better. The story quality compensates for these faults. It is a charming romantic story set in the Vienna of 1922, the time of inflation.

The suicide of a reckless banker cuts off the interest from Paula Wessely's investments which have been supporting her mother. An art collector becomes her philanthropic and well-meaning friend. The plot from that point goes its wistful way. It develops clever conflict in which the Viennese flair for lightness is shadowed by interesting drama. The trying romantic difficulties are satisfactorily ironed out when Miss Wessely, after many misunderstandings and vicissitudes, finds that she loves the tutor of her benefactor's offspring.

Reviewed without production code seal. Running time, 96 minutes. "A."

(Additional Reviews on Page 7)

Out Hollywood Way

HOLLYWOOD, June 13. — CHESTER MORRIS has been borrowed by RKO from Columbia for the top spot in "Flight from Glory," based on an original by ROBERT ANDREWS. . . . PINKY TOMLIN will sing "The Love Bug Will Bite You If You Don't Watch Out" in MAURICE CONN'S musical, "Don't Fall in Love," under arrangements which have been made with Santly-Joy.

+

Casting—KUULEI DE CLERCQ, six-year-old Hawaiian girl, in "The Hurricane." . . . VERRE TEASDALE to Goldwyn's "The Adventures of Marco Polo." . . . OWEN DAVIS, JR., and JOAN WOODBURY in Monogram's "Luck of Roaring Camp." . . . JUNE JOHNSON, daughter of CHICK JOHNSON makes her film debut in CONN'S "Anything for a Thrill," drawing the lead opposite FRANKIE DARRO.

+

Writers — "Hollywood Doctor," original by GEORGE JESSEL and ROBERT ROSSON, both attached to MERVYN LEROY'S unit at Warners, will be produced by LEROY. . . . EDMUND KELSO will script his original, "Frontier Town," for a TEX RITTER starrer at Grand National.

+

Director—LOUIS GASNIER on "Government Agent," CONRAD NAGEL-ELEANOR HUNT starrer, first of the new series of melodramas GEORGE HIRLIMAN will produce for Grand National.

+

Publicity Phooey—"A piece of red hot carbon falling from a lamp 40 feet above the SAMUEL GOLDWYN "Dead End" set cost HUMPHREY BOGART a $10 hat today. The carbon landed in the crown of BOGART'S hat, burned a hole through it, but didn't injure the actor, as it had cooled by the time it reached his head."

Goetz Reaches N. Y.

William Goetz, vice-president of 20th Century-Fox and executive assistant to Darryl F. Zanuck, is at the Waldorf-Astoria. He will sail for London Wednesday on the *Normandie* to make arrangements for Gracie Fields' first for the company and negotiate for the transfer of Annabella to Hollywood.

◂ Purely Personal ▸

JERRAULD SCHNITZER, son of Edward, Republic eastern sales head, will spend the summer on the studio lot. Attending Dartmouth, JERRAULD will end his semester this week when he will entrain west.

•

EDWARD FINNEY is in Boston arranging for the June 22 opening of Grand National's "The Girl Said No," which features many of the Gilbert and Sullivan tunes.

•

FRITZ LEIBER and his wife, VIRGINIA BRONSON have left for the coast. LEIBER will appear in Warners' "David Garrick."

•

MILDRED WEBBER, legitimate casting director for the William Morris Agency, sailed Saturday on the *Oriente* for a Cuban vacation.

•

LEO JUSTIN, local circuit operator, will be discharged today from Mt. Eden Sanitarium. He underwent a minor operation last week.

•

RAP WEMPELE, in charge of the Metropolitan Playhouses' division for the U. A. circuit, will return today from a Havana vacation.

•

ETHEL MERMAN will appear in person at the New York Paramount starting June 23 with CLYDE LUCAS and his orchestra.

•

SIR HARRY LAUDER sailed Saturday on the *Cameronia* for Glasgow, completing a six months' trip around the world.

•

JACK GOETZ, vice-president of Du-Art, is due to return from Europe on the *Normandie* June 28.

•

NAT PENDLETON, film player, will arrive on the *Normandie* today from Europe.

•

HARRY JACOBSON of the WLLIAM MORRIS office flew to the coast yesterday.

•

MAX GORDON is due back from abroad July 7.

•

. . . Denver

H. J. BARNICOURT, Erpi distrcit superintendent from Los Angeles, is in town looking after company affairs.

CASEY EDINGER taking an extended vacation.

BEN FISH, United Artists division manager, in town a few days.

RAY KATZENBACH, Brush, Col., and George Luce, Bayard, Neb., seen doing business on the row.

SAM LANGWITH on a business trip in New Mexico and Arizona for Erpi.

JAMES KEATS, Salt Lake City, was in Denver several days visiting his mother, who was ill.

•

. . . Pittsburgh

GEORGE LEFKO, RKO exchange manager, is a grandfather again, his daughter, BETTY WIMMER, having just given birth to a son.

JOHN GORING and MRS. GORING are out after the club golf championships at Shannopin.

DANGER
MEN WORKING
IT'S
THE BOOK
OF THE MONTH
TURN THE PAGE
PARAMOUNT PICTURES 1937 · 1938
Paramount Pictures

WHAT A LINE-UP!

Paramount's Got This Year!

4 "PLAINSMAN"
(including Henry Hathaway's "Souls At Sea"; Frank Lloyd's "An Empire Is Born"; Cecil B. De Mille's "Buccaneer"; Robert Louis Stevenson's "Ebb Tide".)

At least 12 big star pictures
including 2 each from our BIG THREE — Claudette Colbert, Marlene Dietrich, Carole Lombard—2 with Gary Cooper; 4 with Fred MacMurray; 4 with George Raft.

WHAT MUSICALS! AT LEAST 12

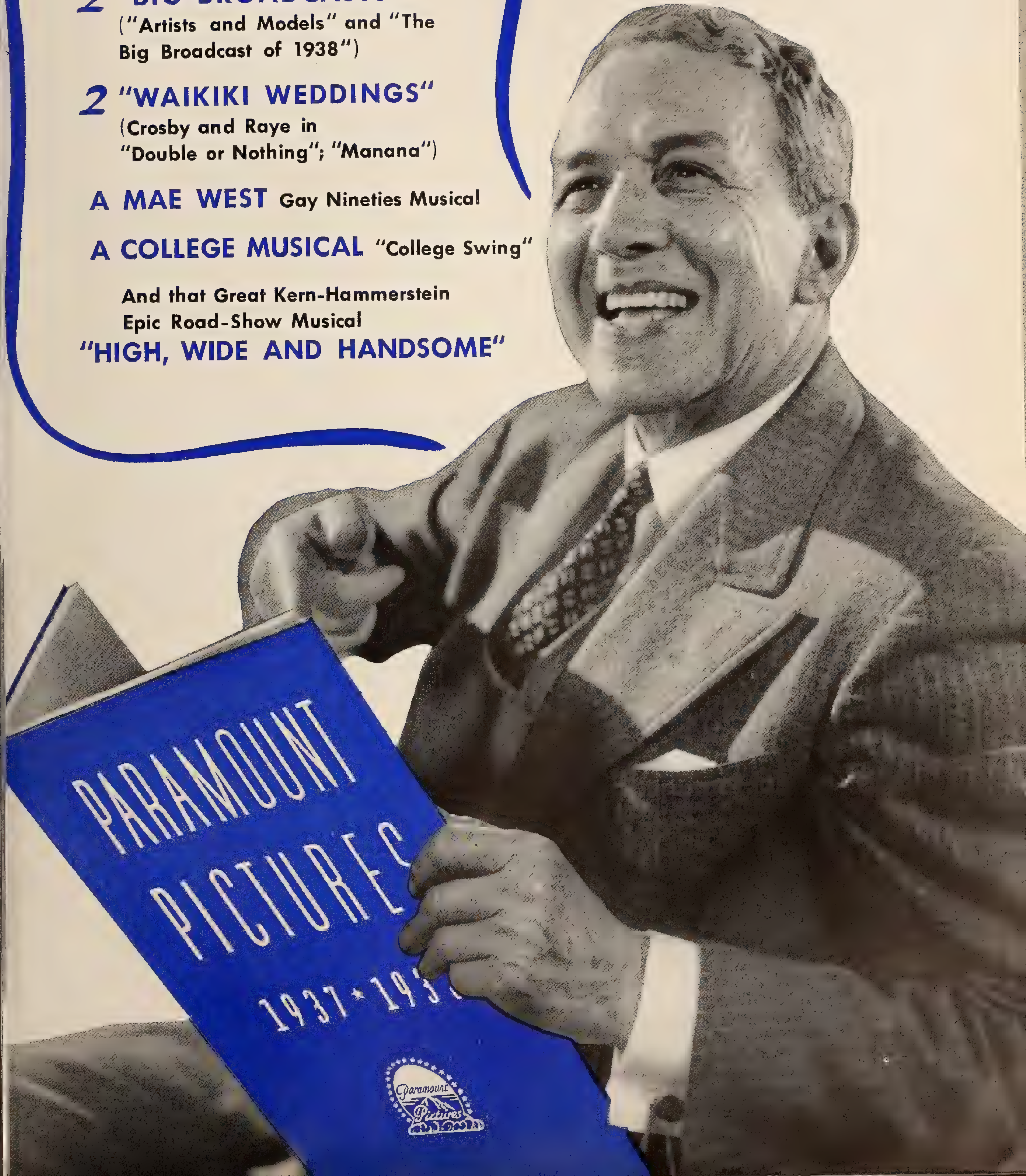
2 "BIG BROADCASTS"
("Artists and Models" and "The Big Broadcast of 1938")

2 "WAIKIKI WEDDINGS"
(Crosby and Raye in "Double or Nothing"; "Manana")

A MAE WEST Gay Nineties Musical

A COLLEGE MUSICAL "College Swing"

And that Great Kern-Hammerstein
Epic Road-Show Musical
"HIGH, WIDE AND HANDSOME"



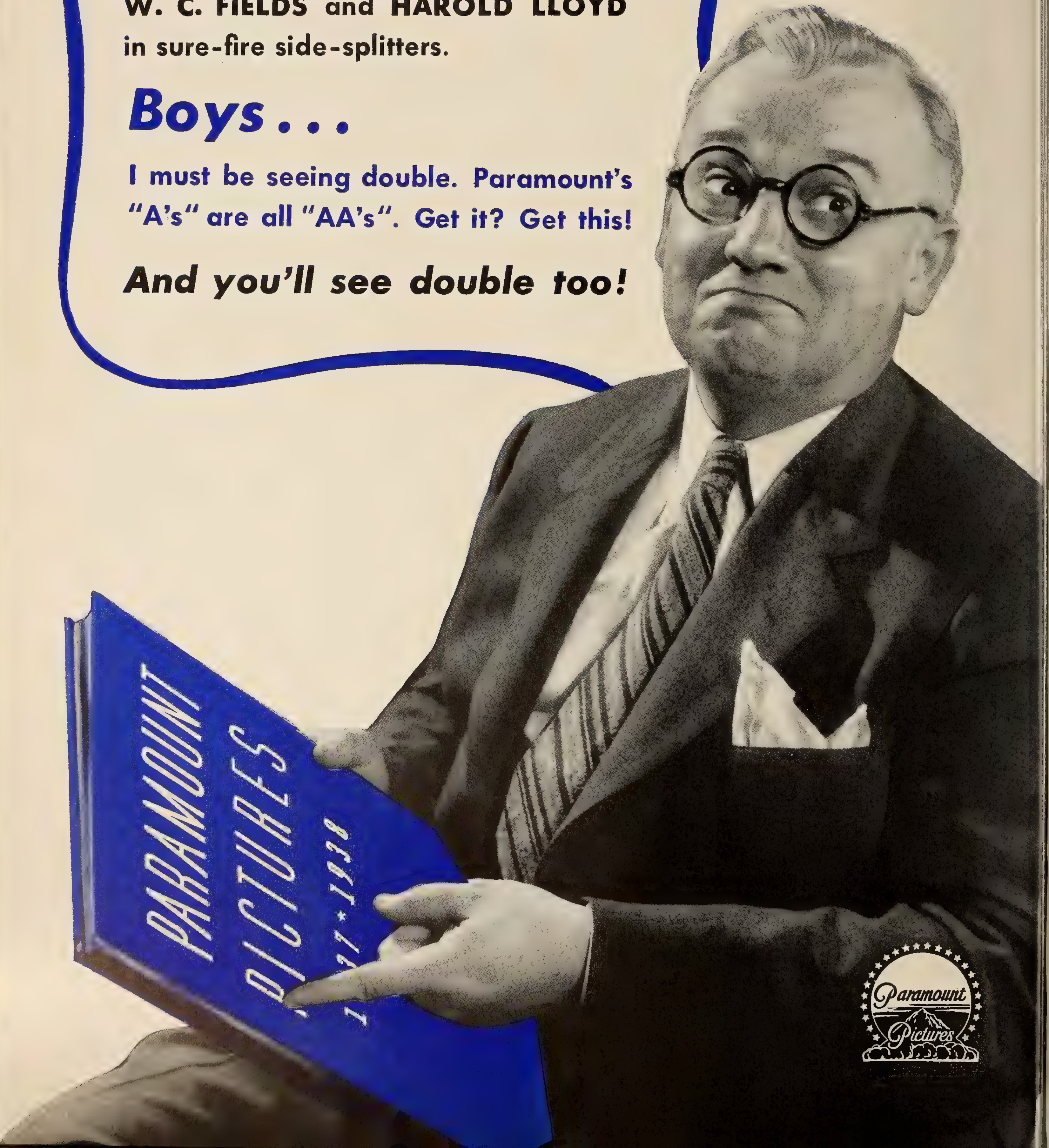
and what laughs!

Among others, the one and only **W. C. FIELDS** and **HAROLD LLOYD** in sure-fire side-splitters.

Boys . . .

I must be seeing double. Paramount's "A's" are all "AA's". Get it? Get this!

And you'll see double too!



Paramount Pictures

"My Girl" Is Only Draw in Frisco Slump

San Francisco, June 13.—"There Goes My Girl" managed to get out of the prevailing first run doldrums with a gross of $17,500 at the Golden Gate. This topped normal by $1,500.

"Kid Galahad" and "Charlie Chan at the Olympics," in a second week at the Paramount took $12,000. "They Gave Him a Gun" and "Melody for Two" held up to $6,200 in the second week at the St. Francis. The only other combination to get into the profit column was "This Is My Affair" and "Hotel Haywire."

Total first run business was $88,650. Average is $93,000.

Estimated takings:

Week Ending June 1:

"THERE GOES MY GIRL" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage, vaudeville. **Gross:** $17,500. (Average, $16,000)

Week Ending June 2:

"I MET HIM IN PARIS" (Para.
"DRAEGERMAN COURAGE" (F.N.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $17,000. (Average, $17,500)

"WINGS OVER HONOLULU" (Univ.)
"VENUS MAKES TROUBLE" (Col.)
ORPHEUM—(2,440), 15c-30c-40c, 7 days. **Gross:** $6,700. (Average, $8,500)

"KID GALAHAD" (W.B.)
"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 2nd downtown week. **Gross:** $12,000. (Average, $13,000)

"THEY GAVE HIM A GUN" (M-G-M)
"MELODY FOR TWO" (W.B.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c, 7 days, 2nd downtown week. **Gross:** $6,200. (Average, $6,000)

"A STAR IS BORN" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-75c, 7 days, 5th week. **Gross:** $6,100. (Average, $7,000)

"THIS IS MY AFFAIR" (20th-Fox)
"HOTEL HAYWIRE" (Para.)
WARFIELD—(2,680), 15c-35c-40c-55c, 7 days. **Gross:** $14,500. (Average, $14,000)

Week Ending June 4:

"AUGUST'S MILITARY ADVENTURES" (Scandinavian)
CLAY—(400), 15c-35c, 7 days. **Gross:** $850. (Average, $1,000)

Week Ending June 6:

"CAPTAINS COURAGEOUS" (M-G-M) (Roadshow)
GEARY—(1,400), 55c-85c-$1.00-$1.65, 7 days, 3rd week. **Gross:** $7,800. (Average, $10,000)

"Paris" Dual Tops Omaha with $9,200

Omaha, June 13.—With the usual summer slump still being staved off by cool weather, the Omaha led a strong week for local houses with a $9,200 gross, $3,700 better than par for "I Met Him in Paris" and "Midnight Taxi."

"Woman Chases Man" and "The 13th Chair" rang the bell at the Orpheum for $8,700.

Total first run business was: $22,100. Average is $16,700.

Estimated takings:

Week Ending June 8:

"I MET HIM IN PARIS" (Para.)
"MIDNIGHT TAXI" (20th-Fox)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $9,200. (Average, $5,500)

Week Ending June 9:

"THUNDER IN THE CITY" (Col.)
" PROMISE TO PAY" (Col.)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $4,200. (Average, $4,000)

Week Ending June 10:

"WOMAN CHASES MAN" (U. A.)
"THE 13TH CHAIR" (M-G-M)
ORPHEUM—(3,000), 25c-40c, 7 days. **Gross:** $8,700. (Average, $7,200)

Looking 'Em Over

"Forever Yours"

(Grand National)

Far and away the outstanding salable feature of this picture, especially for those who like good music, is the singing of Beniamino Gigli, one of the world's leading operatic tenors. He is in fine voice and, although no complete operatic score is rendered, Gigli sings a number of arias.

Produced in England, and with an all-English cast supporting Gigli, the performances are of uniformly good quality, especially that of Joan Gardner. Alberto Giacalone produced, Stanley Irving directed, and Hugh Gray and Arthur Wimperis wrote the screenplay. What Gigli lacks in slim, film hero appearance he compensates for with an honest, workmanlike performance. Where good music is wanted, this film should have a market.

The simple story finds Miss Gardner falling in love with an officer aboard ship, meeting disappointment, then meeting Gigli, through his small son. The widower is attracted to the girl, and with his limited knowledge of English, proposes. They are married, and he is extremely devoted to her. Then suddenly she again meets the man she had loved, and he asks her to go away with him. She is torn between her desire to go and her loyalty to the kind Gigli. In a dramatic climax, Gigli is singing, sees her leave the theatre, and rushes home, where she joins him, her decision made.

Production Code Seal No. 01,025. Running time, 71 minutes. "G."

"African Holiday"

The interior of Africa offers material that suggests a waiting audience. The exhibitor can always go to town with spectacular exploitation. This is also true of "African Holiday."

Harry Pearson, a retired business man, made the picture. In proper documentary fashion it begins with shots of the preparations for the exploitation. With Mrs. Pearson, the producer arrives in Nairobi, organizes his safari and departs for the veldt.

The teeming game of East Africa performs in the usual style. There are shots of the varied species of fauna in their natural habitats—lions, wildebeeste, elephants, giraffe, the many varieties of antelope and countless others.

But interspersed throughout the glimpses of animal life there are compelling and strange sequences of native rites. These include Masai blood-drinking ceremonies, orgiastic performances and a rare snake dance. The latter shows the natives doing their stuff among deadly reptiles. It is chilling material that will draw the morbidly interested into the theatres. And then there is the photography which catches fine shots of little known places.

It is an effectively presented and composed "different" film. Distribution plans have not yet been set.

Reviewed without production code seal. Running time, 57 minutes. "G."

Overseas Preview

"Merry Comes to Town"

(Sound City, London)

London, June 1.—In many ways this is a model of the type of film which British producers should make in order to get into the American market, in a modest way, perhaps. With Zasu Pitts as its spearhead for the U. S., it is unpretentious but convincing comedy, based on good story values and supported by clever and very amusing characterizations. The cast is excellent and the direction of George King efficient and speedy.

Miss Pitts is an American stenographer who uses a legacy to have a vacation in London. There she finds her "rich" relatives actually to be in very poor circumstances and under the impression that she, as an American, must be rolling in money. She puts their affairs straight, by a blend of simplicity and good business sense and goes back to Detroit as poor as she came.

There is a lot of good fun at the expense of amateur vocalists, correspondence courses, and of Miss Pitts, who makes the American visitor a very engaging figure. The British character support is excellent.

It should make a good comedy support and convince many American audiences that British producers are capable of humor, and of considerable finesse in presentation.

Running time, 77 minutes. "G."

Allan

Short Subjects

"Carnival in Paris"

(M-G-M)

A gay musical containing fundamentally sound entertainment ingredients. The theme is different but a "Seventh Heaven" air is about it. The action starts in a museum where clever lines are delivered, jocularly referring to the Egyptian collection. The plot—boy meets girl—takes her to a masquerade ball, they win a costume prize, find they are in love, difficulties enter, they are overcome. You describe the finish. Production Code Seal No. 3,162. Running time, 21 mins. "G."

"Streamlined Greta Green"

(Vitaphone)

A cleverly executed color cartoon. It concerns the trials of a young car that aspires to become a taxicab. In interesting fashion the plot involves the use of many fresh novelties. It is new material that should go over well. Production Code Seal No. 3,357. Running time, 8 mins. "G."

"The Hound and the Rabbit"

(Harman-Ising-M-G-M)

An entertaining and cleverly executed color cartoon. A young rabbit befriends a dog. He takes his new pal and uses him to advantage on his football team. A wily fox lures the dog away and catches most of the players for his dinner. But, the hound returns in time and is acclaimed after he dispatches the fox. Production Code Seal No. 3,280. Running time, 8 mins. "G."

"Play Ball"

(Terry Toon-Educational)

Kiko and his Australian team engage the denizens of the jungle on the diamond. They go through spectacularly animated cartoon sequences that are satisfying. Production Code Seal No. 01,604. Running time six minutes. "G."

"Serene Siam"

(Fitzpatrick-M-G-M)

In addition to interesting scenes in and around Bangkok the producer here offers enlightenment on Buddhism and discourses on the technique of the interesting Siamese dance forms. It is wholly interesting and satisfying. Production Code Seal No. 01,563. Running time, 9 mins. "G."

"Golf Mistakes"

(M-G-M)

Pete Smith aided by four outstanding players in his usual tongue-in-cheek style offers a learned discourse on what to do and what not to do on the green. The usual horseplay is in evidence. The golfing fraternity will stay to see it twice. Production Code Seal No. 3,265. Running time, 10 mins. "G."

Trade Show "Said No"

Grand National will hold trade previews of its "The Girl Said No" in every exchange center throughout the country June 15, with the exception of New York where a trade preview has already been held. "The Girl Said No" will have its premiere in Boston on June 22 at the Shubert.

Branch Wage Talks Resume On Wednesday

(*Continued from page 1*)

unions in the far west, it was stated. Present indications are that the distributor committee will not leave New York, but that out of town union delegations will come east for the talks.

RKO, which will hold its annual sales convention on the coast starting Wednesday, will be represented at the union meetings here by the committee as a whole.

With the exception of Cleveland and Washington, arrangements have been completed for exchange employes in Buffalo, Philadelphia, Boston, New Haven and Pittsburgh.

Distribution executives indicated on Saturday that agreements for Cincinnati, Oklahoma City, Charlotte, Kansas City and Indianapolis will be completed before the end of the week.

Jo Davidson Is Named

Oklahoma City, June 13.—Jo Davidson, famous sculptor, has been designated by Mrs. Will Rogers to make the statue of her late husband which will be placed in Statuary Hall in Washington. Members of the Will Rogers memorial committee, appointed last week by Governor E. W. Marland, have been asked to meet here on June 20.

Youngclaus Adds Two

Grand Island, Neb., June 13.—Increasing his holdings to five houses, W. N. Youngclaus of Grand Island, one-time baiter of the big producers with a series of suits, has purchased the Sterling and Lyric from J. I. Galbreth at Superior, Neb.

THEATRE ACCOUNTING
by WILLIAM F. MORRIS
(Certified Public Accountant)

Tells all the facts about your business each week.

- Payroll data for Social Security Taxes.
- Profit at a glance—Daily or Weekly.
- All expenses deducted—Including Rent, Taxes and Depreciation.
- Complete record of advance bookings.
- Itemized Schedule of All Assets and Equipment with Table of Depreciation Rates.
- Does not require a bookkeeper to handle it.

$3 ENOUGH FOR A FULL YEAR'S BOOKKEEPING

QUIGLEY BOOKSHOP
ROCKEFELLER CENTER
NEW YORK

"Star Born" Twin Cities' Only Grosser

Minneapolis, June 13.—Only the Century with a second run, "A Star Is Born," escaped a general slump. The gross of $5,500 was $2,000 over average.

The Minnesota with "I Met Him In Paris," the Paramount and the Tower in St. Paul showing "Cafe Metropole" and the double feature, "Her Husband Lies" and "Off To the Races," respectively, showed slight increases of $500.

Total first run business in Minneapolis was $19,800. Average is $23,500. Total first run business in St. Paul was $14,000. Their average, $15,000.

Estimated takings:

Minneapolis:

Week Ending June 4:

"I MET HIM IN PARIS" (Para.)
MINNESOTA—(4,000), 25c-55c, 7 days. **Gross:** $10,500. (Average, $10,000)

"TURN OFF THE MOON" (Para.)
ORPHEUM—(2,900), 25c-40c, 7 days **Gross:** $4,000. (Average, $6,000)

"A STAR IS BORN" (U.A.)
CENTURY — (1,600), 25c-40c, 7 days. **Gross:** $5,500. (Average, $3,500)

"OUTCASTS OF POKER FLAT" (RKO)
"MURDER GOES TO COLLEGE" (Para.)
STATE—(2,400), 25c-40c, 7 days. **Gross:** $3,500. (Average, $5,500)

"MEN ARE NOT GODS" (U.A.)
WORLD—(400), 25c-35c, 5 days. **Gross:** $1,800. (Average, $2,000)

St. Paul:

Week Ending June 3:

"CAFE METROPOLE" (20th-Fox)
PARAMOUNT—(2,300), 25c-40c, 7 days. **Gross:** $6,000. (Average, $5,500)

"MOUNTAIN JUSTICE" (F.N.)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,000)

"NO MAN OF HER OWN" (Para.)
"NOBODY'S BABY" (M-G-M)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $3,500)

"HER HUSBAND LIES" (Para.)
"OFF TO THE RACES" (20th-Fox)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,500. (Average, $2,000)

"Gave Gun" $7,700 Grosser at Houston

Houston, June 13.—"They Gave Him a Gun" raised the ante at Loew's State by $700, taking $7,700, and "50 Roads to Town" matched this record at the Metropolitan. The take was $7,700. Average at both theatres is $7,000.

"I Met Him in Paris," playing nine days at the Majestic, took $10,000. Average for 7 days is $7,000.

Total first run business was $28,300. Average is $26,000.

Estimated takings for the week ending June 4:

"I PROMISE TO PAY" (Col.)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,200. (Average, 7 days, $5,000)

"GENERAL SPANKY" (M-G-M)
KIRBY—(1,450), 15c-35c, 1 day. Bank Night. **Gross:** $800. (Average, 7 days, $5,000)

"WHEN LOVE IS YOUNG" (Univ.)
KIRBY—(1,450), 15c-35c, 3 days. **Gross:** $1,100. (Average, 7 days, $5,000)

"THEY GAVE HIM A GUN" (M-G-M)
LOEW'S STATE—(2,700), 25c-50c, 7 days. **Gross:** $7,700. (Average, $7,000)

"I MET HIM IN PARIS" (Para.)
MAJESTIC — (2,250), 25c-50c, 9 days. **Gross:** $10,000. (Average, $7,000)

"50 ROADS TO TOWN" (20th-Fox)
METROPOLITAN — (2,600), 25c-50c, 7 days. **Gross:** $7,700. (Average, $7,000)

Horrific

Toronto, June 13.—If Mrs. H. S. Angus of Toronto is successful in her plan, the censor boards of the nine Canadian provinces will gain a new designation, that of "horrific" films. At the annual convention of the Daughters of the Empire Mrs. Angus urged the adoption of the new classification as a method of labeling "terrifying" pictures in order to guard sensitive children.

"Paris" Hits Kansas City's Top, $11,200

Kansas City, June 13.—"I Met Him In Paris" at the Mainstreet did a nice $11,200, the best of the week, $3,400 over average, and was shifted to the Newman for a second week.

"As Good As Married," with a stage show at the Tower, was good for $7,500, $500 over the line. "They Gave Him A Gun" and "Way Out West" grossed $10,000 at the Midland, $1,000 shy of normal.

Total first run business was $36,500. Average is $37,800.

Estimated takings:

Week Ending June 3:

"I MET HIM IN PARIS" (Para.)
MAINSTREET—(3,100), 25c-40c, 8 days. **Gross:** $11,200. (Average, 8 days, $8,800)

"THEY GAVE HIM A GUN" (M-G-M)
"WAY OUT WEST" (M-G-M)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $10,500. (Average, $11,500)

"THE GO-GETTER" (W.B.)
"BURIED ALIVE" (W.B.)
NEWMAN — (1,900), 25c-40c, 7 days. **Gross:** $4,700. (Average, $7,000)

"AS GOOD AS MARRIED" (Univ.)
TOWER—(2,200), 25c-40c, 7 days. Stage: Modern Minstrel Review, with Billy & Beverly Bemis; Serge Flash; Johnny Woods; Harry Van Fossen; Frank Mack. **Gross:** $7,500. (Average, $7,000)

"NIGHT KEY" (Univ.)
"OH, DOCTOR (Univ.)
UPTOWN—(2,000), 25c-40c, 6 days. **Gross:** $2,600. (Average, 6 days, $3,500)

"Star Born" Gets $5,400 at Spokane

Spokane, June 13.—"A Star Is Born" held up well through a second week at the State, pulling $5,400, or $600 over par. The first summer heat cut grosses slightly.

"I Met Him in Paris" took $5,700 in seven days on a dual with "The Man Who Found Himself" at the Fox. "Voice of the City" pulled $2,600 in three days over the weekend at the Orpheum with the Crockett Family on the stage.

Total first run business was $15,100. Average is $13,200.

Estimated takings for the week ending June 3:

"A STAR IS BORN" (U.A.)
STATE—(1,000), 30c-40c, 7 days, 2nd week. **Gross:** $5,400. (Average, $4,800)

"I MET HIM IN PARIS" (Para.)
"MAN WHO FOUND HIMSELF" (RKO)
FOX—(2,300), 25c-40c, 7 days. **Gross:** $5,700. (Average, $5,200)

"VOICE OF THE CITY" (M-G-M)
ORPHEUM—(1,200), 25c-40c, 3 days, increased prices. Stage: Crockett Family. **Gross:** $2,600. (Average, regular prices, 4 days, $2,200)

"MOUNTAIN JUSTICE" (F.N.)
"ANGEL'S HOLIDAY" (20th-Fox)
ORPHEUM — (1,200), 20c-30c, 4 days. **Gross:** $1,400. (Average, 3 days, $1,000)

Hold Academy Destined for Cultural Role

(*Continued from page 1*)

Screen Playwrights, Inc., on writer working conditions, but the Academy is expected to sidestep the forthcoming controversy between the revived Screen Writers' Guild of the Authors' League of America and the Playwrights over who shall be determined the bargaining agency for the film writers.

Then, too, the Academy holds a pact governing working conditions of assistant directors which is expected to be tossed overboard when the Screen Directors' Guild is thoroughly organized and held the directors' bargaining agency.

Chief duties of the Academy, under the planned setup, will be the maintenance of the publication of its records of achievements in the various fields of talent, the annual distribution of awards for which necessarily some change must be made because of the depleted talent branch membership, and the continued program of education and research under the Research Council. Formulation of a definite future policy will await the return of Frank Capra, president, from Europe.

Walker Bars Coal Job

Scranton, June 13. — Frank C. Walker, vice-president and general manager of Comerford Theatres, Inc., has no desire to become "czar" of the anthracite industry. Proposed by the *Scranton Tribune* as the man for leading the hard coal industry out of its difficulties, Walker said under no circumstances could he see his way clear "to assume leadership of so difficult a task."

Birmingham Meet June 27

Birmingham, June 13.—The annual convention and election of officers of the Southeastern T. O. A. will be held at the Thomas Jefferson Hotel here, June 27, 28 and 29. Milton C. Moore of the Riverside, Jacksonville, Fla., is president. O. C. Lam of Rome, Ga., is convention chairman. A feature of the meeting will be a golf tournament for the Alabama, Georgia, Florida and Tennessee exhibitor members of the organization.

Segal in Century Deal

Boston, June 13.—Harry Segan has bought the New England franchise and old releases of Century Pictures. Segal resigned as New England manager for Grand National this month to take the Imperial franchise. He has other deals pending. Wholesome Films, Inc., has been distributing here for Century for the past year.

Beatrice to Vote July 13

Beatrice, Neb., June 13.—Date of Beatrice's special election on Sunday shows has been set for July 13. Patriotic and civic groups are sponsoring the blue law repeal.

Takes K. C. Franchise

Homer Blackwell has taken a five-year franchise from Imperial Pictures for the Kansas City territory.

Today UNITED ARTISTS *sends greetings to the exhibitors of America from its convention at the Waldorf-Astoria Hotel, New York City.*

Your United Artists representatives are now discussing the most outstanding product program in the history of U.A. leadership, and will relay the details to you upon their return to the field.

GEORGE J. SCHAEFER

■

Schaefer Will Predict 28 at Least for U. A.

(*Continued from page* 1)

Samuel Goldwyn's "Dead End," with Sylvia Sidney and Joel McCrea, and "Stella Dallas," with Barbara Stanwyck and John Boles; Alexander Korda's "Knight Without Armor", with Marlene Dietrich and Robert Donat; David O. Selznick's "The Prisoner of Zenda," with Ronald Colman and Madeleine Carrol, and Walter Wanger's "Vogues of 1938" in Technicolor, with Warner Baxter and Joan Bennett, and "52nd St."

United Artists' complete product announcement will be presented to the sales force today by Shaefer. An outline of sales policy will follow and discussions of sales plans, to be participated in by division, district and branch managers and salesmen, for individual territories will occupy the meeting tomorrow and Wednesday.

Wells Quits Goldwyn

Linton Wells, eastern publicity representative for Samuel Goldwyn, has resigned, effective June 30. He has accepted a radio offer to dramatize his autobiography, "Blood on the Moon," and will devote some time to writing the sequel, "Bits of Life," which will be published next spring.

Col. Foreign Heads Arriving for Meet

Columbia foreign executives are beginning to arrive in this country for the company's annual sales convention which will get under way in Los Angeles on June 27. Joseph Friedman, managing director in England, will arrive on the *Normandie* today. Ramirez Torres, general manager of Medal Film Exchange, San Juan, Puerto Rico, is due in a few days, and Cecil Mason, general manager in Australia, will reach San Francisco tomorrow and go directly to Los Angeles.

Joseph H. Seidelman, foreign manager of the company, will hold a number of home office conferences with Jack Cohn, president. Seidelman returned from the studio late last week.

Pathe News to Drop Topics in Shakeup

(*Continued from page* 1)

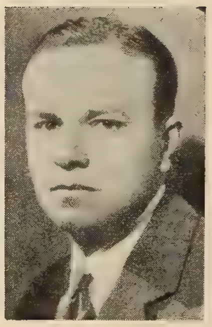
vation being prepared by the new Pathe News management and which will include the newsreel, as well, it was said. The new plans for the reel are not yet far enough advanced to permit disclosure at the RKO sales meeting and may not be announced for another month or six weeks. Likewise, the plans for other Pathe News product are still in work. A part of the latter, when completed, will supplant the new Pathe Parade series at the end of the new season.

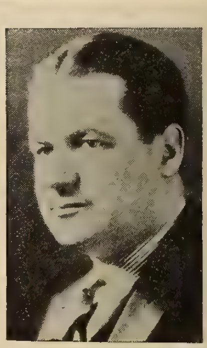
Ullman named William Pitt, who was associated with Pathe News for three years, to succeed Claude Collins, who resigned recently as assignment editor of the reel. Allyn Butterfield continues as editor. There will be 104 issues of the reel distributed by RKO again next year.

Executives at U. A.'s Convention

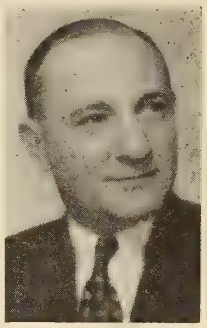
GEORGE SCHAEFER
Vice-President and
General Manager

A. W. SMITH, Jr.
General Sales
Manager


HARRY BUCKLEY
Vice-President of
Corporate Affairs


ARTHUR W. KELLY
Vice-President of
Foreign Sales

HARRY GOLD
Eastern Sales
Manager


JACK SCHLAIFER
Western Sales
Manager

JAMES MULVEY
Vice-President
Goldwyn Prod.

E. SILVERSTONE
Representative of
Alexander Korda

MONROE GREENTHAL
Head of Advertising
and Publicity

To Hold Republic Meet Here Today

(*Continued from page* 1)

office circuit contact, returned yesterday from New Orleans, where the preceding regional meeting was held. H. J. Yates, now at the Republic studio, will be unable to attend the eastern meeting. Those who will be at today's meeting from the home office in addition to Milstein, Schnitzer and Hacker are G. C. Schaefer, William Saal, Al Adams, L. H. Sills and A. L. Pindat. The following will attend from the eastern division exchanges:

New York—Herman Gluckman, D. M. Sohmer, Jack Bellman, Robert Fannon, Dave Black, Martin Harra, Sidney Picker and Tony Ricci; Buffalo—Jack Berkowitz, N. R. Sodikman and Howard McPherson; Boston—Herman Rifkin, M. E. Morey, Al Fecke, Jack Davis, Sol Seletsky and C. D. Wilson; New Haven—Robert Cobe; Albany—W. A. Ryan, S. Milberg, B. H. Mills, Mary Hawkins; Philadelphia—Harry A. Lavine, W. C. Karrar, Jerome Lewis, Frank Hammerman; Pittsburgh—J. H. Alexander, Sam Fineberg, George Collins, Hymie Wheeler, Louis E. Hanna; Washington—Sam Flax, Jake Flax, M. R. Oletsky; Detroit—Sam Seplowin, Harry Berman, Fred Strubank, Fred Sturgess; Cleveland—Nat J. Lefton, J. S. Jossey, S. P. Gorrel, F. E. Belles, R. O. Flemm, M. J. Glick, Rudy Norton, L. M. Mishkind; Cincinnati—Max Margolis, George Kirby, Rudy Knoepfle, Robert Drew.

To Publish "Navy" Songs

Hollywood, June 13.—The Mills Publishing Co. will publish two songs from "Sweetheart of the Navy," a B. F. Zeidman production for Grand National. The titles, written by Jack Stern and Harry Tobias, are "Sweetheart of the Navy" and "I Want You to Want Me."

RKO Train Gathers Clan at St. Louis

(*Continued from page* 1)

the local force, were the groups from Boston, New Haven, Philadelphia, four overseas delegates and from St. John, N. B.

From here the train will go to Dallas tomorrow, stopping at Little Rock, Ark., to take on the Memphis staff. In Dallas salesmen will join the special from Kansas City, Omaha, Sioux Falls, Charlotte, Atlanta, New Orleans, Jacksonville, Oklahoma City and Dallas. During the Dallas stay, the men will be entertained at the Texas Pan-American Exposition, and later in the day at the Texas Frontier Centennial in Fort Worth. Monday evening a stop will be made at Sweetwater, Texas, Tuesday morning at El Paso for breakfast across the border at Juarez, Mexico, then a final stop at Tucson, Ariz., for a reception by Fox West Coast. The special will arrive in Los Angeles Wednesday morning.

The western delegates from Salt Lake City, Denver, San Francisco, Portland, Seattle, Calgary and Vancouver will travel directly to Los Angeles.

Test Reel Ready Soon

Hollywood, June 13.—A sound test reel, developed by the Research Council of the Academy of M. P. Arts and Sciences, will be made available to the industry shortly. The reel is to be used in checking and maintaining the adjustment of sound projection systems in theatres. Prints are being prepared for equipment service companies, studios and circuits.

About 100 Convene For Va. MPTO Meet

Virginia Beach, June 13.—Approximately 100 members and guests of the M. P. T. O. of Virginia are gathered here for the organization's semiannual meeting which opened today with a program of varied social events. The business sessions will be held Monday at the Cavalier Hotel, convention headquarters.

Delegates spent the day on a fishing trip aboard a chartered boat, at a beach party and at various smaller cocktail parties. The convention banquet will be held tonight. Tomorrow's program includes addresses by William S. Wilder, president; Abram F. Myers, chairman and general counsel of Allied States; Ed Kuykendall, president of M. P. T. O. A.; Jay Emanuel, publisher of *The Exhibitor* regional trade papers, and James B. Fitzgerald, secretary of the Washington Film Board of Trade. Mayor Roy Smith will welcome the delegates at the opening business session.

A discussion of industry problems will be led by Col. Robert T. Barton, Jr., counsel for the organization. The meeting will also select a city for the Virginia M. P. T. O.'s mid-winter convention, at which the annual election of officers is held.

Dave Palfreyman of the M. P. P. D. A., New York, is among the convention visitors from outside of the state.

Hamrick, Newman East

Portland, June 13.—John Hamrick and Frank L. Newman are on their way to New York for business conferences.

◂ Radio Personals ▸

MRS. NICK KENNY, wife of the New York *Mirror* radio columnist, is in the hospital. . . . Dave Elman's "Hobby Lobby," a WOR feature, has been chosen for a feature page spread in the New York *Herald Tribune*—the first time that a New York paper has given such space in its rotogravure section to any radio feature. . . . Bobby Gibson, ex-CBS page boy, will guest sing on the Hammerstein "Music Hall" June 22. . . . Aline MacMahon will be the Sealtest "Sunday Night Party" guest June 20. . . . Irene Rich will be interviewed by Nellie Revell tomorrow on NBC. . . .

✚

Stuart Gracey begins a new NBC series Thursday at 2:30 P. M., E.D.S.T., on the Blue. . . . He is the son of W. A. Gracey, publisher of the Geneva (N. Y.) *Times*. . . . Patsy Kelly will be Jack Eigen's "Newsreel" guest on WMCA tomorrow. . . . Norm Winter, editor of *New York Amusements,* begins a new series on WNEW tomorrow. He will prevue pictures, drama, concerts and books. . . . E. J. Miller joins NBC's technical staff as maintenance engineer. . . .

✚

Charles Winninger will guest appear on Jack Benny's program June 20. . . . Allen Prescott's "Wifesaver" series, heard over CBS and NBC, has held the number one position in agency ratings of programs of that type during the entire year. . . . Robert Irwin, Irish baritone, discovered by John McCormack, will guest solo on the Hammerstein "Music Hall" Tuesday. . . . Benay Venuta flies to Chicago immediately after Tuesday's Mutual broadcast for an engagement at the Drake Hotel there, then on to California to rejoin her husband. She'll be absent from the airways for the balance of the summer.

✚

Mario Cozzi, NBC baritone, travels to the Cleveland Exposition for a two-day appearance at the exposition there. He will represent his sponsor, Allegheny Steel. . . . Dale Carnegie returns to the "Magazine of the Air" June 21 for a guest appearance.

Mathes Again Reappointed

The State Bureau of Milk Publicity for the third successive year has appointed the J. M. Mathes agency to conduct its annual campaign. The agency is planning a campaign on 18 stations throughout the state, in addition to other media. The expenditure for the year will be $300,000. The campaign will get under way within a month.

"Music By—" to Be Renewed

"Music By—" a renewal of the musical series featuring different conductors, will start over WOR tomorrow from 8 to 8:30 P.M., E.D.S.T., with Bob Haring's orchestra. Haring will conduct for two weeks and will be followed by Al Roth. Other conductors will take over at two-week intervals.

More Radio—Page 12

WMCA Agrees To Inaugurate 40-Hour Week

The 40-hour week will become effective at WMCA at once, under terms of an agreement set Saturday.

Announcers and producers will receive salary increases, with a provision in the announcers' agreement that provides for what amounts to a guarantee that the announcer will receive commercial assignments to increase his salary by at least 20 per cent.

The agreement between the station and representatives of the operating and production announcers departments came as the result of negotiations between representatives of the employes and management during the past few weeks. The announcers and producers at WMCA some weeks ago joined the Announcers and Producers Guild at CBS, which is led by Roy S. Langham.

The WMCA agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

Two weeks with full pay is provided for those in the employ of the station for a year or more. Two weeks' full pay is guaranteed in the event of sickness, and two weeks' notice in the event of discharge for violation of rules or other reasons as outlined in the agreement.

Five-Day Week Not Assured

The agreement does not, however, guarantee a five-day weeks, but wherever possible all hours of work will be grouped so as to give the staff members as much continuous off as possible.

It is believed this is the first instance of a radio station guaranteeing announcers commercial contracts, the agreement specifically states that announcers have the right to reject, without prejudice, all offers made by sponsors for special work on commercial accounts, and also permits the individual announcer to draw up to 20 per cent of his base pay against possible earnings on commercial broadcasts in the future.

In a talk with Roy S. Langham of CBS, head of the American Guild of Radio Announcers and Producers, he said that the above statement from WMCA was substantially correct, with the following exceptions:

(1) The agreement is a result of negotiations by, and is made with, the WMCA chapter of the A.G.R.A.P. (WMCA did not mention the producers' organization).

(2) In effect, the agreement provides for a $42 per week minimum salary. This is the highest minimum pay for a station of WMCA's size in the country.

(3) In effect, the five-day week is the same as that at CBS, in that the announcers are allowed to work more than five days per week if commercial commitments require their services.

(4) The agreement is only temporary—until Jan. 1, 1938—and is designed to tide over the period of absence or vacations of executives of the station.

Well Dressed Man

Observation supplied by Bill Maloney, of WOR, who swears, s'help him, that he actually saw it:

Alexander Woollcott, the other evening, emerging from his shiny new car, cane swinging jauntily from his arm, and entering the CBS building for a broadcast. But peeking out from below Woollcott's trouser cuffs, were plainly visible the anklets of red flannel pajamas!

Boake Carter on Vacation

Boake Carter will take his first vacation in eight straight years of broadcasting when he leaves his CBS-Philco program for one week, beginning June 27.

During Carter's absence his place on the Philco series will be taken by H. V. Kaltenborn.

Carter will spend his vacation at sea with Sayre M. Ramsdell, vice-president of Philco, aboard the latter's yawl.

McNamara Going Abroad

BOSTON, June 13.—John F. McNamara, program director of NBC stations WBZ-WBZA, will tour Europe this summer, sailing from here on the *Transylvania* June 19. He will visit Dublin, London, Paris, Edinburgh and Glasgow, returning August 1.

Sinclair Program Ends July 1

The Sinclair Refining Co's. program featuring Babe Ruth in a twice weekly broadcast over CBS, will terminate its stay on the air with the July 9 broadcast. The Federal advertising agency handles the account. Sinclair's future radio plans are not known.

Mills Brothers to London

OMAHA, June 13.—During their week at the Omaha Orpheum the Mills Brothers were notified by their bookers that they are to sail the last of June for a three-month London engagement.

Announcers in Race

Kansas City, June 13.—Midget auto racers being interviewed by sports announcers of local stations suffered so badly from mike fright that they were razzed by the announcers.

To get even, the racers dared the announcers to take the wheels of the tiny racers. The announcers gamely accepted and a special five-lap radio announcers race was arranged.

Ralph Nelson, KCKN sports announcer and director of special events, finished first—a lap ahead of Walt Lochman, the Wheaties baseball announcer on KXBY. Dick Smith of WHB was third and Jack Starr, KMBC, was fourth.

NBC Planning First Japanese Broadcast

The first series of broadcasts ever to be broadcast from Japan will be heard over NBC, when that network covers the seventh world conference of the World Federation of Education Ass'n. in Tokyo, August 2 to 7.

Although full details have not been worked out, NBC has arranged to be represented at the conference by Harry A. Carpenter, a member of the Rochester, N. Y., Board of Education.

WOR Installs New Robot

WOR has joined CBS in installing the Bell Laboratories robot engineer device which regulates programs within prescribed limitations and increases program levels. The new equipment is currently in operation, and has achieved notable results, according to Charles Singer, supervisor of the WOR transmitter in Carteret, N. J.

Strouse to Artists Management

Irving S. Strouse, until recently publicity director of the J. P. Muller agency, has been signed to handle the publicity of Artists Management, Inc., and the Paul Whiteman interests. He will make his headquarters at the New York office, 17 E. 45th St.

Gertrude Niesen in New Series

HOLLYWOOD, June 13.—Gertrude Niesen is to be the vocal star of a new series beginning June 30 over the west coast NBC network. Featured with her will be Olsen and Johnson. The Richfield Gasolene Co., will sponsor.

Drums, Inc., Buys Program

Drums, Inc., through the C. C. Winningham agency, buys Allie Lowe Miles' participating program over WOR beginning tomorrow, with announcements Mondays and Wednesdays.

Radio

Puget Sound Co. In Reorganization

SEATTLE, June 13.—Reorganization of the Puget Sound Broadcasting Co., Inc., owners and operators of station KVI, CBS affiliate, was announced last week. Mrs. Vernice Doernbecher Boulianne is the president and general manager, and other officers are: J. T. S. Lyle, vice-president; Dorothy Doernbecher, secretary, and Judge John C. Kendall and Howard Gregory members of the board of directors.

Mrs. Boulianne and Miss Doernbecher are the daughters of Edward M. Doernbecher, who was president and manager of the Puget Sound Broadcasters from 1929 until his death last April.

Delay Wayne King Suit

LOS ANGELES, June 13.—Arguments on RCA's petition to intervene in the suit of Wayne King against Warner Broadcasting Co. over alleged illegal use of King's recordings has been shifted to July 19 to permit RCA to file additional information. Arguments had been scheduled originally for next Monday.

Lady Esther Shifts Agencies

A switch in agencies has been made by the Lady Esther cosmetic company, sponsors of the Wayne King program on CBS. Formerly handled by the Stack-Goble agency, the account has been transferred into the hands of the Lord & Thomas agency, effective Sept. 1.

Although radio plans for the future have not been announced, it is believed that the radio series has been renewed for the full year.

Form Weco Prod., Inc.

SEATTLE, June 13.—Weco Radio Prod., Inc., has been established here to produce radio programs and continuity, and to represent the Seattle Recording Studios in the national field. Founders are James R. Lunke, formerly associated with the NBC stations KOMO and KJR in Seattle, and Dudley E. Williamson, former advertising agency and radio station executive from Chicago.

KGVO to Move in Fall

MISSOULA, Mont., June 13.—The studios of KGVO this fall will be moved to larger quarters to accommodate the growing demands of the station. A two-story brick building has been purchased adjacent to Missoula's projected new $1,000,000 hotel. The second floor of the building will be remodeled and modernized to provide studios and office space for the KGVO staff.

Posts at KMTR Switch

LOS ANGELES, June 13.—Dolores Ehlers has resumed her post as publicity director of KMTR. Lorena Corenson who took Miss Ehlers' place goes back to her former post in the advertising department.

Helen Gahagan Is Signed

Helen Gahagan has been signed to make a series of concert appearances next winter under NBC artist service management. Miss Gahagan is now in Europe.

Renews Three Shows For 13-Week Periods

The American Home Products Corp. has renewed three of its NBC programs, each for 13 weeks, all to take effect immediately. The programs are:

"Mrs. Wiggs of the Cabbage Patch," 10 to 10:15 A.M. on the Red.

"John's Other Wife," 10:15 to 10:30 A.M. on the Red.

"Just Plain Bill," 10:30 to 10:45 A.M. on the Red.

The three programs are broadcast Monday through Friday. The time is E.D.S.T.

Blackett-Sample-Hummert is the agency.

Scarlet Fever Hits WLW

CINCINNATI, June 13. — Joseph Whitehouse, chief transmitter engineer of the WLW plant at Mason, O., is in a Dayton hospital suffering from scarlet fever. A daughter of Floyd Lantzer, Whitehouse's assistant is quarantined at her home, at Mason, with the disease.

Lantzer, in addition to R. S. Duncan, Lester Petery and Karl Snyder, engineers, have gone into voluntary quarantine until abatement of the cases prevalent in the vicinity.

No one is allowed to enter or leave the transmitter plant.

Ralph Nelson Quits KDB

SANTA BARBARA, June 13.—Ralph Nelson, chief announcer at KDB, here, has left for Chicago to free lance. Nelson came west with Leslie Howard in "Hamlet" after an association with NBC and CBS in New York. Celeste Holm, wife of Nelson, who was also with the barnstorming "Hamlet," is in Chicago with blessed event expectations, which is the reason for Nelson's Chicago destination.

Discuss CBC Time Increase

WINNIPEG, June 13.—Local Canadian Broadcasting Corp. officials are in Ottawa to confer with Gladstone Murray, CBC manager. The probable subject is a program for an increase in network time from six to 16 hours daily. Those leaving here were Horace Stovin, regional program director; Dick Claringbull, production chief, and J. F. Garrett, publicity.

Wilson Heads WCKY Sales

CINCINNATI, June 13.—L. B. Wlison, executive head of WCKY, NBC basic Blue, has appointed Lloyd George Vernard as sales and merchandising director. He previously was sales promotion manager of WGAR, Cleveland, and prior to that was connected with the Barron G. Collier organization.

Stuart Finley Joins WCPO

PITTSBURGH, June 13.—Stuart Finley, former announcer at WWSW, who has been working on a Utica, N. Y., station recently, has just joined the staff of WCPO in Cincinnati. Another WWSW hand, Allan Trench, who doubles as salesman and announcer, is leaving shortly to become associated with WIRE in Indianapolis. Trench was with WCAE here before going to WWSW.

Court Refuses To Set Aside Stadium Sale

(Continued from page 1)

Orpheum, now in bankruptcy, be permitted to reorganize with RKO under Section 77-B. Judge Patterson denied both motions of the stockholders on the grounds that unless they can prove that Orpheum is solvent "they have no standing to oppose a sale of assets at any price, good or bad—creditors come first." A majority of Orpheum creditors voted to accept the Stadium offer.

Judge Patterson ruled that a similar proof of solvency must be made in order to turn a bankruptcy proceeding into one of reorganization and held that "the proof before the referee did not indicate a present condition of solvency."

Zirn, on behalf of other Orpheum stockholders, had asked the court to set aside the sale of the assets and to remove Ehrhorn as referee. Judge Patterson denied the first petition on the technical grounds that it was improperly brought, and the second petition on the grounds that no cause for the removal of Ehrhorn had been shown.

Donn Wermuth Shifted

PITTSBURGH, June 13.—Donn Wermuth, for the last six years assistant publicity director for Warners here, has been transferred to the exploitation department and will cover Washington, Pittsburgh, Cleveland, Buffalo, Albany, Philadelphia and Baltimore. He will make his headquarters in Washington.

James Totman, manager of the Warner in Erie, Pa., and winner of a Quigley plaque, succeeds Wermuth.

Three More for Toronto

TORONTO, June 13.—Toronto has three new neighborhood theatres. Sam Firestone, owner of the Lyndhurst and Aster, has added the Esquire to his independent circuit. George Floyd recently opened the Belmont, while a local independent syndicate has opened the Community.

Wall Street

Board Decline Continues

	High	Low	Close	Net Change
Columbia	30½	30	30	— ¾
Eastman Kodak	170	169½	170	+1
Loew's, Inc.	77⅝	76	76	—2
Paramount	18⅛	17¾	17⅞	— ½
Paramount 2 pfd.	17	16½	16⅝	— ⅜
RKO	7⅞	7¾	7¾	.....
20th Century-Fox	36⅛	35⅝	35⅝	— ⅞
Warner Bros.	13⅛	12⅝	12¾	— ⅜

Light Curb Change

	High	Low	Close	Net Change
Technicolor	26¼	25⅝	25⅝	— ¾
Trans Lux	4½	4½	4½	— ⅛
Universal Corp.	5⅜	5⅜	5⅜	+ ⅛

Bonds Steady

	High	Low	Close	Net Change
Loew's	99⅝	99⅝	99⅝	+ ¼
Paramount Pictures 6s '55	100	100	100	.....
Warner Bros. 6s '39 wd.	95	94½	94½	— ⅜

(Quotations at close of June 12.)

Legion Approves All Of 11 New Pictures

The National Legion of Decency, in its list of new pictures for the current week, has approved all of the 11 films reviewed, eight for general patronage and three for adults. The new pictures and their classification follow.

Class A-1, Unobjectionable for General Patronage—"African Holiday," "Armored Car," "Drei Maederl um Schubert," "Gluekskinder," "Reckless Ranger," "Riding on Air," "Tre Anni Senza Donne," "You Can't Beat Love." Class A-2, "A Day at the Races," "Last Train from Madrid," "Public Wedding."

University Starts Theatre Ad Course

MILWAUKEE, June 13.—H. J. Fitzgerald, general manager of the Fox-Wisconsin circuit, and James Keefe, advertising and publicity manager, have been instrumental in establishing a collegiate course in theatre advertising and publicity at Marquette University.

In connection with the course, questions are submitted weekly by Fox as a basis of class work, screenings of films are held and the class prepare newspaper and trailer copy on them. In addition, Fitzgerald is offering a scholarship to the junior showing the greatest aptitude in his work at Marquette, including the theatre advertising course.

Mass. Committee Meets

BOSTON, June 13.—The legislative Commission on Taxation, meeting after both houses had adjourned to consider some 50 bills turned over to it during the regular session, will convene tomorrow at the State House. Proposed taxes, directly and indirectly affecting both exchanges and theatres, will be heard. Film representatives will be on hand to protect their interests.

Withers Joins Republic

KANSAS CITY, June 13.—Robert F. Withers, Republic-Midwest exchange manager, has appointed C. "Bud" Riley, formerly with the Alexander Film Co., as sales representative of the exchange. Riley succeeds M. G. Shackelford, who recently joined Monogram.

Shuttee Lincoln Manager

LINCOLN, June 13.—Walter P. Shuttee is the Lincoln Theatre Corp., new city manager replacing Jerry Zigmond, who will be transferred to Colorado after a short visit in Chicago.

Para. Plans '38 "Artists"

HOLLYWOOD, June 13.—With this year's "Artists and Models" being edited, Paramount is planning for "Artists and Models of 1938," signing Leo Birinski to develop a screen play for it. Vincente Minnelli will produce.

Paramount Acquires "Mateo"

Paramount has acquired "Mateo," an Argentine film, for distribution in Spanish-speaking countries. John B. Nathan, Argentine manager for Paramount, induced the company to take it over.

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Picture
Industry

MOTION PICTURE DAILY

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and
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VOL. 41. NO. 139 NEW YORK, TUESDAY, JUNE 15, 1937 TEN CENTS

Cooperate or Else—Plea By Kuykendall

Exhibitor Is Own Enemy, He Tells Va. MPTO

VIRGINIA BEACH, Va., June 14.—Ed Kuykendall made a plea for the cooperation of all exhibitors and declared they were their own worst enemies in a talk delivered at the session of the Virginia M. P. T. O. at the Cavalier Hotel today.

Kuykendall said he saw no reason for optimism and frankly admitted his disappointment over the results obtained in negotiation of his 10-point program. He berated one major company for not participating.

Kuykendall objected to broadcasting by stars. He said he favored the theatre divorce bills presented in several legislatures, but was opposed to the chain tax bills and outside regulation of the industry. He also expressed the opinion that Ascap is afraid of the Duffy bill.

Today's session was opened by the reading of a message from William P. Wilder and talk by Roy Smith, mayor of Virginia Beach.

Abram F. Myers, Allied general counsel, extended an invitation to those present to attend a regional meeting of Allied. Allied's efforts to

(*Continued on page* 9)

Zukor Pact Before Stockholders Today

Paramount stockholders are scheduled to act at their annual meeting today on the new employment contract for Adolph Zukor as head of production for the company. The stockholders' meeting will be held at the home office at noon today if a quorum is obtained.

Zukor's contract, which the board has recommended for approval, provides for a salary of $3,000 a week and additional compensation equal to seven and one-half per cent of the first $2,500,000 of consolidated profits from

(*Continued on page* 9)

Renewed Australian Deal Aim of Munro

Negotiations for the continuance of General Theatres, which is a combination of Greater Union and Hoyts, will be resumed when Charles Munro, managing director of Hoyts, arrives in Sydney.

Munro will leave tomorrow for Chicago, where he will spend a day visiting various shows and then head for

(*Continued on page* 2)

U.A. to Have 36 Films for Next Season

Total Production Budget Set at $26,000,000

United Artists will release 36 features during the 1937-'38 season, George J. Schaefer, vice-president and general manager, told the delegates to the company's convention here yesterday. A minimum of 10 of the new features will be in color, Schaefer said. The announcement of product opened the sales convention at the Waldorf-Astoria yesterday.

Contributing to the total lineup scheduled for the new season will be Samuel Goldwyn, David O. Selznick, Charlie Chaplin and Walter Wanger in Hollywood, and Alexander Korda's London Films in England. The new program will represent an expendi-

(*Continued on page* 4)

U.A. Deal Almost Complete—Korda

By BRUCE ALLAN

LONDON, June 14.—Alexander Korda said upon arrival here today from the United States that the arrangement for assuming American control by Samuel Goldwyn and himself had been practically completed.

London Films will hold a half interest with Goldwyn, he said, with the same distribution costs as the latter. Both Goldwyn and Wanger will produce at Denham, he said, with some

(*Continued on page* 4)

F&M and Ansells Combine Interests

ST. LOUIS, June 14.—Fanchon & Marco and Ansell Bros., operators of a number of first and second runs in this territory, have pooled their interests, according to Harry C. Arthur of F. & M., and Lou Ansell, representing the Ansell Bros. The deal was effected by an exchange of stock in the various companies involved.

F. & M. operates the Fox, Ambassador and Missouri, first runs, in addition to the St. Louis Amusement Co. with about 22 neighborhood theatres. The Ansells have the Empress, Ritz and Variety in this city. They will continue to manage the three houses in addition to the Tivoli, University City, and the Shenandoah, South St. Louis.

As a result of the deal, a new arrangement on playing time of first and second run product will be worked out. Arthur left for New York by plane tonight to negotiate new film contracts.

Indications are that with the merger, A. J. Balaban, Arthur Greene,

(*Continued on page* 9)

Marcus in Charge of Half of RKO Product

HOLLYWOOD, June 14.—Almost half of RKO's product output for the 1937-'38 season has been placed in charge of Lee Marcus, S. J. Briskin, vice-president in charge of production, said here today, on the eve of the arrival of the company's convention special train, which is due in Los Angeles Wednesday morning for the opening of the annual sales convention at the Hotel Ambassador there.

The assignment is based on an annual budget for the entire group,

(*Continued on page* 9)

German Consul "Warnings" To Actors Ordered Stopped

By BERTRAM F. LINZ

WASHINGTON, June 14.—Strong representations by the Government against the action of Dr. George Gyssling, German consul at Los Angeles, in sending threatening letters to actors appearing in "The Road Back," has resulted in the issuance of instructions by the German ambassador to discontinue such communications, it was learned here today.

The German Federal Government in Berlin, it was said, has endorsed the Ambassador's action.

The matter was brought to the attention of the State Dep't some weeks ago following the sending of the first of a series of letters by Gyssling pointing out that exhibition permits might be denied by the German Goverment for pictures in which appeared actors who had previously engaged in the making of pictures "detrimental to German prestige in tendency or effect."

Working quietly but none the less vigorously, the department took up the matter with the German Ambassador and is understood to have strenuously protested alien interference with with domestic affairs of American citizens. As a result, the Ambassador instructed Gyssling to discontinue the transmission of his "warnings."

Film Boards On National Basis to End

Some May Be Maintained Locally After July 1

The Film Boards of Trade will cease to exist as a national organization after July 1, when national headquarters of the boards here will be discontinued, it was learned yesterday.

Coincident with the closing of national headquarters, the industry's field organization will be reduced to a minimum of three or four boards which will operate in purely local capacities, it is understood. Indications are that the New York and Chicago film boards will be maintained and, possibly, there will be a board in the far west and one in the south. However, several companies are known to have expressed doubts as to the practicability of maintaining boards outside of New York and Chicago. Therefore, the extent to which the boards will be continued after July 1 is seen as being dependent upon the amount of company support which can be mustered for them in individual localities.

The Film Boards were organized about 12 years ago under the direction of C. C. Pettijohn of the M.P.P.D.A. and at one time were established in every exchange center. With the invalidation of arbitration and credit work, their activities were importantly

(*Continued on page* 9)

SWG Seeks Position As Labor Bargainer

HOLLYWOOD, June 14.—The Screen Writers' Guild of the Authors' League of America today filed an official petition before the Labor Relations Board asking that it be declared the sole bargaining agency for film writers. Dudley Nichols, president, said in the petition that the Guild represents a majority of the writers.

Today's move comes as an anti-cli-

(*Continued on page* 9)

National Signs for Columbia's Product

National Theatres yesterday signed up for Columbia's product next season. On Saturday, contracts were signatured between the circuit and RKO before sales executives of the latter company left for the coast to attend the annual sales convention this week.

Shorts are not being included in any

(*Continued on page* 9)

Radio News—Page 8

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 15, 1937 No. 139

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Lesser Budgets His Ten at $3,500,000

Hollywood, June 14.—Sol Lesser says he will have a budget for $3,500,000 for the 10 pictures he has set on his 1937-38 schedule. They are three Bobby Breen starrers, two Tarzan pictures starring Glen Morris, four outdoor pictures with Smith Ballew, and one from the series of Edgar Rice Burroughs novels for which Lesser has placed an option. The Burroughs stories, 20 in number, include the non-Tarzan output of the author. Lesser already has bought "The Girl from Hollywood."

Lesser is also reviving plans for the production of "Celluloid," Rupert Hughes story of the industry.

New Firm Succeeds Hughes Law Concern

With the dissolution of Hughes, Schurman & Dwight, several members of the firm have formed Dwight, Harris, Koegel & Caskey. The new company will act as the outside firm for 20th Century-Fox.

Attorneys associated with Dwight, Harris, Koegel & Caskey include Richard E. Dwight, Ralph S. Harris, Otto E. Koegel, John F. Caskey, Frank C. Fisher and Frederick W. R. Pride.

◂ Purely Personal ▸

Stanley S. Crick, 20th Century-Fox; Douglas Lotherington, RKO; Cecil Mason, Columbia; Herc McIntyre, Universal, and Charles Chavel, independent producer affiliated with Universal, will sail June 23 on the *Mariposa* from the coast for Australia. Kenneth Asperey, attorney for Greater Union Theatres, and Charles Munro of Hoyts, also will be on the same ship.

•

Morris Rosenthal of the Majestic, Bridgeport, and Mrs. Rosenthal gave a cocktail party yesterday on the *Carinthia* in honor of their 17th wedding anniversary before sailing on a vacation to Havana and Nassau.

•

George W. Weeks, G. B. general sales manager, and Mrs. Weeks will return today from an automobile trip to the coast and back.

•

Mrs. Osa Johnson will sail tomorrow on the *Normandie* with Director Otto Brower and a technical crew en route to Africa.

•

Herschel Stuart, treasurer of Monogram, has returned from the coast. W. Ray Johnston is due back in a week.

•

R. Sutton Dawes, managing director of sales for 20th Century-Fox in England, will sail tomorrow on the *Aquitania*.

•

Hal Horne is visiting Longchamps restaurants interviewing receptionists. It's a talent quest.

•

Simone Simon arrived over the weekend. She sails tomorrow on the *Normandie*.

•

Larry Weingarten, M-G-M producer, is due from the coast this week.

"U" Directors Meet; C. R. Rogers Attends

A meeting of the Universal board of directors was held yesterday following the arrival of Charles R. Rogers, executive vice-president and production head, from the coast. The meeting was "routine," according to company officials, and was attended by Harold S. Brewster, recently appointed Universal studio comptroller, who met some of the directors for the first time at yesterday's meeting.

J. Cheever Cowdin, Universal board chairman, leaves tomorrow on the *Normandie* for a month's trip abroad in connection with the company's foreign business. He will be accompanied by Gus Schaefer, Universal export manager, and the two will confer while abroad with George R. Canty, newly appointed continental sales manager, who is now in Paris. Schaefer expects to visit all European capitals and will be gone about four months.

Rogers was accompanied to New York by James P. Normanly, general manager. The two will remain for the Broadway premiere, Thursday, of "The Road Back." Brewster, who has been vacationing prior to starting his new studio assignment, plans to accompany them on their return to the coast.

Renewed Australian Deal Aim of Munro

(*Continued from page* 1)

the coast, from where he will sail on the *Mariposa* June 23. Kenneth Asperey, attorney for Greater Union, will be on the same boat.

A five-year arrangement between Hoyts and Greater Union expires the end of the year. Indications are that a new agreement for a longer period will be culminated shortly after Munro arrives on home soil.

Sidney R. Kent, president of 20th Century-Fox, and Walter J. Hutchinson, foreign head for the company, are due to arrive in Australia some time in September. The trip, it was said yesterday, will not concern the Greater Union situation, but will be for the purpose of acquainting the executives with local problems.

Attack Bank Night At Meeting in Utah

Salt Lake City, June 14.—Bank Night in theatres were among the "merchandise lotteries of all types" attacked by J. H. Gibbney, executive secretary of the Utah Pharmaceutical Ass'n., meeting here in annual convention.

These methods, he said, are not specifically banned by the recently enacted fair trade legislation, but which "can be and will be eliminated" in Utah. The speaker declared that the theatre game violates the state lottery laws.

Report Lurie Slated As Head of Renowned

San Francisco, June 14.—It is reported that Louis R. Lurie, local financier and owner of the Geary, will become president of Renowned Artists, new producing firm with releases scheduled through United Artists.

It is also rumored that autumn plans call for a spectacle along the lines of "Lost Horizon."

Expect Schine to Be Associated Director

Meyer Schine, upstate exhibitor, is expected to be named a director of Associated Artists Corp., new producing company on which Dudley Murphy has been busy for a number of months. Willard McKay, general counsel of Universal, will be an officer and, perhaps, president by virtue of an understanding with "U" permitting of outside activities.

One Edward G. Robinson looms in the company's planned four for the first year. Leslie Howard will star in another and a third will feature Nancy Carroll.

Open Army Post House

Fort Knox, Ky., June 14.—A new 900-seat theatre was opened here yesterday, and will be operated by the U. S. Army officers stationed here for enlisted men. It will be open seven nights and two afternoons a week, and will be staffed by enlisted men.

Italy Bans Four Films

Rome, June 14.—The Italian Government has banned four American pictures, on the ground that they are "British propaganda." The four are: "The Charge of the Light Brigade," "Lives of a Bengal Lancer," "Lloyds of London" and "Clive of India."

Little Far Eastern Building—Goodman

Very little building is going on in the Far East, Dell Goodman, sales head for 20th Century-Fox in that territory, stated yesterday. No new theatres are being constructed in India, but there is a new 1,200-seat house being built in Singapore. This theatre will be ready in April and will not be a part of Amalgamated, which controls all the first runs, Goodman said.

There are a few theatres springing up in the interior, but the first runs and key centers are pretty well developed, Goodman added. Conditions in all countries are far better than they were last year, he said.

In China, the Straits Settlements, India and Java, single features are the rule, while in the Philippines doubles are gaining momentum. In Japan the police are regulating the footage of shows and treble and double features are gradually petering out. The Japanese police, in trying to end long shows, are now permitting only 5,000 meters of film to be shown.

Goodman will remain in New York for about three weeks and then leave for the coast, en route home.

English Make Probe Of Film Financing

London, June 14.—W. C. Crockner, insurance solicitor prominent in the Leopold Harris fire-raising case, is conducting an investigation into British production finance for a group of Lloyds underwriters.

It is believed his report will cover all future insurance advances.

Cost Angle of Quota Law Being Discussed

London, June 14.—The Film Group Committee of the F.B.I. is discussing whether a cost clause in the new quota law should operate from the beginning of the act or later.

The full group which meets tomorrow to discuss reciprocity is expected to urge it on the Government as an optional feature of the act.

"Courageous" Gets $9,975 Fifth Week

"Captains Courageous" garnered approximately $9,975 in its fifth week at the Astor. The picture may be withdrawn the end of the month or the first week in July.

"Slave Ship" will open at the Rivoli today. The theatre has been closed for two days for alterations.

Musicians' Meet Opens

Louisville, June 14.—The 42nd annual convention of the American Federation of Musicians opened here today with an address by Joseph N. Weber, president. His address to the delegates, who number more than 600, followed talks by George Lafell, president of Local 11 here; Governor Chandler of Kentucky and Mayor Neville Miller of Louisville.

Among the most vital points scheduled for discussion at the meeting, which will continue through Saturday, will be the question of control of electrical transcriptions and other recordings and the rights of the musicians engaged in them, and the position of the Federation with reference to the union situation.

Old Man Box-Office says:

"Some proposition!"

BOB BURNS · MARTHA RAYE
"MOUNTAIN MUSIC"
with John Howard · Terry Walker
A Paramount Picture Directed by Robert Florey

Paramount Pictures

U. A. to Have 36 Films for Next Season

(*Continued from page 1*)

ture aggregating $26,000,000, the meeting was told.

Set thus far are eight from Goldwyn Prod., including "Dead End," which will star Joel McCrea and Sylvia Sidney; "Stella Dallas," with Barbara Stanwyck; "The Hurricane," to be directed by John Ford, "The Adventures of Marco Polo," with Gary Cooper, and "The Goldwyn Follies" and "The Cowboy and the Lady," both in Technicolor.

Selznick International's leading contributions will be "The Prisoner of Zenda," with Ronald Colman and Madeleine Carroll; "Nothing Sacred," co-starring Fredric March and Carole Lombard, in color, and "The Adventures of Tom Sawyer."

The most important films from Korda will be "Knight Without Armor"; "Mutiny in the Mountains" and "Hell's Belles," in Technicolor; "The Tempest Within," starring Merle Oberon; "Dark Journey," to be produced by Victor Saville; "Farewell Again," an Erich Pommer production, and "The First and the Last."

One Chaplin Planned

Charlie Chaplin will produce one film on the new U. A. schedule, which will star Paulette Goddard.

Walter Wanger will offer, among others: "Walter Wanger's Vogues of 1938," in Technicolor; "52nd Street," with Ian Hunter and Pat Paterson; "Stand-In," with Leslie Howard, and "Arabian Nights," in color, with Sylvia Sidney and Charles Boyer.

Following are the 33 titles and production details thus far set on the 1937-'38 lineup, listed by producer:

Goldwyn Prod.

"Dead End," stage play now under direction of William Wyler with Sylvia Sidney, Joel McCrea, Humphrey Bogart, Wendy Barrie, Claire Trevor and Allen Jenkins.

"Stella Dallas," which King Vidor directed with Barbara Stanwyck, John

(*Continued on page 7*)

What They're Down For

Player and director assignments thus far set for the product of the various producers who will contribute to the United Artists film schedule for the 1937-'38 season are as follows:

Samuel Goldwyn Prod.

Mary Astor—"Hurricane."
Phil Baker—"Goldwyn Follies."
George Balanchine and American Ballet—"Goldwyn Follies."
Wendy Barrie—"Dead End."
Edgar Bergen—"Goldwyn Follies."
Humphrey Bogart—"Dead End."
John Boles—"Stella Dallas."
Ward Bond—"Dead End."
John Carradine—"Hurricane."
Bobby Clark—"Goldwyn Follies."
Gary Cooper—"Adventures of Marco Polo" and "The Cowboy and the Lady."
Jerome Cowan—"Hurricane."
Sigrid Gurie—"Adventures of Marco Polo."
Alan Hale—"Stella Dallas."
Huntz Hall—"Dead End."
Jon Hall—"Hurricane."
William Harrigan—"Dead End."
Tim Holt—"Stella Dallas."
George Humbert—"Dead End."
Allan Jenkins—"Dead End."
Helen Jepson—"Goldwyn Follies."
Charles Kullmann—"Goldwyn Follies."
Dorothy Lamour—"Hurricane."
Joel McCrea—"Dead End."
Raymond Massey—"Hurricane."
Adolph Menjou—"Goldwyn Follies."
Thomas Mitchell—"Hurricane."
David Niven—"Adventures of Marco Polo" and "The Cowboy and the Lady."
Merle Oberon—"The Cowboy and the Lady" and "You Can Be Beautiful."
Barbara O'Neill—"Stella Dallas" and "Hurricane."
Reri—"Hurricane."
Elizbeth Risdon—"Dead End."
Ritz Bros.—"Goldwyn Follies."
Mary Servoss—"Dead End."
Al Shean—"Stella Dallas."
Ann Shirley—"Stella Dallas."
Sylvia Sidney—"Dead End."
C. Aubrey Smith—"Hurricane."
Barbara Stanwyck—"Stella Dallas."
Claire Trevor—"Dead End."
Ernest Truex—"Adventures of Marco Polo."
Virginia Verrill—"Goldwyn Follies."
Zorina—"Goldwyn Follies."

Directors

John Ford—"Hurricane."
William Wyler—"Dead End" and "The Cowboy and the Lady."
King Vidor—"Stella Dallas."

David O. Selznick Prod.

Mary Astor—"Prisoner of Zenda."
Walter Brennan—"Adventures of Tom Sawyer."
Madeleine Carroll—"Prisoner of Zenda."
Ronald Colman—"Prisoner of Zenda."
Douglas Fairbanks, Jr.—"Prisoner of Zenda."
Tommy Kelly—"Adventures of Tom Sawyer."
Carole Lombard—"Nothing Sacred."
Fredric March—"Nothing Sacred."
Raymond Massey—"Prisoner of Zenda."
David Niven—"Prisoner of Zenda."
C. Aubrey Smith—"Prisoner of Zenda."

Directors

John Cromwell—"Prisoner of Zenda"
H. C. Potter—"Adventures of Tom Sawyer."
William Wellman—"Nothing Sacred."

Alexander Korda Prod.

Marlene Dietrich—"Knight Without Armor."
Robert Donat—"Knight Without Armor," "Four Feathers" and "Divorce of Lady X."
Paul Lucas—"Mutiny in the Mountains."
Raymond Massey—"Mutiny in the Mountains."
Merle Oberon—"Divorce of Lady X" and "Tempest Within."
Sabu—"Mutiny in the Mountains."

Directors

Jacques Feyder—"Knight Without Armor."
William K. Howard—"Four Feathers."
Zoltan Korda—"Mutiny in the Mountains."
Victor Saville—"Hell's Belles."

London Films Prod.

Leslie Banks—"Farewell Again" and "The First and the Last."
Clive Brook—"Action for Slander."
Anthony Bushell—"Dark Journey."
Ian Dalrymple, "Storm In a Teacup."
Tamara Desni—"The Diamond Trust."
Patricia Ellis—"The Playboy."
Joan Gardner—"Dark Journey."
Rex Harrison—"Storm In a Teacup" and "The Playboy."
Patricia Hilliard—"Farewell Again."
Ursula Jeans—"Dark Journey" and "Storm In a Teacup."
Jack Hurlbert—"The Playboy."
Vivien Leigh—"Dark Journey," "Storm In a Teacup" and "First and Last."
Edmund Lowe—"The Diamond Trust."
Laurence Olivier—"The First and the Last."
Rene Ray—"Farewell Again."
Flora Robson—"Farewell Again."
Margaretta Scott—"Action for Slander."
Sebastian Shaw—"Farewell Again" and "The Diamond Trust."
Ann Todd—"Action for Slander" and "The Diamond Trust."
Conrad Veidt—"Dark Journey."

Directors

William K. Howard—"The Diamond Trust."

Walter Wanger Prod.

Mischa Auer—"Walter Wanger's Vogues of 1938."
Kenny Baker—"52nd Street."
Warner Baxter—"Walter Wanger's Vogues of 1938."
Joan Bennett—"Walter Wanger's Vogues of 1938" and "Carelessly."
Charles Boyer—"The Illusionist" and "Arabian Nights."
Leo Carrillo—"52nd Street."
Madeleine Carroll—"Personal History," "The River is Blue" and "Arabian Nights."
Jerome Cowan—"Walter Wanger's Vogues of 1938."
Henry Fonda—"Arabian Nights" and "Carelessly."
Leslie Howard—"Stand-In."
Ian Hunter—"52nd Street."
Ella Logan—"52nd Street."
Alan Mowbray—"Walter Wanger's Vogues of 1938."
Pat Paterson—"Arabian Nights" and "52nd Street."
Zasu Pitts—"52nd Street."
Louise Platt—"52nd Street."
Sylvia Sidney—"Arabian Nights" and "A Kiss in Paris."
Marla Shelton—"52nd Street."
Sid Silvers—"52nd Street."
Stuff Smith—"52nd Street."
Virginia Verrill—"Walter Wanger's Vogues of 1938."
Helen Vinson—"Walter Wanger's Vogues of 1938."

Directors

John Cromwell—"Arabian Nights."
Irving Cummings—"Walter Wanger's Vogues of 1938" and "Personal History."
Tay Garnett—"Stand-In."
Joshua Logan—"Carelessly."
Lewis Milestone—"River Is Blue."
Arthur Ripley—"Carelessly."
Harold Young—"52nd Street."

U. A. Deal Almost Complete—Korda

(*Continued from page 1*)

scenes for "Goldwyn's Follies" to be made there.

London Films' output will be increased, Korda indicated, by about 50 per cent, with budgets set at about $10,000,000 for 28 pictures by the end of 1938.

There will be no public stock issue, he said. Emanuel Silverstone will remain with the company, and David O. Selznick and Charlie Chaplin will continue distribution through United Artists, the latter probably with a Paulette Goddard picture and a romance of the Regency period.

Small-Korda in Deal

Hollywood, June 14.—Edward Small has closed a deal with Alexander Korda to have Korda produce "Clementina" starring Robert Donat. Small will go to Europe for four months.

Small recently left RKO to produce "Clementina" on his own for RKO release under a one-picture commitment he held with Donat under the old Reliance Co.

United Artists Convention at the Waldorf

A Love Like Theirs
Had To Be Played By
Stars Like These

At
RADIO
CITY
MUSIC
HALL
On June 17th

The Momentous World Premiere of

KAY FRANCIS
and
ERROL FLYNN
in
'Another Dawn'

with
Ian Hunter • Frieda Inescort • Herbert Mundin • G. P. Huntley, Jr.
Music by Erich Wolfgang Korngold • Directed by William Dieterle

'The Prince and the Pauper', 'The Go-Getter', 'Kid Galahad', 'Slim', 'Another Dawn'
All Released In Two Months By WARNER BROS.

U.A. to Have 36 Films for Next Season

(*Continued from page 4*)

Boles, Ann Shirley and Alan Hale, and which is already in the cutting room.

"The Hurricane," by Charles Nordhoff and James Norman Hall, now under the direction of John Ford.

"The Adventures of Marco Polo," with Gary Cooper and Sigrid Gurie playing the leads, scheduled to reach the cameras the latter part of this month.

"The Goldwyn Follies," in Technicolor, with music by George and Ira Gershwin, slated for early July production. The cast includes Helen Jepson, the Ritz Brothers, Phil Baker, Bobby Clark, Virginia Verrill and Charles Kullmann in addition to the famous Balanchine Ballet and Zorina, London dancer.

"The Cowboy and the Lady," co-starring vehicle for Gary Cooper and Merle Oberon, a Technicolor production from a screenplay by Frederick Lonsdale.

"You Can Be Beautiful," Technicolor feature which will star Merle Oberon in an original screen story by Katharine Brush.

"South of Manila," to be filmed in Technicolor, cast to be announced.

David O. Selznick

"The Prisoner of Zenda," the adventure classic which John Cromwell directed with a cast including Ronald Colman, Madeleine Carroll, Douglas Fairbanks, Jr., Mary Astor, C. Aubrey Smith, Raymond Massey and David Niven.

"Nothing Sacred," Technicolor feature with Carole Lombard and Fredric March co-starred under William Wellman's direction.

"The Adventures of Tom Sawyer," Mark Twain's story, which will star Tommy Kelly, and will be directed by H. C. Potter from John V. A. Weaver's screenplay.

Two other features which are as yet untitled.

Alexander Korda

"Knight Without Armor," teaming Marlene Dietrich and Robert Donat.

"Four Feathers," a new Robert Donat feature.

"The Divorce of Lady X," starring Merle Oberon and Robert Donat in a story by Lajos Biro.

"Mutiny in the Mountains," a Technicolor special with Sabu, Paul Lukas and Raymond Massey featured.

"Hell's Belles," a Technicolor musical from a script by R. C. Sherriff, to be directed by Victor Saville.

"The Tempest Within," which will star Merle Oberon in a Technicolor feature based on an original story by G. B. Stern, famous novelist.

"Dark Journey," a spy melodrama produced by Victor Saville from the screenplay by Lajos Biro with Conrad Veidt, Vivien Leigh, Joan Gardner, Anthony Bushell and Ursula Jeans in the principal roles.

"Farewell Again," an Erich Pommer production based on a story by Clemence Danes, with Leslie Banks, Flora Robson, Sebastian Shaw, Patricia Hilliard and Rene Ray heading the cast.

"Storm in a Teacup," satirical comedy picturized from the stage play by James Bridie, co-directed by Victor Saville and Ian Dalrymple with Vivien Leigh, Rex Harrison and Ursula Jeans featured.

"Action for Slander" which will feature Clive Brook, Margaretta Scott and Ann Todd.

"The Diamond Trust," from the Edgar Wallace thriller, which William K. Howard will direct with Edmund Lowe, Sebastian Shaw, Tamara Desni and Ann Todd.

"The First and the Last," a story by John Galsworthy which Basil Dean will produce with Vivien Leigh and Leslie Banks heading the cast of principals.

"South Riding," a new Victor Saville production.

"The Playboy," a musical by Thornton Freeland with Patricia Ellis, Jack Hulburt and Rex Harrison in the leading roles.

Charles Chaplin

Charles Chaplin will personally produce one picture bearing his name, starring Paulette Goddard.

Walter Wanger

"Walter Wanger's Vogues of 1938," nearing completion under Irving Cummings' direction in Technicolor, with Warner Baxter, Joan Bennett, Helen Vinson, Alan Mowbray and the famous Wanger models.

"52nd Street," with Harold Young directing a cast which includes Ian Hunter, Leo Carrillo, Pat Paterson, Ella Logan, Sid Silvers, Zasu Pitts, Marla Shelton and Kenny Baker.

"Summer Lightning," based on a Cosmopolitan Magazine love story by Allene Corliss, with Joan Bennett and Henry Fonda co-starred, and with Joshua Logan and Arthur Ripley co-directing.

"Stand-In," with Leslie Howard starred and Tay Garnett directing the Saturday Evening Post story.

"Personal History," from the book by Vincent Sheean with Madeleine Carroll heading an imposing cast.

"A Kiss in Paris," new Sylvia Sidney starring vehicle.

"The Illusionist," based on the stage play by Sascha Guitry, great French playwright, with Charles Boyer starring as a magician.

"Arabian Nights," to be produced in Technicolor from the screenplay by Harold Lamb and Irwin Shaw, with John Cromwell directing a cast including Sylvia Sidney, Charles Boyer, Joan Bennett, Madeleine Carroll and Henry Fonda.

Among the U. A. Men

Emanuel Silverstone was on hand representing Alexander Korda and London Films and Mack Littman put in an appearance for Criterion Films. Littman was scheduled to sail for London this week and now says the trip's off.

+

Hal Horne rehearsed his speech for hours yesterday hoping to go on about 4 o'clock. When the appointed time came around and Schaefer was still outlining the product, Hal started talking to himself, just to see how the speech would sound.

+

Arthur Kelly's gags about his recent world trip had the boys in hysterics. The one place he fell down was trying to get over the accents of various lads he talked to on his odyssey.

+

Charles Stern, Harry Gold, Paul Lazarus, Sr., and L. Jack Schlaifer formed a conspiracy to say "no" to all queries made by trade paper men. It was too hot to argue the point yesterday.

+

Bob Mochrie likes southern cooking so well he's decided to stay down Atlanta way. But it's good to be back for a visit, he said.

+

Charles Rosenzweig, manager of the New York exchange, took the honors for cool attire. He wore a light tan suit that was the envy of all golf players.

+

Monroe Greenthal and all the lads did a swell job getting out that special section of the *Mirror,* which kidded the sales boys aplenty.

+

George J. Schaefer sat below his picture, which was an enlargement in color. In the picture arrangement he was surrounded by producers; while on the dais, by home office executives.

+

Lowell Calvert, who reads trade papers religiously, made a dash for them as soon as the meeting recessed in the morning. "Gotta keep up with the news," he said.

+

David Niven, who will appear in a number of U.A. pictures, was one of the guests at the morning session. He will leave for the coast tomorrow or the next day.

Schaefer Says Higher Scales Are Necessary

George J. Schaefer, vice-president and general manager of United Artists, yesterday deplored the lack of extended runs for good product and urged an increase in admissions. These were the highlights of his speech as he addressed about 100 home office and eastern sales representatives at the Waldorf-Astoria.

"A general increase in admission prices must come," he said, "to take care of mounting costs in production and theatre operation. A sympathetic understanding and study by Washington would go a long way to help solve this problem.

"Good pictures," he continued, "must be played by every theatre to a point of exhaustion regardless of the number of films under contract. Too many good pictures play for only a minimum number of days so as to make room for other current releases. In this way picture values are being dissipated, preventing the producer from getting satisfactory rental on his ever increasing negative costs.

Asks Building of Reserve

"It would be much better to take full advantage of each picture and build up a reserve for the lean weeks. Sooner or later this problem must be solved if the exhibitor is to have an assurance of a steady flow of good product from Hollywood."

Discussing the company's activities during the last year, Schaefer said it was the best in United Artists history and that "more contracts in major situations were sold than ever before.

"Between 8,800 and 9,200 contracts were sold for all U. A. pictures last year," Schaefer added, "and on some pictures there were as many as 10,000 pacts. More smaller situations were covered than at any previous time," he said.

After conferring with distributors, Schaefer told the men that "no other company has had better coverage or terms than U. A. last year." He complimented A. W. Smith, Jr., Harry Gold and L. Jack Schlaifer for the work on the recent sales drive.

Talks on Options

Commenting on the options by Samuel Goldwyn and Alexander Korda for the partnership interests of Charles Chaplin, Douglas Fairbanks and Mary Pickford, Schaefer stated: "I can't tell whether or not the options will be exercised, but whatever happens it will bring about a better United Artists in the long run."

Smith followed Schaefer and awarded the prizes for the recent sales drive. He also talked on the various selling problems of the company.

Gold then took the floor and introduced a number of new men in his division, namely Robert Mochrie, David Prince, Joseph Weiner and M. Dunn of Atlanta; Tom Spry, Boston; Carl Mock, Oklahoma City; Robert Campbell and Fred Sande, Washington; M. Nash, Pittsburgh.

Harry D. Buckley, vice-president of corporate affairs, announced that, starting Aug. 1, United Artists will adopt a rental plan for ad accessories, similar to Paramount and Warners. Buckley added that he is now completing arrangements for the plan for rebates on returned accessories in good condition. He also praised the men for the manner in which they had kept their exchanges in order.

Arthur W. Kelly, vice-president in charge of foreign sales, recounted his recent trip around the world, highlighting his story with anecdotes. He stated that foreign sales for the company last year broke all records. He also discussed United Artists production policy in various foreign countries in an effort to maintain its status as an international sales and production organization.

After a recess for luncheon in the Norse Room, Schaefer opened the afternoon session with an outline of the new product.

Edward C. Raftery of O'Brien, Driscoll & Raftery made several suggestions and criticisms regarding the signing of contracts.

In the evening, a screening of "Knight Without Armor" was held in the Music Hall projection room.

Monroe Greenthal, publicity and advertising head, and Hal Horne will speak this morning at the opening of the second day's session.

Milstein Holds Regional

J. J. Milstein, general sales manager, yesterday held the last of four Republic regionals at the St. Moritz. Ground covered at the other sessions was gone over.

Brown Wins W. B. Drive

Cleveland, June 14.—Ray Brown, southern district manager in Nat Wolf's Warner theatre zone, won the $100 first prize in the 44-week business drive just ended. Wolf has started a "pinch hitters" drive for assistant managers in charge of theatres while the managers are on vacation.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS

Division of TWA

AIR

Calendar of Hearings Is Set by F.C.C.

By CLARENCE LINZ

WASHINGTON, June 14.—The F.C.C. has made public its calendar of hearings for the current week, as follows:

June 14, before an examiner—Applications of WGL, Fort Wayne, Ind., for increase of day power from 100 to 250 watts, and WBZA, Springfield, Mass., for change of frequency from 990 to 550 kilocycles.

June 15, before an examiner—Applications of Robert E. Clements, Huntington Park, Cal., for 1,160-kilocycle, 250-watt, daytime station; Key City Broadcasting Co., Kankakee, Ill., and Robert R. McCulla, Oak Park, Ill., for 1,500-kilocycle, 100-watt, daytime stations, and Earle Yates, Las Cruces, N. M., for 930-kilocycle, 500-watt, daytime station.

June 16, before an examnier—Contesting applications of El Paso Broadcasting Co., El Paso, Tex., and World Publishing Co., Tulsa, Okla., for 940-kilocycle, 1,000-watt station; and KGKL, San Angelo, Tex., for change of frequency from 1,370 to 940 kilocycles and increase of power to 1,000 watts night, 5,000 watts day; The Tribune Co., Tampa, for 940-kilocycle station, 1,000 watts night, 5,000 watts day; and Hickory Broadcasting Co., Hickory, N. C., for 1,370-kilocycle, 100-watt, daytime station.

June 18, before an examiner—Applications of Clark Standiford, L. S. Coburn and A. C. Sidnor, Fremont, Neb., for 1,370-kilocycle, 100-watt station; J. K. Patrick & Co., Athens, Ga., for 1,310-kilocycle station, 100 watts night, 250 watts day; and George W. Taylor Co., Williamson, W. Va., for 1,370-kilocycle, 100-watt, daytime station.

Examiners' Hearings Set

The commission also made public its tentative calendar of examiners' hearings for early July, as follows:

July 1—Application of Fall River Herald News Publishing Co., Fall River, Mass., for a 1,210-kilocycle station, 100 watts night, 250 watts day.

July 2—Contesting applications of the Colonial Network, Inc., Providence, and Geraldine Alberghane, Pawtucket, R. I., for a 720-kilocycle, 1,000-watt station; and applications of the Centennial Broadcasting Corp., Dallas, for a 1,500-kilocycle, 100-watt, daytime station; William F. Maag, Jr., Youngstown, O., for 1,420-kilocycle, 100-watt, daytime station; and WSMK, Dayton, O., for increase of power to 250 watts night, 500 watts day.

July 6—Contesting applications of Southwest Broadcasting Co., and W. P. Stuart, Prescott, Ariz., for a 1,500-kilocycle, 100-watt station; and applications of Arthur Lucas, Savannah, Ga., for a 1,310-kilocycle, 100-watt station; Utica WUTK, Inc., Utica, N. Y., for a 1,420-kilocycle, 100-watt station, and WDNC, Durham, N. C., for a change of frequency from 1,500 to 600 kilocyles and increase of power from 100 to 1,000 watts; WBLY, Lima, O., for increase of day power from 100 to 250 watts; and WBNS, Columbus, O., for increase of power from 500 to 1,000 watts night and from 1,000 to 5,000 watts day.

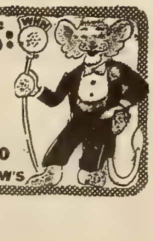
July 7—Applications of E. B. McChristy, Brownwood, Tex., for a 630-kilocycle, 250-watt, daytime station, and Galesburg Broadcasting Co., Galesburg, Ill., for a 1,500-kilocycle, 250-watt, daytime station.

July 8—Applications of KPQ, Wenatchee, Wash., for change of frequency from 1,500 to 1,360 kilocycle and increase of power from 100 to 1,000 watts, and WMIN, St. Paul, Minn., for change of frequency from 1,370 to 1,400 kilocycle and increase of night power from 100 to 250 watts.

DeMille to Go Off Air

LOS ANGELES, June 14.—Cecil B. DeMille will take an eight or nine-week layoff on his Lux radio show, starting July 5.

LEO SAYS:
Women listen to Ida Bailey Allen—and buy what she suggests!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S



Ad Men to Do Tour As Colorado Guests

DENVER, June 14.—Governor Teller Ammons and James A. Marsh, head of the Colorado Courtesy Patrol, will leave Denver for Chicago this week to welcome 50 national advertising executives who will make a good will trip through Colorado. The executives will be guests of KLZ in Denver and KVOR in Colorado Springs, which, with WKY, *The Oklahoman and Times* and *The Farmer Stockman* are affiliated organizations of the Oklahoma Publishing Co.

The trip is for the purpose of promoting Colorado as a national market and to celebrate the completion of a building program at KLZ and KVOR.

The Colorado party and officials of the Oklahoma Publishing Co. will leave Denver June 18, and meet the group in Chicago on Saturday. Governor Ammons will extend an official greeting at a luncheon and entertainment in Chicago at which Mayor Edward J. Kelly will speak.

Chartered for the trip from Chicago to Denver is "The City of Denver," new streamlined train. The rest of the week will be spent in Colorado Springs, Denver, and in the Colorado mountains.

Guest List Long

Advertising executives who will attend are: Herbert V. Akerberg, New York; C. J. Baker, Detroit; F. A. Berend, Pontiac, Mich.; Osborne B. Bond, Baltimore; B. B. Brewer, Kansas City, L. T. Bush, New York; N. J. Cavanagh, Chicago; W. J. Davis, Detroit; Herschel Deutsch, New York; Ted Enns, Milwaukee; E. A. Fellers, Chicago; Elmer Froehlich, Detroit; Gene Fromherz, Chicago; Carl Georgi, Jr., Detroit; Max Hacker, New York; Frank Hakewill, Chicago; H. E. Hendrick, New York; Maxwell R. Hott, Monticello, Ill.; H. H. Hudson, Chicago; H. L. Hulsebus, Chicago; George Johnston, Detroit; R. D. Marvin, Chicago; John F. Mayer, New York; Paul C. McCormick, Cleveland; George McGivern, Chicago; Robert McNell, New York; R. Metzger, Chicago; R. J. Potts, Kansas City; E. S. Pratt, New York; N. N. Pumpian, Chicago; Allen Russell, Kansas City; John R. Sarles, Minneapolis; Ray G. Simmons, Cleveland; C. P. Simpson, Pontiac; Sol Eaishoff, Washington; G. L. Trimble, New York; F. C. Weber, St. Louis; Harry Walsh, New York; Ralph Batemen, Detroit; Morris Beck, New York; Fred Bell, Atlanta; George Brett, New York; Lowell Jackson, Chicago; Eugene Katz, New York, and S. L. Katz, Chicago.

Colgate Palmolive Renews

Colgate-Palmolive-Peet has renewed the "Beauty Box Theatre" presentations for an additional 13 weeks. Jessica Dragonette will continue as star, with Charles Kullmann co-featured. The programs are heard Wednesdays from 9:30 to 10 P. M., E.D.S.T. on CBS. Benton and Bowles is the agency.

Heidt Gets Full Hour

Horace Heidt's orchestra will begin a new full hour sustaining period on Mutual June 19 and Saturdays thereafter from 8 to 9 P. M., E.D.S.T. The broadcasts will originate from the Biltmore Hotel.

Martin New Head of Texas Broadcasters

HOUSTON, June 14.—At the second annual meeting of the Texas Broadcasting Ass'n., the following officers were selected: President, O. L. Martin, KGNC, Amarillo; vice-president, Martin Campbell, WFAA, Dallas; secretary-treasurer, James R. Curtis, KFRO, Longview; directors, Frank Smith, KXYZ, Houston; Ralph Bishop, KFJZ, Fort Worth; Hugh Halff, WOAI, San Antonio, and Carl Wyler, KTSM, El Paso.

Addresses were made by Harold V. Hough, WBAP, speaking on "Newspapers & Radio"; James W. Baldwin, NAB secretary, speaking on "The National Radio Situation" and Graham Robertson, New York City, on "Getting National Business."

The association passed a resolution praising and endorsing Harold V. Hough for his services as treasurer in the NAB. The resolution also asked that Hough be renominated and re-elected to the position at the coming NAB convention in Chicago.

Mutual to Broadcast Frontier Exposition

The Mutual network will broadcast a special hour-length program from the Fort Worth Frontier Exposition June 28, 10 to 11 P.M., E.D.S.T. The program will be fed to the network by KTAT, Mutual's Fort Worth affiliate.

The talent will include Paul Whiteman's orchestra, Everett Marshall, Harriet Hocter, Ben Yost's "Varsity Eight," the Cabin Kids, the Pat Rooneys, Larry Lee's orchestra, and the Original Dixieland Jazz Band.

Weed to Tour Canada

Joseph J. Weed, head of the station representative firm bearing his name, will leave New York June 19 for a tour of the Canadian stations on the firm's roster. The first stop will be the NAB convention, Chicago, after which visits will be made in Winnipeg, Regina, Calgary and Edmonton, Alberta and Vancouver.

Fight Broadcasts Are Set

NBC has scheduled three preliminary broadcasts leading up to the forthcoming Braddock-Louis heavyweight championship fight. Today at 5:15 on the Blue, an interview with Louis from his training camp in Wisconsin will be broadcast. Tomorrow leading sports writers in Chicago will discuss the fight at 11:15 on the Red, while Braddock will be heard on the Blue at 4 P. M. on Friday. Clem McCarthy will conduct all the talks.

Program from New Yorker

Because of the heavy dealer demand, the Willys-Knight "Surprise Party" program this Sunday will originate in the grand ballroom of the Hotel New Yorker, instead of from the Mutual Playhouse. It will be Kay Kyser's first appearance here since signing for the automobile series.

Mutual Drops Crew Race

Because a considerable number of Mutual stations will be unable to accept the description of the Poughkeepsie regatta, due to commercial commitments at race time, Mutual has abandoned plans to cover the event. Instead, Mutual will cover the running of the America's Cup races, which begin July 31.

Radio Personals

LUCY MONROE, of the lovely voice, will be the featured guest soloist with the Philadelphia Orchestra at the benefit performance for the Mayor's Milk Fund in Philadelphia next Tuesday. Ferde Grofe will conduct the orchestra and other guests will include Jane Pickens, Lucille Manners, Donald Dickson, and the "Southerners." . . . A new play, "The Dreamer" will be given its premiere on Al Jolson's program June 22. Ray Buffum is the author. . . . Ray Saunders, WHN announcer, is back at the station after a two-week vacation. . . .

✚

John Royal, NBC vice-president, arrived here yesterday from Bermuda aboard the "Clipper." . . . Ted Church of NBC's press staff leaves for a Virginia Beach vacation Friday. . . . James Barton will be heard in an adaptation of "Burlesque" on Kate Smith's program June 24. . . . John Caples, of B.B.D.&O., will address the American Newspaper Promotion Ass'n at the convention here June 22. . . . Al Donohue's band has been renewed at the Rainbow Room until the fall. . . . Ditto Del Courtney's orchestra at the Book-Cadillac in Detroit. Both are Rockwell-O'Keefe attractions. . . .

✚

Ralph Kirbery left yesterday to vacation after 72 continuous weeks of broadcasting for the Lipton Tea Co. . . . Lynn Murray's "Modern Male chorus" will be featured guests on the Heinz "Magazine of the Air" Friday. . . . Will Wright, injured CBS announcer, has been discharged from the hospital will join the traveling Al Pierce troupe in Denver. . . . Mrs. Norman Steppe, wife of the Dallas Music Corp. chief, is a visitor here. . . .

NBC Using Records As a Summer Stunt

Employing its own medium of entertainment, plus the spoken word to increase sales of summertime radio hours, NBC is mailing to business and advertising executives a record containing George Gershwin's "Summertime" from "Porgy and Bess" on one side, and on the reverse side a transcribed sales message presented in the form of a humorous skit. Ernest Truex is the humorist.

The records are personalized, with Truex addressing each recipient by name. It is enclosed in a 10-space album. The other recordings will be cut and mailed at intervals this summer.

"Seeing Eye" Interviews Tonight

Baynard Kendrick, author, will be interviewed tonight on WMCA at 7:30 P. M. by Frankie Basch. Kendrick last year wrote a book about a blind detective who used a "seeing eye" dog to catch a villain. Miss Basch will also interview Elliott S. Humphrey, the man who trains these dogs who act as guides to the blind.

To Supply Stroboscope Discs

To help station operators maintain true reproduction of recorded programs, NBC electrical transcription service has arranged to supply stroboscope discs to each subscriber station for accurately checking the speed of record turntable equipment.

Cooperate or Else—Plea By Kuykendall

(Continued from page 1)

conciliate had failed, he declared, and he was in favor of action to eliminate producers from operating theatres and enactment of anti-playdate bills. He expressed pleasure over the U. S. Supreme Court decision upholding the Louisiana chain tax bill.

After attacking what he described as the unfair sales policies of majors Myers advocated a Congressional investigation of the industry and enactment of the Neely block booking bill.

James B. Fitzgerald of the Washington Film Board of Trade discussed methods of opposing unfair legislation by organization and friendship.

Pete Harrison spoke generally and said he was one of the original organizers of the M. P. T. O. A.

Ben Fitts read letters from Warners in which the company refused to give him four press books, despite his operation of 17 theatres in 13 towns, because he does not rent paper from the company.

Jay Emanuel discussed the relationship between distributors and exhibitors, and Sidney Samuelson talked on the value of organization and objected to S. R. Kent's convention talk in which he advocated increased film rentals in this country because of the 20th Century-Fox loss in Spain. The

The cooperation of all for the midwinter convention to be held in Richmond was asked.

Allied May Meet at A.C.

VIRGINIA BEACH, Va., June 14.—Sidney Samuelson said here today that the Allied convention probably would be held at Atlantic City in 1938.

Zukor Pact Before Stockholders Today

(Continued from page 1)

film operations and five per cent of such profits in excess of $2,500,000. The contract is retroactive to last Aug. 1, and expires next Jan. 1 with provisions for renewal by the company's board for an additional three years.

The reelection of most or all of the six directors whose two-year terms are expiring is expected at the stockholders' meeting. The directors whose terms expire are Neil F. Agnew, Stephen Callaghan, Duncan G. Harris, John D. Hertz, Harry O. King and Charles A. McCulloch.

The stockholders also will act on a proposal to increase the company's common stock from an authorized 4,500,000 shares to 6,000,000 shares, and to reduce the first and second preferred stock by the number of shares which have been converted into common.

Candy Vendors for Cal.

SAN FRANCISCO, June 14.—Harry Cohen of the West Coast Automatic Candy Corp. is here from Hollywood for the purpose of placing candy vending machines in local theatres. He is also conferring with circuit operators, hoping to place more than 100 machines in northern California houses. He has opened an office on Film Row.

SWG Seeks Position As Labor Bargainer

(Continued from page 1)

max to the battle between the Guild and Screen Playwrights, Inc., the latter holding to a working conditions code with the producers. It is now up to the Labor Relations Board to investigate the claim of the Guild and to decide whether or not a writers' election is necessary to determine the bargaining agent.

Kenneth Thomson Here

Kenneth Thomson, executive secretary of the Screen Actors' Guild, who arrived here yesterday from Hollywood, will confer today with Frank Gillmore, president of Actors' Equity Ass'n on the establishment of an eastern S.A.G. office to supervise the employment of talent by eastern producers under the new guild contract.

Equity, with which the S.A.G. is affiliated, has been supplying contract forms to employing producers and eastern talent since the adoption of the contract several weeks ago.

Three Unions Fight Fleischer

The strike of union groups against the Fleischer Studios, which began with the walkout of the commercial artists and designers several weeks ago, was extended yesterday with the decision of Local 306, the projectionists, to refuse to run any Fleischer subjects in theatres in which they man the booths, of 802, the musicians' union, to cease work on the synchronization of the subjects, and of Local 644, cameramen, to walk out of their studio jobs.

The projectionists' action took effect at 6 P. M. yesterday, following the sending of letters to union members and exhibitors served by Local 306, while the cameramen went out yesterday afternoon.

Office Workers Form Unions

HOLLYWOOD, June 14.—Formation of an independently organized office workers' union, similar to the one just completed at Paramount, is under way here and is expected to vote soon on acceptance of a new proposed studio wage and hour schedule.

The Paramount office workers' association voted overwhelmingly late last week to accept a schedule calling for wage increases averaging approximately $6 a week and providing for a reclassification of employes. A request for a 40-hour week is being left up to a vote of individual office departments.

Recognize Cleveland Union

CLEVELAND, June 14.—Local major exchanges have been informed that their companies have agreed to recognize the newly formed Film Exchange Employes' local B-5 of the I. A. T. S. E., composed of shippers, poster clerks and inspectors, and that they have agreed on a minimum wage scale and a 40-hour week.

Get Charter Here Today

Local B51, the newly formed exchange workers' union in New York, will meet at the Hotel Claridge this afternoon to receive its charter as an I.A.T.S.E. affiliate. The union claims 300 exchange employes. An election of officers will be held at the meeting. Joseph D. Basson, president of Local 306, the projectionists' union, who was a leading figure in the organization of the new union, will represent the I.A.T.S.E.

F. & M. and Ansells Combine Interests

(Continued from page 1)

Sam Meyers and Fred Bartman, Chicago interests, will not invade the local situation. Balaban and his group have had negotiations with Arthur and Ansell from time to time on purchasing an interest in their circuits.

It was also learned today that Charles E. Kurtzman has disposed of his interest in F. & M. and also in the Kurtzman Advertising Agency which has handled the account for F. & M. Kurtzman plans to move to New York the end of the month.

National Signs for Columbia's Product

(Continued from page 1)

of the deals, it was stated yesterday. Negotiations for these will be handled later.

Rick Ricketson of Fox Intermountain has returned to Denver after conferring with Spyros Skouras about a week. Frank L. Newman, Sr., and John Hamrick of Hamrick-Evergreen Theatres, are due tomorrow from Seattle to finish up details of several uncompleted deals.

No successor has been named to the real estate post held by the late Percy R. Kent and the indications are that no one will be named, it was said yesterday.

Jerome Safron, western division manager for Columbia, will remain here several days on details of the National Theatres pact before returning to Los Angeles, his headquarters.

Marcus in Charge of Half of RKO Product

(Continued from page 1)

rather than covering a group of individual picture budgets. The plan, Briskin said, is to eliminate any tendency toward the gradation of pictures.

About 20 of the company's new season films already are in production or preparation, Briskin declared.

The RKO special will stop at El Paso Tuesday, to enable the delegates to breakfast at Juarez, across the border in Mexico. Tonight the train stopped off at Sweetwater, Texas, for a barbecue. From El Paso, tomorrow's final stop will be made at Tucson, Ariz., and the train will reach Los Angeles Wednesday morning. Luis Lezama, general manager for Mexico, will board the train at El Paso.

Film Trade Boards Ending After July 1

(Continued from page 1)

curtailed, and in the less important exchange centers they were eliminated over a period of years. Film Board representatives are now maintained in 18 to 20 exchange centers, or nearly half the number which prevailed when they were at the maximum.

In recent years the boards have been good will agencies for the most part, maintaining contacts with local civic and social organizations, combating adverse legislation, furnishing reports on changes in local theatre ownership and openings and closings of theatres, and supervising fire prevention work in exchanges. The cost of maintaining the boards has been attacked from time to time in recent years by company representatives.

Bondy Will Approve Four of RKO Claims

Federal Judge William Bondy indicated at a hearing yesterday that he would approve a petition by Irving Trust Co., RKO reorganization trustee, for the settlement for $1,250,000 of four claims against RKO totaling $9,300,000.

The claims are for the alleged breach of leases by RKO Southern with Hoblitzelle Realty Corp., The Hoblitzelle Corp. and the Hoblitzelle Investment Co., and of a lease on the Mayfair from the Broadway & 47th St. Corp., which was guaranteed by RKO, O. C. Doering of Donovan, Leisure, Newton & Lumbard, counsel to the RKO trustee, told the court that the settlement of the claims would dispose of the largest group of landlords' claims with the exception of those of Rockefeller Center.

Messner Must Testify

Feredal Judge Murray Hulbert yesterday ordered Julian Messner, president of the Ray Long and R. R. Smith Corp., to answer some questions before trial in connection with a suit against 20th Century-Fox and Irvin S. Cobb for alleged infringment of copyright on two Cobb stories published by the plaintiff, "Down Yonder with Judge Priest and Irvin S. Cobb" and "Br'er Rabbit" in the picture "Judge Priest."

United House Burns

NEW ORLEANS, June 14.—The Washington Theatre, of the United circuit, was entirely destroyed by fire yesterday morning. The loss totaled $12,000 for the theatre and $10,000 for the contents of the magazine. Only the walls of the house remain. It was insured.

Yesterday's fire is the second suffered by the United circuit this year. The Capitol burned on May 11.

Al Reddick Dead

CINCINNATI, June 14.—Al Reddick, 55, superintendent of the RKO Grand here, died suddenly today of a heart attack. His mother, three sisters and a brother survive.

Wall Street

Board Declines

	High	Low	Close	Net Change
Columbia	30	28¾	29	—1
Columbia, pfd. ..	43	42	42	—1¼
Consolidated	3¼	3	3¼	+ ¼
Consolidated, pfd.	12¾	12½	12¾	— ⅛
Eastman	168½	167½	167½	—2½
Gen. T. Equip....	20½	20½	20½	—1¾
Loew's, Inc.	75½	73¼	75	—1
Paramount	17⅞	16⅝	17	— ⅞
Paramount 2 pfd..	16⅛	15⅜	15⅞	— ⅝
Pathe Film	6¾	6¾	6¾	— ¼
RKO	7⅞	7¼	7⅜	— ⅜
20th Century-Fox	36¼	35	35¼	— ⅜
20th Century, pfd.	44½	44½	44½	—1½
Warner Bros. ...	12⅝	11⅞	12½	— ¼

Sentry Lone Curb Rise

	High	Low	Close	Net Change
Grand National ..	2⅜	1¾	1⅞	— ¼
Sentry Safety ...	⅝	⅝	⅝	+ ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	25⅞	25	25⅜	— ⅝
Trans-Lux	4½	4¼	4¼	— ¼

Warner Bonds Show Gain

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¼	98¼	98¼	.....
Loew's	99½	99½	99½	.....
Paramount Pict. 6s '55	100	99¾	99¾	.....
Warner Bros. 6s '39 wd	94½	94½	94½	+ ¼

(Quotations at close of June 14)

"to the bank . . to the bank . . . dough-re-mi . . . ."

Are you all set for EXTRA TIME! Opening engagements make *extended runs* absolutely imperative! It tops "Night at the Opera" in many spots even though that hit played Thanksgiving! And this is hot June! Isn't it de-lovely and de-nuts!

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Industry

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Brief,
Accurate
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VOL. 41. NO. 140 NEW YORK, WEDNESDAY, JUNE 16, 1937 TEN CENTS

RKO Expected To Announce 54 Features

Convention Opens Today in Los Angeles

Los Angeles, June 15.—RKO is expected to have 54 features for the 1937-1938 season, and the same number of short subjects as were released during the current season, 88. The shorts schedule will include 18 subjects from Walt Disney, and also may include "Snow White," the Disney color feature, the first of its kind from Disney, with new cartoon characters.

Included in the feature list, it is understood, will be six George O'Brien outdoor films to be produced by Condor. The details on the production lineup for next season will be made known during the annual sales convention, which will open at the Ambassador Hotel here tomorrow. It is expected that the feature schedule will include 11 musicals, at least two of which will star Fred Astaire. Pathe News and "The March of Time" also will be released as in the past.

The RKO convention special train

(Continued on page 4)

A. F. M. Will Fight Other Labor Moves

Louisville, June 15.—No patience will be shown with attempts of other labor organizations to encroach upon the musicians' group, Joseph Weber, president of the American Federation of Musicians, declared yesterday in his address to the delegates attending the organization's annual meeting here. His address followed those of Governor Chandler of Kentucky and Mayor Neville Miller of Louisville.

Weber said that the C.I.O. had no right to attack other organizations. The report of the executive committee

(Continued on page 27)

British Expected to Bar 2,000-Foot Reel

London, June 15.—The British Standards Institution is expected to recommend the rejection of the 2,000-foot reel. Half the British theatres are not suitably equipped, and it is also held the larger reel would be a fire danger because of current problems.

F. W. Alpport, M.P.P.D.A. representative, will meet the committee Friday for a final decision.

Radio News—Pp. 28-29

Goes to Radio

Radio Pictures has nosed out Warners in the competitive bidding for "Room Service," current stage hit now playing at the Cort, New York.

Warners are reported to have offered the producers $250,000, but Radio topped the figure by $5,000.

Report Sheehan in Renowned Artists

Hollywood, June 15.—Renowned Artists which has a tentative but unsigned agreement for United Artists release is expected to be the medium by which Winfield Sheehan will return to production.

Up to the present two producer-director names, John Ford and Tay Garnett, who have been announced by the company as taking part in the organization, have too many other commitments to be able to do anything with Renowned.

Reports are current that Sheehan is waiting to step into the organization as production head, with Lester Cowan, executive currently in charge, becoming his aide, and that all of the organization moves thus far have been made with Sheehan in the background.

Senate Group Favors One-Year Ticket Tax

By BERTRAM F. LINZ

Washington, June 15.—Limitation of continuance of the admission and other nuisance taxes to one year was recommended today by the Senate Finance Committee.

The report of the committee paved the way for a fight between the Senate and House over the period during

(Continued on page 29)

Jitters

HOLLYWOOD producers in their quest for dramatic material out of which to fabricate motion pictures got around in due time to certain exploits of the British Empire. Then came "Lives of a Bengal Lancer," "Clive of India," "Charge of the Light Brigade" and "Lloyds of London."

These productions were all done in the characteristic Hollywood manner with the single objective in mind of mass entertainment. That the stories were legitimate motion picture material is attested in the resultant general popularity with motion picture audiences everywhere. The stories in varying degrees presented challenging personalities, engaged upon dramatic adventures and against striking physical and chronological backgrounds. They were logical fields upon which to train the motion picture camera. This operation was actuated, obviously, without anyone concerned giving a tinker's damn about nationalistic propaganda, least of all either seeking or achieving appreciable glorification of the Empire. Just entertainment was all that was sought and done.

▼

THEN this week in Rome along comes Signor Mussolini's bureau of propaganda, an institution which reserves to itself the right of doing a nation's thinking, which issues

(Continued on page 30)

Approve Zukor Contract; April Earnings $585,000

By SHERWIN A. KANE

Paramount's consolidated earnings for April amounted to $585,000, exclusive of a $201,000 share of undistributed earnings of partly-owned subsidiaries, stockholders were informed at their meeting yesterday in a report from Barney Balaban, president.

The earnings compare with $191,000 in the same month a year ago, plus a $102,000 share in undistributed net of subsidiaries. Balaban estimated the company should receive $600,000 annually from the operations of the former Olympia Theatres,

(Continued on page 3)

Adolph Zukor's new employment contract as production head of Paramount was approved by stockholders of the company at their annual meeting at the home office yesterday, at which Austin Keough, vice-president and secretary, was elected to the company's board of directors.

Keough is the sixth management representative on the present board of 16 directors. He succeeded Harry O. King, a representative of Allied Owners Corp. of Brooklyn, which was a large creditor in the Paramount reorganization. The other five direct-

(Continued on page 3)

U.A. to Sell 28 Percentage, Says Schaefer

Range from 25% to 40%, Convention Is Told

Percentage terms on approximately 28 of the 36 features planned for release by U.A. next season were revealed by George J. Schaefer, vice-president and general manager, to convention delegates yesterday at the Waldorf.

The groups range from 25 per cent to 40 per cent with four Samuel Goldwyn films in the top bracket. They include "Hurricane," which will cost about $1,500,000; "The Adventures of Marco Polo," which is expected to be budgeted at $1,500,000; "The Goldwyn Follies," on which $2,000,000 is expected to be expended; "The Cowboy and the Lady," which will probably cost about $1,000,000. "The Goldwyn Follies" and "The Cowboy and the Lady" will be done in Technicolor.

In addition to the feature lineup, the company will distribute nine Skippy animated shorts in Technicolor, the first of which will be "The Dog Catcher." These will be made from the comic strip by Percy Crosby and produced by Mayfair Prod.

No mention was made of "Gone With the Wind." The indication is that David O. Selznick has postponed

(Continued on page 27)

U.A. Purchases 50% In Robb & Rowley

Los Angeles, June 15.—Joseph M. Schenck today announced the completion of a deal whereby United Artists Theatres, Inc., purchases a 50 per cent interest in the Robb & Rowley theatre circuit of 80 houses in 30 cities of Arkansas, Oklahoma and Texas. H. B. Robb will continue as president

(Continued on page 27)

CEA Fears Product Troubles in Store

By BRUCE ALLAN

London, June 15.—Cinematograph Exhibitors' Ass'n representatives saw the Board of Trade today and stressed the product difficulties theatres would have under the new quota scale. They claimed these might be increased under a reciprocity plan. They were asked to submit a written statement.

The Film Group of the Federation of British Industries is believed to be considering a definite reciprocity draft to put before the K.R.S.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 16, 1937 No. 140

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Gyssling Denies Ban On Players' Letters

HOLLYWOOD, June 15. — George Gyssling, German consul at Los Angeles, today denied that he has been ordered by the German Ambassador to refrain from the making of threats to American players who are featured in "The Road Back."

The report which Gyssling denies was made by the State Dept. following action taken in response to protests by the Screen Actors' Guild and the Hollywood Anti-Nazi League.

Heads Color Process

John J. McGuirk, formerly president of Stanley Co. of America, will head a new company that controls a new color process for film. The main office is in Philadelphia with temporary quarters in New York.

Distribution and Selling thruout Europe

Our Mr. Fadman is in New York on his annual buying trip.

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Insiders' Outlook

By RED KANN

HITLER, who has a way about having his own way, has been stopped on one front. There are others where we should prefer the same sort of action, but complete victory usually comes in small capsules. This column, therefore and to make itself quite clear, is not complaining. Having had the matter "under consideration" for several months, the wire out of Washington yesterday informed that the State Department finally had propelled itself into action, had protested to the German Government over attempted intimidation of private American interests in the proper conduct of private business and had emerged clutching the spoils.

▼

This has to do with the case of the presumptuous Dr. George Gyssling, Los Angeles consul of the presumptuous Nazi Government, which instructed him to strike terror into the hearts of the actors who appeared in "The Road Back" and Universal who produced it on the theory, concocted in advance of the picture itself, that the subject matter contravened National Socialist ideology. Performers and producers alike were to be penalized and the latter, at least, furnished with sufficient cause to worry over an investment of something beyond a million dollars. . . .

▼

While Universal determined to do the ostrich stunt and preferred a hush-hush policy, certain Hollywood organizations with liberality sprinkled through their backbones did not. They wired their protests to Secretary of State Hull and, for their pains at that time, were perfunctorily advised the matter was being studied. We had something to say about this situation a number of weeks ago and, in general tenor, poised the question of how long the American film industry proposed taking it on the chin from any and all crackpots and where this sort of unwarranted interference might be expected to end.

▼

Here in New York, the *World-Telegram* the other day ran across what by then was an old story. It again exposed the Gyssling correspondence which was not particularly significant, but followed its story with an editorial, captioned "Reprisal and Counter Reprisal" and that was significant in its way. Said that newspaper:

> This is an official act, quite distinct from the private boycott on German products now carried on by individual Americans. It amounts to a foreign governmental attempt to intimidate American citizens on American territory, to interfere with domestic industry, to conduct a drumhead court-martial and execute its punishment in violation of our sovereignty.
>
> Can you imagine what German honor might demand in reprisal for such indignities? Would it provoke another shelling of a town, as at Almeria? Would it mean a bonfire of confiscated films and a holocaust of more books? And how many more pacifists and Jews would be sent to concentration camps?
>
> Well, this isn't a Nazi country, and there's no reason to adopt Nazi standards.

▼

We fail to agree. This may not be a Nazi country, but when the *World-Telegram* concludes "there's no reason to adopt Nazi standards," the reasoning strikes as inconclusive. The vacillations of a State Department which permits foreign films to go their way in this market with no restrictions beyond import duties while American product fights for its existence abroad submit themselves to serious questioning. In the instance of "The Road Back" vigorous policy brought satisfactory results and leads to the obvious impression further action along similarly determined lines must be earmarked with similar success. . . .

▼

By mere coincidence, the foreign mail yesterday disgorged a letter from the resident manager of a large film company in one of the most important of the South American republics. Indignant and aroused, this correspondent, who, by minimum calculation, is entitled to the full protection which goes with anonymity, asks questions and implies answers on a number of points which others to his north have been pondering over for some time. He writes:

> If Germany bans American pictures just because someone connected with them is not an 1800 A. D. Aryan, then why don't we ban their masterpieces which are nothing but propaganda and made with the view of forcing Nazi ideology on the world and the world should be pretty well fed up with this ideology by now. A sample of Naziism has been demonstrated to the world since your article was written. The brave Nordics who bombed an open town and killed off some women and children as retaliation for the bombing of one of their pirate ships. Brave people, these Nazis!
>
> Why, oh why, don't we tell them to go plumb to hell the next time they object to someone expressing himself freely, just as Cardinal Mundelein or Mayor La Guardia have done? Why, oh why, is the world so scared of these cowards who pick on helpless minorities? Above all, why should we in the United States put up with their insolence? Just what is Mr. Hull afraid of?
>
> Does he think that the Nazis would attack us or is he trying to protect American interests in Germany? Or maybe the German debts? As long as Hitler and his gang are ruling Germany these debts will never be paid, so why not tell them plainly to go to hell and see what happens? I can almost tell you in advance what will happen. These brave gentlemen will kill off a few more Jews and Catholics and then have a reunion where Mr. Hitler will tell them, "You see how brave we are, Fellow Nazis?"
>
> Of course, you know that whatever money Germany can lay her hands on, she's spending on propaganda in all Latin-American countries. Most of this propaganda is aimed at the Jews and, strange as it may sound, they do manage to buy certain newspapers and magazines in these Catholic countries. Being an American and a Jew, I naturally resent this, but also being a guy with guts I decided against the passive acceptance of this insolence. I, therefore, notified one of these papers in which all the American film companies spend a lot of money, that, unless this stupid propaganda ceased, I would pull all my advertising and see that the others did likewise. (To be truthful, I only meant this for myself, but bluffed for the others.) However, it worked and this paper promised to behave and not characterize every Jew as "a big bad wolf." I could tell you other incidents where the hand of the Nazis appeared and which I squashed just by calling their bluffs.
>
> Before closing, I must ask one question: Imagine an American in Germany trying something like this Gyssling and what would happen? Concentration camp, accused of being a Communist and probably shot for having bombs in his possession.

RCA Dines CEA Party

The visiting group of members of the Cinematograph Exhibitors' Assn., English exhibitor organization, was given a farewell party by RCA Photophone executives last night at the Downtown Athletic Club. The British group will sail for home today on the *Normandie.*

Kawakita Due Soon

Nagamasa Kawakita, president of the Towa Choji, Japanese producing company, arrives in New York on the *Queen Mary* Monday. On the same vessel is Setsuko Hara. She is the star of "Daughter of Samurai," one of Kawakita's pictures.

Warner Meet Routine

Warners' directors yesterday held a routine board meeting at the home office. Harry M. Warner presided.

"Galahad" Is Chicago Lead In Big Pickup

CHICAGO, June 15.—"Kid Galahad" at the Roosevelt scored a knockout in the Loop last week as business picked up. It took $17,500, which was $6,500 above normal.

"Elephant Boy," at the Garrick, was another strong attraction. United Artists leased the theatre from B. & K. for a three-week engagement and the first week gross was $9,000, which was $2,500 better than average. "This Is My Affair" proved the best attraction the Chicago has had for weeks. It took in $34,600, or $2,600 better than regular business, which was good enough to hold it for a second week.

Total first run business was $124,600. Average is $118,000.

Estimated takings:

Week Ending June 10:

"I MET HIM IN PARIS" (Para.)
APOLLO—(1,400), 35c-55c-75c, 7 days. **Gross:** $8,200. (Average, $6,500)

"THIS IS MY AFFAIR" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Vic Hyde and revue. **Gross:** $34,600. (Average, $32,000)

"HOTEL HAYWIRE" (Para.)
ORIENTAL—(3,490), 35c-55c, 7 days. Stage: Major Bowes unit. **Gross:** $13,000. (Average, $15,000)

"AS GOOD AS MARRIED" (Univ.)
PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Paul Whiteman and band. **Gross:** $16,500. (Average, $19,000)

"ISLE OF FURY" (M-G-M)
STATE-LAKE — (2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $12,800. (Average, $13,000)

Week Ending June 11:

"ELEPHANT BOY" (U. A.)
GARRICK — (900), 35c-55c-75c, 7 days. **Gross:** $9,000. (Average, $6,500)

"KID GALAHAD" (W. B.)
ROOSEVELT — (1,590), 35c-55c-75c, 7 days. **Gross:** $17,500. (Average, $11,000)

"THEY GAVE HIM A GUN" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $15,000. (Average, $15,000)

Pope Replaces Stanley

HOLLYWOOD, June 15.—Frank Pope has returned to his old post as managing editor of *The Hollywood Reporter,* succeeding Fred Stanley, resigned.

Rivoli Reopens Tonight

The Rivoli, which has been closed for a few days undergoing renovations, will reopen tonight with "Slave Ship."

Arliss Advises

London, June 6.—Lecturing to the Royal Society of Arts, George Arliss said British film producers, if they want to get the American market, should make films with only British audiences in mind. They would be more likely to produce something appealing to America by this practice than by imitating Hollywood, he said.

Films depending on story and acting are within the scope of British companies which cannot afford to compete with Hollywood in price and Britain should plan accordingly, he said.

Approve Zukor Contract; April Earnings $585,000

(*Continued from page* 1)

which emerged from receivership this month to become a part of the company's New England Theatres operations.

The report stated interest charges on funded debt have been reduced by $842,000 and that prior charges on securities ahead of the common stock have been reduced by $2,000,000 during the past year through conversion of part of the outstanding six per cent bonds and conversion of the six per cent first and second preferred into common.

Net reduction in funded debt amounts to $1,147,000, the report revealed, from the conversion of the six per cent bonds into 3¼ per cent bonds, while the total reduction in the par value of the securities ahead of the common has been $13,183,000.

In addition, the report revealed consolidation of home office departments and functions undertaken a year ago is now reflecting an annual saving in excess of $750,000. The company's payroll is "substantially less than it was a year ago," Balaban's report states, "and, I believe, lower than any similar payroll in any other major company."

Look to Foreign Market

The report stated that, while the company's product "for a number of years has not satisfactorily appealed to the foreign market," box-office quality of the new pictures is believed capable of remedying this.

"Records of Paramount's wholly-owned and subsidiary theatres indicate that the company's pictures have moved from fourth to second place in box-office value of production during the past year," Balaban's report said.

The corporate structure has been simplified during the year by the merger or dissolution of more than 100 corporations and the program of simplification is not yet complete, stockholders were informed. It was reported the Paramount theatre department's policy is to move "in the direction of a closer and more permanent relationship with its theatre operating affiliates" and to this end new operating and stock ownership agreements are being worked out with the company's theatre operators and partners.

Bonus Trial Sept. 7

Suits naming former officers and directors of Paramount, which were brought by the company's reorganization trustees two years ago in an effort to recover several million dollars allegedly paid in bonuses and realized on stock subscriptions under a Paramount employes' stock purchase plan, have been set for trial on Sept. 7, inquiring stockholders were informed yesterday by Edwin L. Weisl, of counsel for the company.

(*Continued from page* 1)

ors whose terms expired with yesterday's meeting were reelected for a one-year term. They are Neil F. Agnew, vice-president in charge of distribution; Stephen Callaghan, Duncan G. Harris, John D. Hertz and Charles A. McCulloch. Other management men on the board in addition to Keough and Agnew are Zukor, chairman; Barney Balaban, president; Y. Frank Freeman, vice-president and theatre head, and E. V. Richards, head of Richards-Saenger Theatres. Stanton Griffis, who has been chairman of the executive committee for the past year, is also a board member.

The meeting authorized the reduction of the company's authorized and issued stock in accordance with conversions of preferred into common up to May 15, last, and authorized a change in the location of the office of the company from Millbrook, Dutchess County, to New York City.

Common Increase Sought

A final proposal for stockholder action—an authorization to increase the company's common stock from 4,500,000 shares to 6,000,000 shares of $1 par value—required the approval of 66 2/3 per cent of the company's stock, rather than just the majority required for action on the other proposals. As only slightly more than 60 per cent was represented an adjournment was taken to June 24.

The vote on Zukor's contract was 3,558,061 shares for approval, and 12,188 shares against. Discussion of the contract was exhaustive but confined to less than a half-dozen opposing stockholders. The contract is retroactive to last Aug. 1 and will expire next Jan. 1, with a provision for a three-year renewal by the board. Under the contract Zukor is to receive $3,000 per week, plus seven and one-half per cent of the first $2,500,000, of profits from film operations and five per cent of profits over $2,500,000.

One opponent of the contract estimated, in addressing the meeting, that it could return Zukor $600,000 a year.

Balaban Clarifies Details

Balaban, discussing the pact, pointed out that approximately $1,477,000 in expenses and approximately $900,000 in interest were deductible from film earnings before the profits on which Zukor's participation is based, could be determined. He estimated that Zukor might realize less than $250,000 annually on the pact, in contrast to the stockholder's estimate of $600,000. Balaban also stated that the Paramount board could have given Zukor a contract for $10,000, "or some such amount," per week in straight salary, but that both the board and Zukor chose to make it a profit participation, knowing that in that form it would have to be submitted to and approved by the stockholders before becoming effective.

The contract was negotiated by Griffis and recommended for approval by the board, Balaban said. He paid tribute to Zukor's achievement at the studio and stated that, even with the new contract, Zukor would probably be the lowest paid executive in Hollywood occupying a post of equal responsibility.

Stockholder criticism of the pact centered for the most part on the fact that it would permit Zukor to participate in profits before a dividend has been paid by Paramount on its common stock.

"Zukor should be able to hobble along, somehow, on his present salary of $430 a day Saturdays, Sundays, holidays and vacation," one stockholder declared. "It will be time enough to vote him a contract of this kind when the company is paying dividends to its stockholders."

"I'm as anxious as anyone to see dividends paid," Balaban replied. "You're getting nearer every day to one and if business conditions remain about as they are there should be one in the not too distant future."

Attorney Questions Costs

The meeting began at noon in the 11th floor employes' recreation room and, with stockholders' tempers probably sharpened by increasing hunger—to say nothing of those of the officers—the early session was off to the tune of sharp words, one offer to do battle and an implication by the company president that he stood ready to resign if the stockholders were serious in their criticisms. At least, the atmosphere underwent a complete change following liberal servings of Schraffts' sandwiches and coffee at 1:30.

Saul Rogers, film attorney, who said he represented 10,000 shares of stock, questioned Balaban on a reduction in the company's cash position from $10,000,000 to approximately $8,000,00 since the release of the annual report, Jan. 2, and on production costs which he charged exceeded budgets in several instances, asserting that while the "president is boasting about economies, there is extravagance at the studio." At the afternoon session, Rogers offered an apology to Balaban for "giving the unintended impression that you were being accused of juggling the figures."

Griffis in Near Fight

At another point, Griffis was accused of selling Paramount stock "short." He left the rostrum to confront the accusing stockholder with an offer "to go outside and fight, or fight right here, if you want."

Griffis called the charges "indecent and unfair," and asserted that he was the owner "of the largest block of Paramount common held by any of its stockholders."

Stockholders were assured that the company has no plans for using the new common, if authorized, "for bonuses or stock participation of any kind."

Predicts V. F. W. Boycott

Veterans of Foreign Wars intend to boycott all pictures containing anti-American propaganda, according to Commander Francis J. Quigley. He said a resolution calling for the boycott would be voted at the state convention at Saranac Saturday.

$156,000 a Year

Paramount pays $156,000 per year to B. & K. for the services of Barney Balaban, Paramount president, but pays no direct salary to Balaban, the company head explained to stockholders yesterday in reply to questions about his salary.

Balaban said he had no contract with Paramount, that he held a long-term pact with B. & K. and did not disclose at what salary. He said that "97½ per cent of the $156,000 paid by Paramount to B. & K. was returned to the parent company by the subsidiary in the form of dividends."

RKO Expected To Announce 54 Features

(*Continued from page* 1)

will arrive here tomorrow after stops today at El Paso, to enable the men to visit Juarez, Mexico, and at Tucson, Ariz., where they were guests at a cowboy reception. The men will be met here tomorrow by Samuel J. Briskin, vice-president in charge of production, and a committee of welcome. After luncheon at the studio, the delegates will visit the plant, then attend a "March of Time" cocktail party when they return to the hotel. Dinner will be served at the Ambassador, and a preview of new RKO films will occupy the evening.

Following is a complete list of the delegates attending the meeting, arranged alphabetically by cities, following the home office group:

The home office delegation includes: Leo Spitz, president; Ned E. Dipinet, vice-president in charge of distribution; Jules Levy, general sales manager; C. E. Smith, sales manager for the southern and western division; E. L. McEvoy, eastern sales manager; M. G. Poller, contract liquidation; H. J. Michalson, short subjects sales manager; Phil Reisman, foreign sales manager; W. J. McShea, assistant manager of exchange operations; S. Barret McCormick, director of advertising and Publicity; Rutgers Neilson, publicity manager; Leon J. Bamberger, sales promotion manager; Harry Gittleson, editor of *Flash*; L. H. Miller, contract approval, west and south; William E. Dahler, contract approval, east; Sid Kramer, manager print and negative department.

James E. Finley, secretary to Jules Levy; William Mallard, chief of counsel; James A. Clark, manager ad sales department; Arthur Willi, head of eastern new talent department; five divisional public relations representatives—F. R. Fielding, east; V. H. Adams, south; W. J. Healy, east central; Fred Marshall, west; J. M. Joice, midwest; Nate Blumberg, vice-president and general manager of RKO Theatres; J. J. O'Connor, general manager, RKO Film Booking Corp.; Major L. E. Thompson, RKO Theatres executive; B. D. Lion, European division manager; R. K. Hawkinson, Latin-American division manager; Michael Hoffay, foreign publicity manager; A. A. Schubart, manager of exchange operations.

The following traveling home office representatives are present: W. A. Burke, J. E. Cashman, J. A. Downing, J. J. Schmitzer, R. E. Helms and R. A. O'Brien.

A. H. McCausland is representative of the Irving Trust Co. From the Keith-Albee-Orpheum Corp. is M. Kingsburg, vice-chairman. Kay Kamen and Hal Sloan represent the Walt Disney Enterprises; also Frederic Ullman, Jr., general manager of Pathe News, Inc.; four representatives of the March of Time—Ralph Rolan, A. Sindlinger, C. Findley and John Wood. Frank Snell will represent Condor Prod.

Albany—B. G. Kranze, branch manager, G. T. Tucker and William A. Benson, salesmen.

Atlanta—H. M. Lyons, branch manager; W. J. Collins, B. S. Bryan and F. W. Salley, salesmen.

Boston—R. C. Cropper, branch manager; W. H. Gardiner, H. F. Goldstein, F. G. Ross, C. L. DeVizia, M. M. Ames and C. McGerigle, salesmen.

Buffalo—C. Boasberg, branch manager; N. L. Sper, J. G. Chinell and Elmer Lux, salesmen.

Charlotte—R. C. Price, branch manager; R. F. Branon and R. S. Mitchell, salesmen.

Chicago—J. C. Osserman, branch manager; S. Gorelick, R. V. Nolan, J. J. Clarke, R. Egner, H. H. Walders, S. Foster and M. J. Kassel, salesmen.

Cleveland—H. H. Greenblatt, branch manager; W. D. Ward, M. E. Lefko and A. Goldsmith, salesmen.

Dallas—S. M. Sachs, branch manager; J. H. Gruben, W. V. Adwell, J. E. Huey, J. B. Cummins and J. Brecheen, salesmen.

Des Moines—L. Elman, branch manager; W. F. DeFrenne, E. E. Gruenberg and E. N. O'Shel, salesmen.

Detroit—J. Sharkey, branch manager; E. C. Murphy, F. Bonnem and O. W. Miller, salesmen.

Jacksonville—C. W. Allen, branch manager; P. Harrison, salesman.

Kansas City—T. R. Thompson, branch manager; E. L. Dyson, J. Lewis, A. A. Renfro and K. G. Howe, salesmen.

Memphis—P. M. Baker, branch manager; N. J. Coquhoun and E. F. Stein, salesmen.

Milwaukee—A. N. Schmitz, branch manager; M. Anderson, H. Melchor and E. Spiers, salesmen.

Minneapolis—L. E. Goldhammer, branch manager; W. C. Winters, Eph Rosen, C. J. Dressell, J. L. Raper and A. F. Stern, salesmen.

New Haven—B. Pitkin, branch manager; H. Zeitels, salesman.

New Orleans—G. C. Brown, branch manager; R. E. Pfeiffer and H. F. Cohen, salesmen.

New York—R. S. Wolff, branch manager; E. T. Carroll, J. J. Dacey, M. Westebbe, J. Ellis, L. I. Kutinsky, Phil Hodes and F. L. Drumm, salesmen.

Oklahoma City—R. B. Williams, branch manager; P. D. Fielding and C. A. Blakeley, salesmen.

Omaha—A. M. Avery, branch manager; W. J. Foley, E. G. Huhnke and A. M. Hill, salesmen.

Philadelphia—F. L. McNamee, branch manager; S. Lefko, H. W. Tyson, M. Shulman, J. J. McFadden, Jr., E. J. Epstein and Charles Zagrans, salesmen.

Pittsburgh—G. Lefko, branch manager; R. H. Lange, J. Graham, E. Lebby and W. J. Whitman, salesmen.

St. Louis—B. J. McCarthy, branch manager; H. D. Levy, M. A. Raymon and L. S. Gruenberg, salesmen.

Washington—R. J. Folliard, branch manager; H. E. Kahn, E. W. Grover, O. Knox and A. P. Folliard, salesmen.

Montreal—Branch Manager Mark Plottel.

Toronto—J. F. Meyers, branch manager; H. F. Taylor and M. L. Devaney, salesmen.

St. John—E. Whelpley, branch manager.

Winnipeg—Harry Woolfe, branch manager, and L. L. Plottel, salesman.

Overseas delegates—Harry W. Leasim, general manager in charge in Continental Europe; Ralph Hanbury, managing director of Radio Pictures, Ltd.; Douglas Lotherington, general sales manager for RKO Radio Pictures (Asia), Ltd.; Reginald Armour, Far Eastern and Indian sales manager; Clair E. Hilgers, managing director of Radio Films, S.A., Paris.

RKO Sales Convention Leaders

LEO SPITZ
President of RKO

NED E. DEPINET
Vice-President of Distribution

S. J. BRISKIN
Vice-President of Production

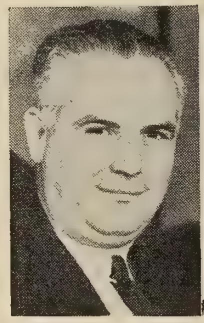
JULES LEVY
General Sales Manager

CRESSON E. SMITH
Sales Manager for South and West

E. L. McEVOY
Eastern Sales Manager

PHIL REISMAN
Foreign Sales Manager

H. J. MICHALSON
Short Subject Sales Head



NATE BLUMBERG
Vice-President of RKO Theatres

S. BARRET McCORMICK
Head of Advertising and Publicity

Reflections from RKO

Aboard RKO Special

RUTGERS NEILSON was geared for a big chatter drive from the crack special, tugging along a brand new typewriter.

✚

RKO's quartet of funny men, JACK OAKIE, JOE PENNER, PARKYAKARKUS and VICTOR MOORE, were heard to have challenged JACK ELLIS, New York exchange salesman-comedian, by wire to a battle of wits at the Hollywood Bowl.

✚

PHIL HODGES buys as many suits as the Duke of Windsor and is known as the Dapper Dan of the New York exchange.

✚

H. ZEITELS isn't going to derive any good from the pure California air unless he stops smoking stogies long enough to breathe some.

✚

HARRY W. LEASIM, manager in charge of operations in Continental Europe, claims to have the fightingest bunch of branch managers in the world. They're all native Europeans with adjourning territories, so that explains it.

✚

The changes that can be wrought in one year! ELY EPSTEIN and HARRY TYSON of Philadelphia have an additional person each to miss them this year. EPSTEIN has his brand new daughter and TYSON his brand new wife.

✚

S. BARRET MCCORMICK, advertising and publicity chief, is no stranger to Texas and the south. Barret spent many an adventurous day in these parts during his earlier years.

✚

NED E. DEPINET enthralled the listeners in his car with some grand Texas story, which NED told in his fine dramatic style as the special bounded west.

✚

SID KRAMER, who makes his coast convention debut on this journey, was bustling about trying to pick up a few ideas from the other conventionites, on the proper etiquette for the various functions.

RKO to Handle Fight

HOLLYWOOD, June 15.—RKO has signed a contract for foreign distribution of the Louis-Braddock fight with Super-Sports, Inc., of which Jack Dietz is president. The contract does not cover Canada and the United Kingdom.

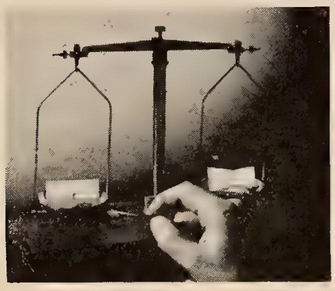
Miss Miller Renamed

HOLLYWOOD, June 15.—RKO's 16-year-old contract player, Marilyn Miller, has changed her name to Dorothy Vernon.

HOW BIG WILL THE FISH STORIES BE THIS YEAR?

IT BEGINS AGAIN!

From now on the adjectives get
Longer and l..o..n..g..e..r!
The promises get
Bigger and BIGGER and BIGGER!
All right! So what?
Don't condemn the boys for enthusiasm!
Showmanship would be anemic without it.
You're going to read pages and pages of
Annual Announcements packed with pep!
Thank heaven for optimism—



Showmen hate sour-pusses
And the boys mean exactly what they say!
But—what do *you* do about it?
Of course!
You'll weigh the facts just as you did
Last year . . . and the years before!

MAY WE BORROW YOUR EAR FOR A MOMENT?

It's NOT about NEXT SEASON!
It's about THIS SEASON!

Music to your ears
Keep going!

YOUR SUMMER WORRIES ARE OVER THANKS TO M-G-M's RADICAL STEP!

STRIKE!

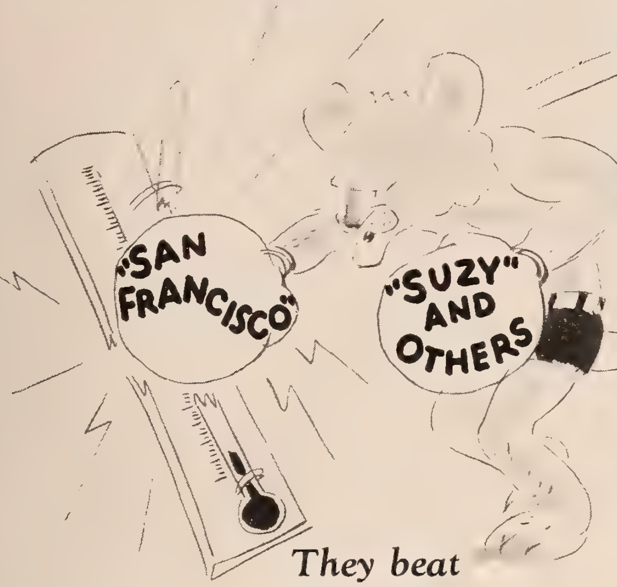
and they all...fall...down! Here's how!

(*next page*)

"GET HOT, SUMMER WE'RE READY FOR YOU!"

M-G-M's favorite sport is exploding old-fashioned notions in this business! Unfortunately the practise still exists (*but not at* M-G-M) of re-releasing weaker product in the good old Summertime! For many years M-G-M has gone out of its way to spike that silly notion by delivering many of its Biggest Productions during the hottest days!

LAST YEAR'S EARTHQUAKE!



They beat the heat!

Other companies thought we were *GOING NUTS* when we delivered "San Francisco" to start the Summer a year ago! But pictures like "Frisco", "Suzy" and more from M-G-M which would be the year's leaders of other companies are typical of the Summer Life-Savers you get from M-G-M.

NO, WE'RE NOT CRAZY! AND WE'RE NOT PLAYING SANTA CLAUS EITHER!

It's good business for you and for us to put Big Pictures in your theatre in the heated spell! And here's REVOLUTIONARY NEWS! OUR SUMMER PLAN IS AMPLIFIED MORE THAN EVER THIS YEAR! MILLIONS OF DOLLARS ON YOUR HOT WEATHER SCREEN!

(Go on — but FAST — to next page!)

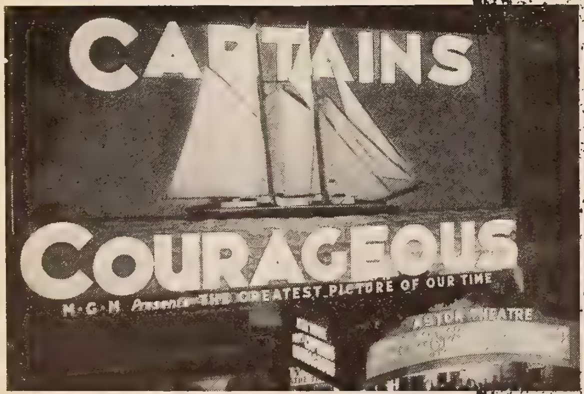
"SIT RIGHT DOWN AND PHONE THE BOOKER AT M-G-M!"

"Yes, it's true Mr. Exhibitor. All our accounts are co-operating with M-G-M's Summer Plan by announcing Summer Festivals of the Big M-G-M attractions! That includes TWO GREAT M-G-M ROAD SHOWS - 'CAPTAINS COURAGEOUS' AND 'THE GOOD EARTH' NOW AT POPULAR PRICES! And a flock of other BIG ONES including 'Broadway Melody of 1938' and 'Parnell' and 'A Day At The Races' and 'Emperor's Candlesticks' and many more! MILLIONS OF DOLLARS FROM M-G-M TO BOLSTER YOUR SUMMER BUSINESS! Arrange for plenty of extra time and start the excitement going in your town. Show the public that your theatre is the only place they'll find BIG HITS during June, July and August."

There never was a time when outstanding product was more appreciated or needed! How M-G-M's Summer Plan meets this emergency is demonstrated on the following pages. Read on and GET BUSY!

SO GOOD *we print it all!*

Oh, Mister Showman, prepare to be proud that your theatre will soon play this inspired, heart-gripping entertainment!



THIS REAL SHIP ATTRACTS CROWDS ON BROADWAY!

The huge electric sign on the Astor Theatre front reveals a full-sized sailing vessel. Mechanically operated, it rocks on the waves with sails blown realistically by wind machines. M-G-M showmanship is famed on the Gay White Way as it is throughout the nation.

NEW YORK HERALD TRIBUNE,

On The Screen

By HOWARD BARNES

"Captains Courageous"—Astor

"CAPTAINS COURAGEOUS," a screen drama adapted from Rudyard Kipling's novel of the same name by John Lee Mahin, Marc Connelly and Dale Van Every, directed by Victor Fleming and presented at the Astor Theater by Metro-Goldwyn-Mayer with the following cast:

Harvey	Freddie Bartholomew
Manuel	Spencer Tracy
Disko	Lionel Barrymore
Mr. Cheyne	Melvyn Douglas
Uncle Salters	Charley Grapewin
Dan	Mickey Rooney
"Long Jack"	John Carradine
Cushman	Oscar O'Shea
Priest	Jack La Rue
Dr. Finley	Walter Kingsford
Tyler	Donald Briggs
"Doc"	Sam McDaniels
Charles	Billie Burrud

"CAPTAINS COURAGEOUS" belongs with the screen's few masterpieces. In a season of spectacular and notable film offerings it stands pre-eminent. The Kipling classic has been shaped to a photoplay with such eloquence, authority and beauty that it is certain to become a classic in its new medium. Composed in fluent images, acted with sustained brilliance and freighted with an emotional intensity that becomes almost intolerable, the tale of a spoiled boy and a Portuguese fisherman has an epic sweep and power that is irresistible.

So surely has the novel been translated that it falls immutably into a motion-picture mold. The debt to its original may be great, but the film has completely pre-empted its source material in a work of art that begs no comparisons. The simple theme of Harvey's love and hero-worship for Manuel has been restated with supreme simplicity and dignity. It is neither a director's nor an actor's picture, but a perfect melding of all the screen's functions, resulting in a heart-shaking and memorable offering.

Courage went into its making. If you fall under the film's spell as I did, you will probably not be aware until it is over that there are no women in the cast. For that matter there is no need of romance or violence. From the moment that the pampered Harvey tumbles off a liner and is hauled into a dory by Manuel, the screen drama reaches to the heart of living and holds you rapt by its instancy. The opening and particularly the concluding sequence might have been foreshortened, I believe, but that is a matter of little import.

It would be easy to ascribe the enormous compulsion of the production to the consummate portrayals of Harvey and Manuel by Freddie Bartholomew and Spencer Tracy. In them the millionaire's son and the mystical, courageous fisherman come to such pulsing life that the tragedy of Manuel's death is transcending. At the same time they have had invaluable assistance. Victor Fleming has framed their actions in stirring sea passages and a commanding rhythm of sequences. Marc Connelly, John Lee Mahin and Dale Van Every have given them evocative and haunting speech.

Mr Fleming's direction is masterly. He has pinioned the personal narrative firmly against vivid backgrounds. The early atmosphere of ostentatious wealth that made Harvey a little bounder is executed in bold strokes. Life on a Gloucester fishing schooner off the Grand Banks is full of salt spray, straining sails, fish and boat tackle, and even the memorial services of the anticlimax are real and moving.

Freddie Bartholomew

The performance of Freddie Bartholomew dominates the production from start to finish as only a very great piece of acting can. With extraordinary assurance he gets inside the husk of his characterization, making the transition of Harvey from a mean brat to a gallant little fisherman's apprentice utterly persuasive. The manner in which he sustains the aching poignancy of the scenes after Manuel has been swept from the top rigging of the We're Here into the sea, and dies, smilingly refusing to let the lad know he has been crushed below the waist, is superb. He takes his place with the most distinguished of his elders as a superlative screen actor.

You may find Spencer Tracy's Portuguese accent a trifle startling at first, but once he takes the little chap he fished out of the sea in hand, he gives an impersonation that can only be called perfect. His Manuel is by turns grave, gay, volatile, serene and dauntless. Certainly there could have been no better choice for the role. Lionel Barrymore, as the wise old skipper of the We're Here, is splendidly restrained, and Melvyn Douglas, who has the difficult part of Harvey's too wealthy father, is a good foil for Bartholomew in the first and last sections.

The other players have small parts, but it is an index to the quality of "Captains Courageous" that they enact them with complete conviction.

Captains Courageous

SO GOOD WE PRINT IT ALL

Captains Courageous

7th WEEK on Broadway at $2 Top and Still Going Strong!

On these pages are two newspaper ads from the New York campaign. Road-shows in other selected cities have launched this Great Picture for the mass audience and have made available for you the best practical promotion material you've ever had to pack 'em in!

NEW YORK AMERICAN

'Captains Courageous' Film Is Tagged as Prize of 1937; Held Above Highest Praise

"CAPTAINS COURAGEOUS," a Metro-Goldwyn-Mayer picture. Directed by Victor Fleming. Produced by Louis D. Leighton. Based on the book of the same title by Rudyard Kipling. Screen play by John Lee Mahin, Marc Connelly and Dale Van Every. Musical score by Franz Waxman. At the Astor.

THE CAST

Harvey	Freddie Bartholomew
Manuel	Spencer Tracy
Disko	Lionel Barrymore
Mr. Cheyne	Melvyn Douglas
Uncle Salters	Charley Grapewin
Dan	Mickey Rooney
"Long Jack"	John Carradine
Cushman	Oscar O'Shea
Priest	Jack La Rue
Dr. Finley	Walter Kingsford

By ROBERT GARLAND.

Here, supplanting "The Good Earth" at the Astor, is what must certainly turn out to be the prize picture of 1937. Of rare integrity, sustained emotional impact and captivating beauty, this free translation of Rudyard Kipling's "Captains Courageous" was a sensation last night on Broadway.

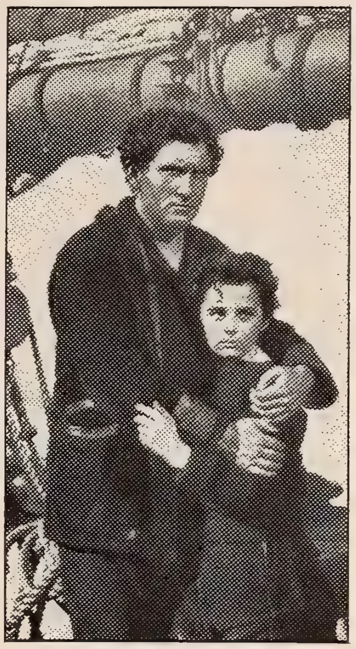
Once generally released, it will be a sensation everywhere. It cannot help but be. In a scenario in which Marc Connelly and a couple of other fellows had a hand, the Kiplingesque pattern is followed with high fidelity. Here is provided a dramatization of the spirit as well as the letter of the book.

The author, who had to die before Hollywood gave any convincing evidence of knowing he had ever been born, would admire the excellence of the dialogue, the smoothness of the progression, the pictorial magnificence of countless of the seascapes. And, whether boats or humans, he would applaud the perfection of the players.

In its on-screen aspect, "Captains Courageous" picks up the Poor Little Rich Boy in his father's mansion. Home from school on some sort of holiday, he is a liar and a cheat, a mischief-maker and a tattletale. At the same time, deep down beneath his unattractions, are a courage and a sensitivity gone disastrously astray.

When, on the befogged Grand Banks off Newfoundland, he falls overboard from an ocean liner, you at first feel that drowning is too good for him. Which, as a matter of report, it turns out to be. Soon, however, you are pleased that Manuel drags him into his fishing smack and takes him to the We're Here, becalmed in the mist nearby.

RESCUER AND RESCUED



And the crew of the good ship out of Gloucester, assisted by the dignity of labor and the majesty of the sea, proceed to make a Rich Little Poor Boy out of the Poor Little Rich Boy that used to be. From the captain, who is Lionel Barrymore, to the Mickey Rooney, who is his cabin boy and son, they get to work on him.

Especially the Spencer Tracy who, as Manuel, saved him from the perils of the deep and is too much like another fisherman called Peter of Galilee to cast him back again. Powerful in his simplicity, simple in his power, that Peter of Galilee would call this Manuel of Spencer Tracy friend. It is a memorable impersonation.

And now for some public word-eating! Word-eating in connection with young Freddie Bartholomew who, as the Poor Little Rich boy in course of reconstruction on the Grand Banks, is superb. Maybe it was Little Lord Fauntleroy himself, I didn't care for. And young David Copperfield in person. It just couldn't have been Freddie.

There's no need to hold the horses of your enthusiasm where this new arrival at the Astor is concerned. You couldn't over-praise "Captains Courageous" if you tried.

IT'S GREAT! SAY ALL THE NEW YORK CRITICS!

"Belongs with the screen's few masterpieces." —*Howard Barnes,* HER. TRIB.

"It ranks with 'Good Earth.' An unforgettable picture made with beauty, sincerity and heart-warming appeal. Decidedly worth seeing."—*Rose Pelswick,* JOURNAL.

"Approaches the perfect movie, making you laugh and glow. Majestic, thrilling and stirring."—*Bland Johaneson,* MIRROR.

"Call it a great picture and you have the only possible description of Captains Courageous." —*William Boehnel,* WORLD-TELEGRAM

"Faithfully carries along in the Astor's long line of hits: *Good Earth, Romeo and Juliet, Great Ziegfeld* and similar MGM pieces."—*Leo Mishkin,* TELEGRAPH.

"Magnificent, stirring and tender. Of course you will have to see it." —*Archer Winsten,* POST

"Another sure hit. One of the season's most enjoyable films."—*Eileen Creelman,* SUN.

"Inspiring film. Simplicity is one of the picture's chief claims to greatness. Fresh laurels for Freddie Bartholomew. Spencer Tracy admirable."—*Kate Cameron,* NEWS.

"Another of those grand jobs of movie-making we have come to expect of Hollywood's most prodigal studio. Metro can take pride in its production."—*Frank Nugent,* TIMES.

ASTOR
BROADWAY at 45th STREET

Twice Daily, 2:55, 8:55. Sunday 3, 6, 8:55, Show Saturday. Matinees 50c, 77c, $1.00. E
$1.00, $1.50, $2.00. Saturday Matinee,
and Sunday 6 P. M. 50c, 77c, $1

Next Page!
KEEP GOING
and the folks will keep coming!

AS THOUGH TORN *from* LIFE'S PAGES

It teems with reality... that's why it is so powerful!

CLARK GABLE · MYRNA LOY

A brilliant thrill—packed drama is now added to the list of mighty Metro-Goldwyn-Mayer triumphs. Clark Gable as the uncrowned king of an adoring people—forced to choose between the love in his heart and the nation that idolized him! Myrna Loy—more beautiful, more entrancing that ever before—as the temptress who bewitched Parnell with her laughing eyes and eager lips!

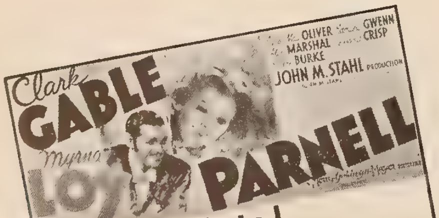
"PARNELL"

a **JOHN M. STAHL Production** with EDNA MAY OLIVER • EDMUND GWENN • ALAN MARSHAL • DONALD CRISP • BILLIE BURKE

Based on the Broadway Stage Success *An M-G-M Picture*

2nd Week **CAPITOL** B'WAY & 51 St. Major Edward Bowes, Mng. Dir. • DOORS OPEN 9.45 A. M. *EXCEPT SUNDAY*

A typical advertisement from the New York extra-space campaign!



Note!

"Parnell" 24-sheet above is posted nationwide in 1,500 cities, on 9,000 stands, in addition to great national magazine campaign in 27 famed publications.

STARS!
STARS!
STARS!

TRADE RAVE-VIEWS!

"A brilliant trophy to the records of John M. Stahl, Clark Gable and Myrna Loy."—*Daily Variety*

"Your reviewer left the Capitol Theatre last night telling himself M-G-M had added to its already illustrious reputation with the making of 'Parnell'."

—*M. P. Daily*

"Superb drama. A beautiful and compelling human document. 'PARNELL' is headed for outstanding grosses everywhere."

—*Hollywood Reporter*

Just one of your Multi-Million-Dollar Summer Festival!

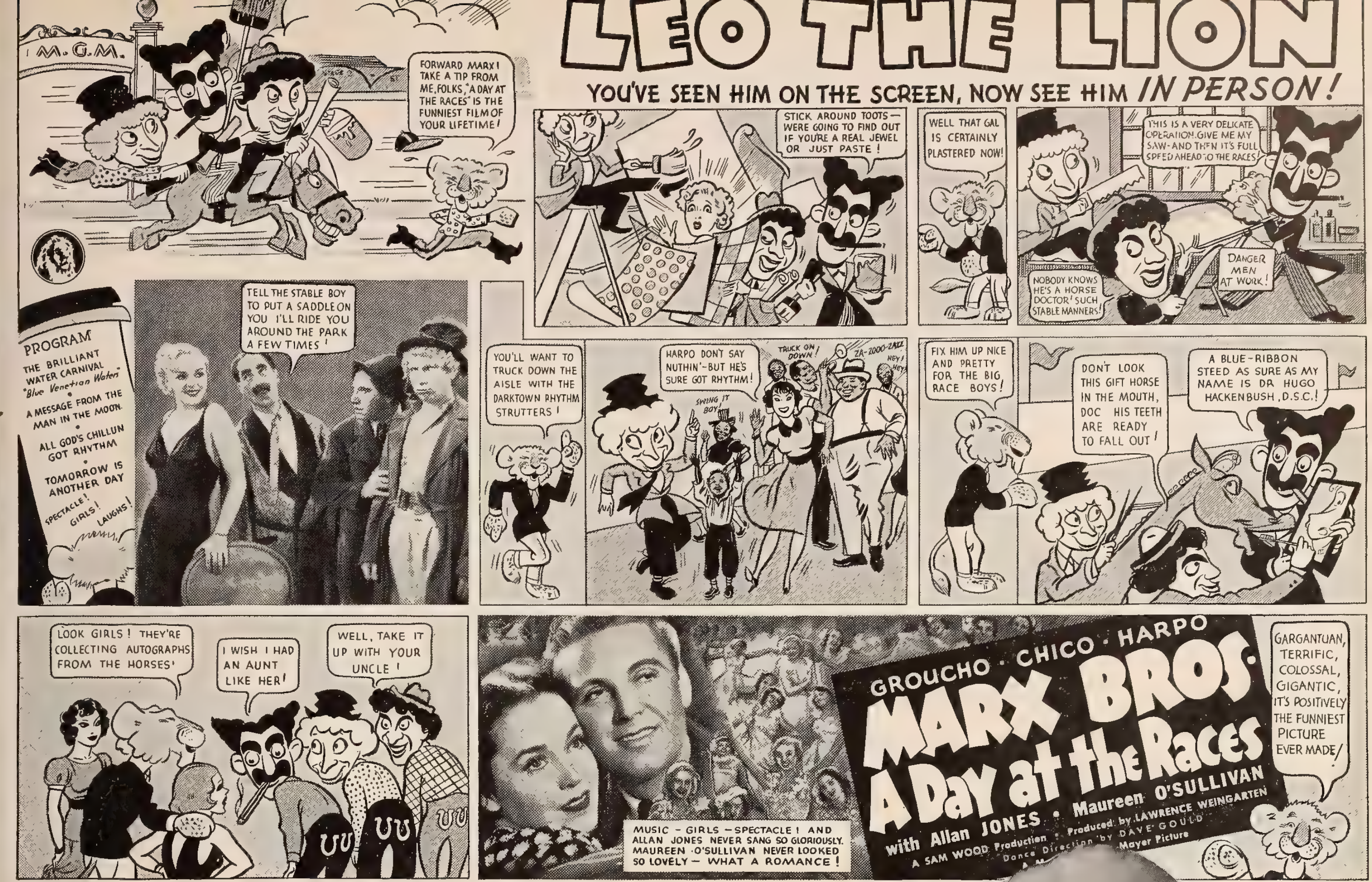
BRIGHT LIGHTS!

The sparkle in the movie sky is M-G-M's "The Emperor's Candlesticks" co-starring William Powell and Luise Rainer

"GIVE THIS LITTLE GIRL A GREAT BIG HAND" said William Powell a year ago when Luise Rainer made her first appearance before your public in "Escapade". Time and your box-office have borne out the predictions for Miss Rainer's success! How thrilling she was in "The Great Ziegfeld." Her performance in "The Good Earth" will long remain a classic of film art. And now the showmen of M-G-M present Luise Rainer in her most enticing role, co-starred brilliantly again with popular Bill Powell!

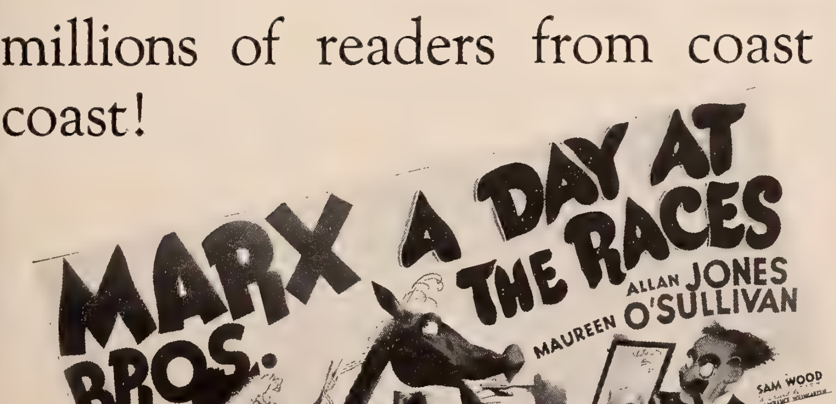
WILLIAM POWELL • LUISE RAINER
"THE EMPEROR'S CANDLESTICKS"

with Robert Young • Maureen O'Sullivan • Frank Morgan • Henry Stephenson • Screen play by Monckton Hoffe and Harold Goldman. From the book by Baroness Orczy. An M-G-M Picture. Directed by George Fitzmaurice • Produced by John W. Considine Jr.

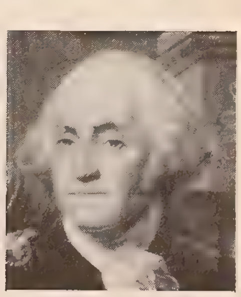

LEO THE LION
YOU'VE SEEN HIM ON THE SCREEN, NOW SEE HIM *IN PERSON!*
M.G.M.
FORWARD MARX! TAKE A TIP FROM ME, FOLKS, "A DAY AT THE RACES" IS THE FUNNIEST FILM OF YOUR LIFETIME!
STICK AROUND TOOTS — WERE GOING TO FIND OUT IF YOU'RE A REAL JEWEL OR JUST PASTE!
WELL THAT GAL IS CERTAINLY PLASTERED NOW!
THIS IS A VERY DELICATE OPERATION. GIVE ME MY SAW-AND THEN IT'S FULL SPEED AHEAD TO THE RACES!
NOBODY KNOWS HE'S A HORSE DOCTOR! SUCH STABLE MANNERS!
DANGER MEN AT WORK!
PROGRAM
THE BRILLIANT WATER CARNIVAL "Blue Venetian Waters"
A MESSAGE FROM THE MAN IN THE MOON.
ALL GOD'S CHILLUN GOT RHYTHM
TOMORROW IS ANOTHER DAY
SPECTACLE! GIRLS! LAUGHS!
TELL THE STABLE BOY TO PUT A SADDLE ON YOU I'LL RIDE YOU AROUND THE PARK A FEW TIMES!
YOU'LL WANT TO TRUCK DOWN THE AISLE WITH THE DARKTOWN RHYTHM STRUTTERS!
HARPO DON'T SAY NUTHIN'-BUT HE'S SURE GOT RHYTHM!
TRUCK ON DOWN!
ZA-ZOOO-ZAZZ
HEY! HEY!
SWING IT BOY!
FIX HIM UP NICE AND PRETTY FOR THE BIG RACE BOYS!
DON'T LOOK THIS GIFT HORSE IN THE MOUTH, DOC HIS TEETH ARE READY TO FALL OUT!
A BLUE-RIBBON STEED AS SURE AS MY NAME IS DR HUGO HACKENBUSH, D.S.C.!
LOOK GIRLS! THEY'RE COLLECTING AUTOGRAPHS FROM THE HORSES!
I WISH I HAD AN AUNT LIKE HER!
WELL, TAKE IT UP WITH YOUR UNCLE!
GROUCHO · CHICO · HARPO
MARX BROS.
A Day at the Races
with Allan JONES • Maureen O'SULLIVAN
A SAM WOOD Production • Produced by LAWRENCE WEINGARTEN
Dance Direction by DAVE GOULD
Mayer Picture
MUSIC – GIRLS – SPECTACLE! AND ALLAN JONES NEVER SANG SO GLORIOUSLY. MAUREEN O'SULLIVAN NEVER LOOKED SO LOVELY — WHAT A ROMANCE!
GARGANTUAN, TERRIFIC, COLOSSAL, GIGANTIC, IT'S POSITIVELY THE FUNNIEST PICTURE EVER MADE!

"JUST HATCHED!"

Another ticket-selling idea by the live-wire showmen of M-G-M. The above CARTOON-AD, in full colors, appears in the nationally syndicated COMIC WEEKLY SECTIONS reaching millions of readers from coast to coast!



LEFT:
Also advertised for a full month on billboards in M-G-M giant coast-to-coast posting!



LEO TAKES A HINT FROM GEORGE WASHINGTON ON NEXT PAGE!

HE NEVER TOLD A LIE! AND THIS IS THE TRUTH:

"DAY AT THE RACES" is the funniest picture of my entire career!"

LEFT: The Film Daily Year Book and The Quigley Annual Almanac. See Leo's prediction below!

"I PREDICT

that 'A DAY AT THE RACES' will be recorded in these two annual Trade Directories as the Outstanding Musical Comedy Hit of the Year!"

"Cheer up World! The Marx Boys are coming!"

COOLING THOUGHT FOR THE DOG DAYS!

HERE ARE PERSONALITY-PACKED ENTERTAINMENTS FOR THE GAY SUMMER CROWDS!

Franchot Tone, Virginia Bruce, Maureen O'Sullivan

Romantic Drama!

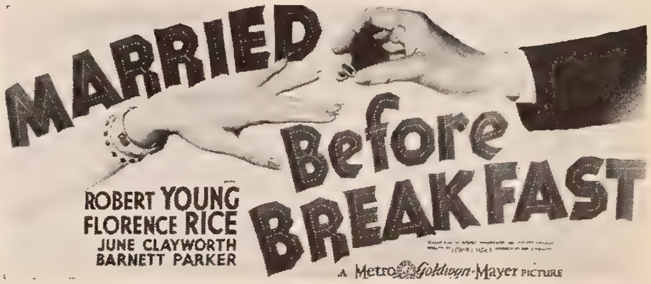
"BETWEEN TWO WOMEN"

with FRANCHOT TONE, VIRGINIA BRUCE, MAUREEN O'SULLIVAN

"UMBRELLA MAN"

A Mystery Thrill with Leo G. Carroll, George Murphy and Rita Johnson.

Robert Young and Florence Rice in Romantic Fun!



"Announcing the FIRST of the NEW BIG BUDGET, BIG NAME, HAL ROACH FEATURE COMEDIES, 'TOPPER.'"

Hal Roach presents

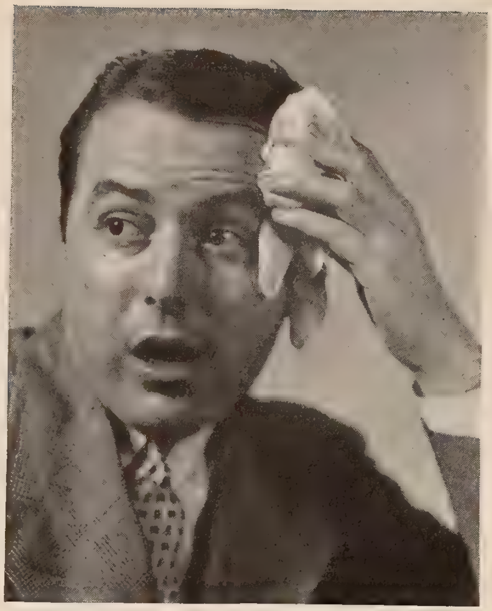
CONSTANCE BENNETT
CARY GRANT *in*

"TOPPER"

with ROLAND YOUNG
and BILLIE BURKE
(as Mr. and Mrs.)
It's a RIOT!

HOW HOT DO YOU GET?

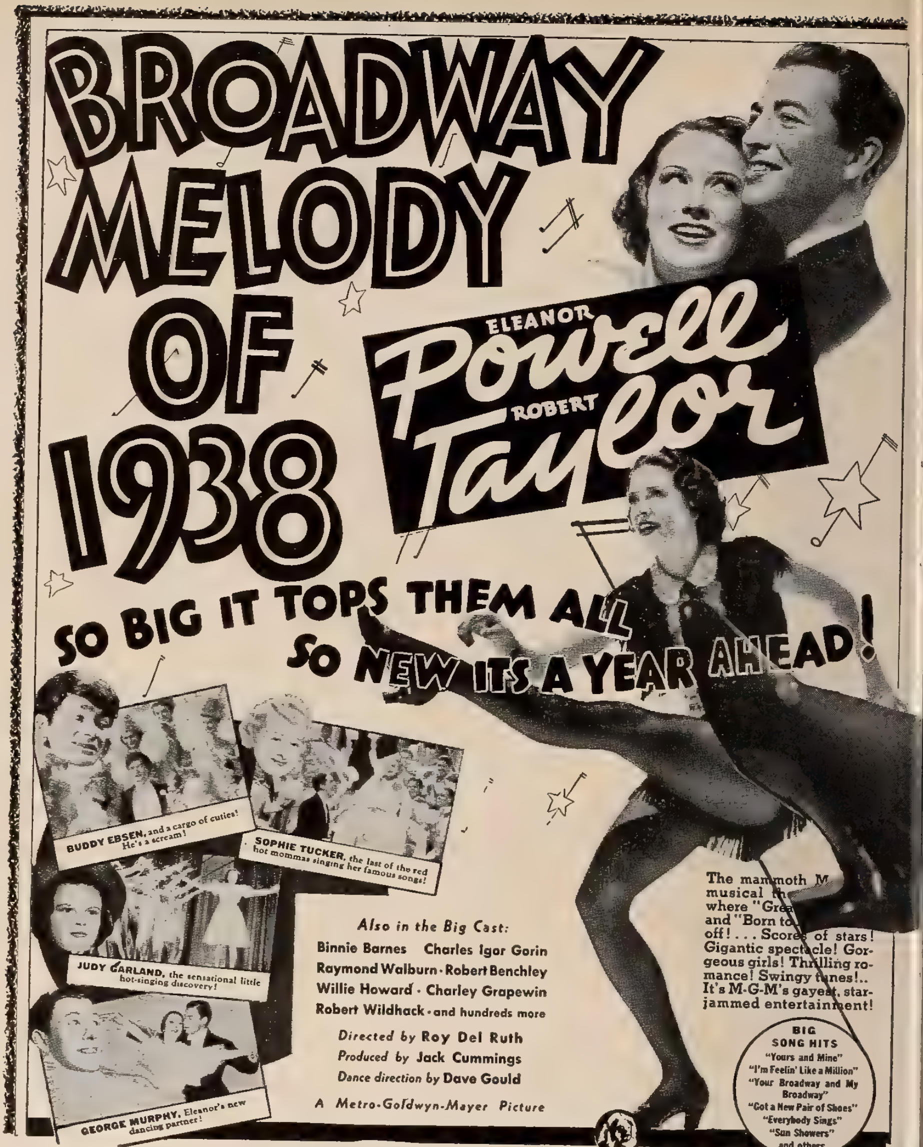
See next page!



M-G-M SHOWMEN WON'T FEEL THE HEAT thanks to M-G-M's Summer Plan!

RIGHT: National magazine ad.

BELOW: Posters across America.



BROADWAY MELODY OF 1938

ELEANOR POWELL

ROBERT TAYLOR

SO BIG IT TOPS THEM ALL

SO NEW ITS A YEAR AHEAD!

BUDDY EBSEN, and a cargo of cuties! He's a scream!

SOPHIE TUCKER, the last of the red hot mommas singing her famous songs!

JUDY GARLAND, the sensational little hot-singing discovery!

GEORGE MURPHY, Eleanor's new dancing partner!

Also in the Big Cast:

Binnie Barnes Charles Igor Gorin

Raymond Walburn · Robert Benchley

Willie Howard · Charley Grapewin

Robert Wildhack · and hundreds more

Directed by Roy Del Ruth

Produced by Jack Cummings

Dance direction by Dave Gould

A Metro-Goldwyn-Mayer Picture

The mammoth M musical th where "Grea and "Born to off!... Scores of stars! Gigantic spectacle! Gorgeous girls! Thrilling romance! Swingy tunes!.. It's M-G-M's gayest, star-jammed entertainment!

BIG SONG HITS

"Yours and Mine"

"I'm Feelin' Like a Million"

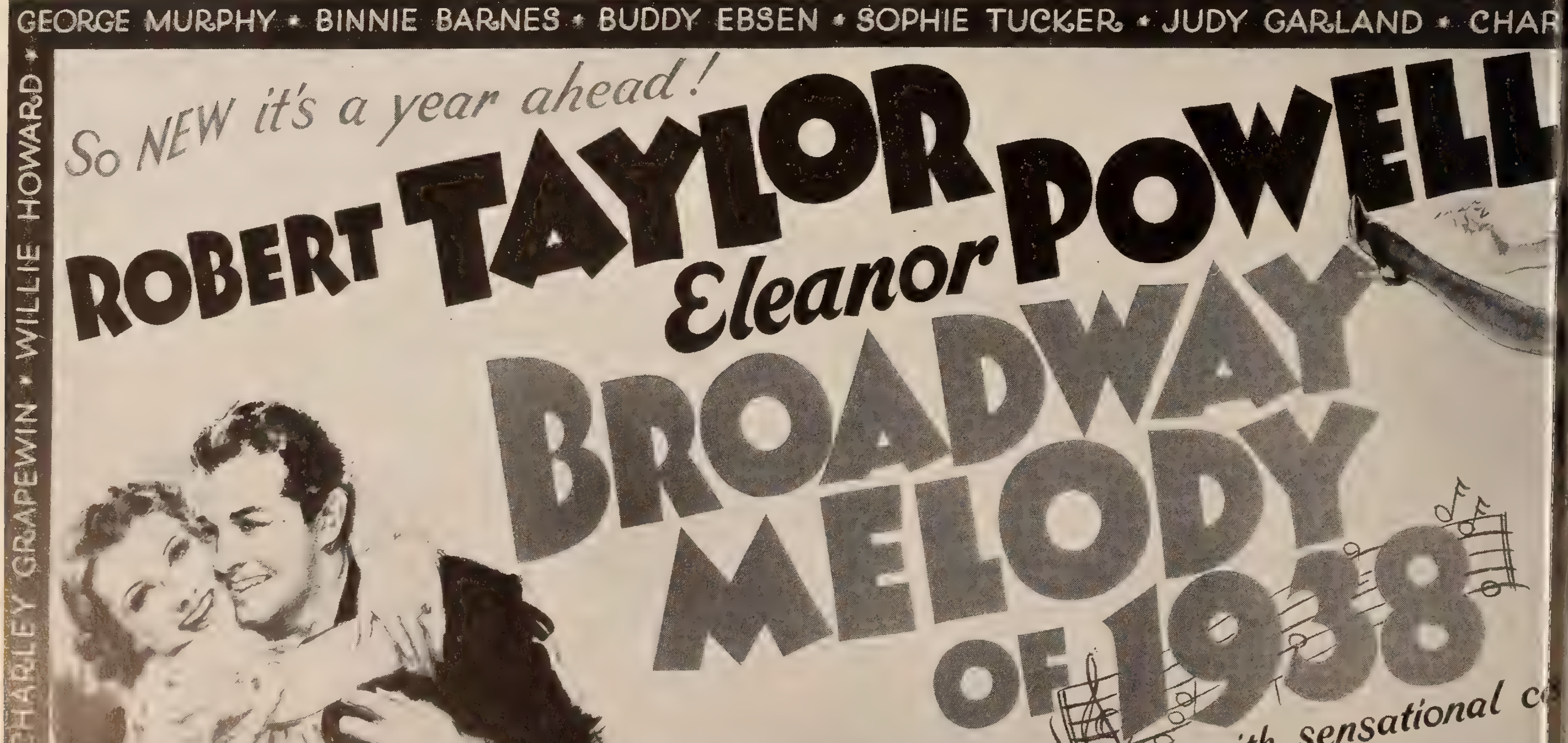
"Your Broadway and My Broadway"

"Got a New Pair of Shoes"

"Everybody Sings"

"Sun Showers"

and others



GEORGE MURPHY · BINNIE BARNES · BUDDY EBSEN · SOPHIE TUCKER · JUDY GARLAND · CHAR

CHARLEY GRAPEWIN · WILLIE HOWARD ·

So NEW it's a year ahead!

ROBERT TAYLOR Eleanor POWELL

BROADWAY MELODY OF 1938

with sensational c

ROBERT WILDHACK · SCREEN PLAY BY JACK McGOWAN · *Directed by* ROY DEL RUTH · *Produced by* JACK CUMMINGS · A Metro-Goldwyn-Ma

BIG SHOWS! BIG PROMOTION!

To the left is the zippy 24-sheet, advance agent of this big joy hit in 1500 cities on 9000 selected billboards across the nation.

"KEEP HOT SUMMER!" There's more heat-beaters ahead!"

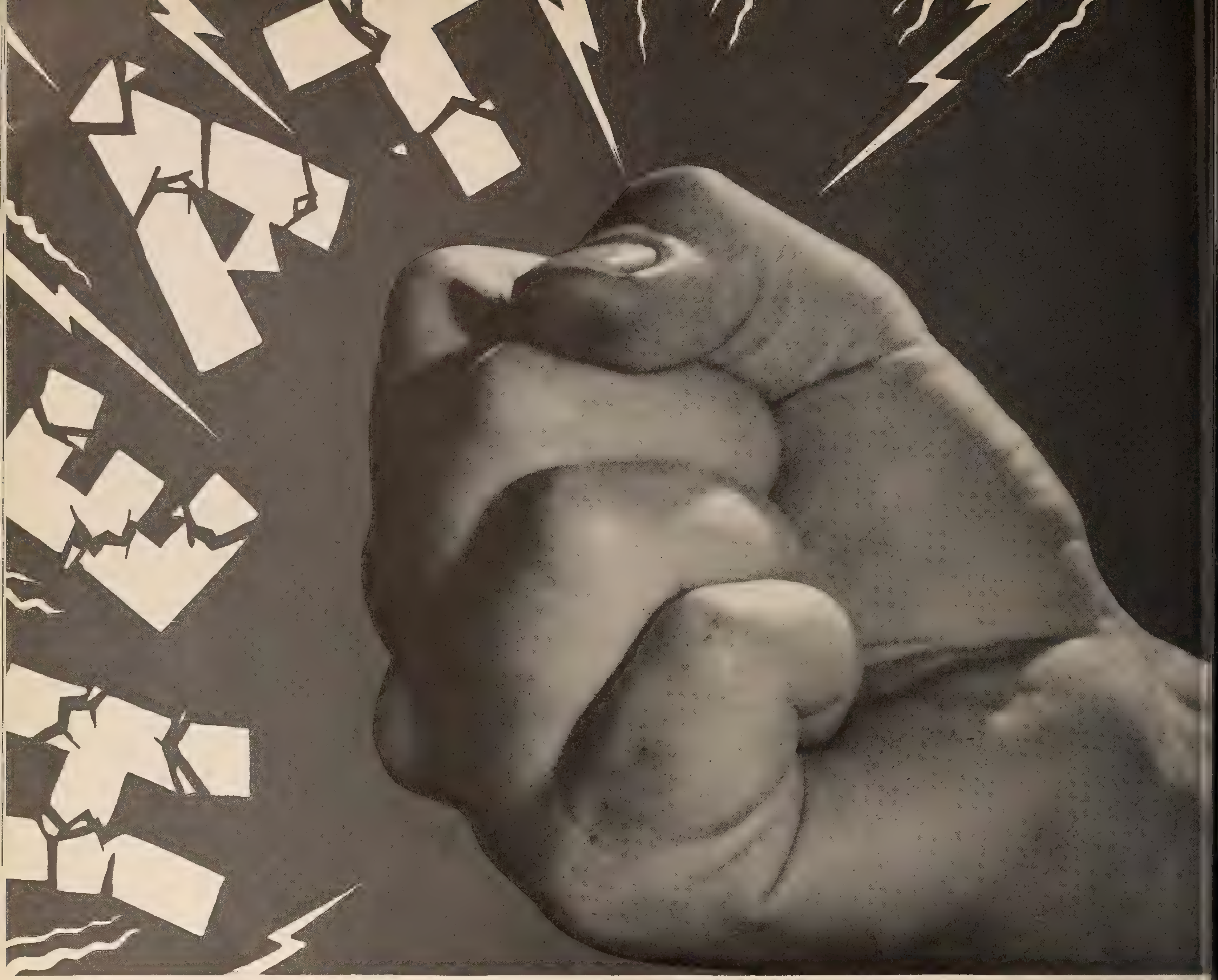
ANOTHER BIG ROADSHOW

(Now at Popular Prices)

IN M-G-M'S MULTI-MILLION-DOLLAR SUMMER PLAN!

It has blazed its way in great road-show presentations to the waiting millions! M-G-M has marvelous material from its roadshowmanship campaigns, tried and proven, to help make it your biggest box-office clean-up of years!

Prize Winning Novel
Now Playing
THE GOOD EARTH
PAUL MUNI LUISE RAINER
ASTOR THEATRE
M-G-M'S GREAT PRODUCTION of PEARL BUCK'S PRIZE NOVEL with PAUL MUNI, LUISE RAINER & THOUSANDS MORE
APOLLO THEATRE CHICAGO
BEG. FRI. EVE. AT 8:30 FEB. 19
TWICE DAILY THEREAFTER
ALL SEATS RESERVED
The GOOD EARTH
Paul MUNI Luise RAINER
DRAMA FOR THE HEART OF WOMAN
GOOD EARTH
THE GOOD EARTH
L. RAINER AND P. MUNI
THE GOOD EARTH
THE GOOD EARTH MUNI-RAINER
GOOD EARTH



M-G-M's SUMMER PLAN!

Isn't it Wonderful!

Week after week of Big M-G-M Shows!
Talk it over Today with the M-G-M Booker!
The Most Revolutionary Plan in Years!
Your Multi-Million-Dollar Summer Festival!
Keep Your Booking Time Wide Open!
Sell Your Summer Line-up in Lobby and Ads!

HORSE SENSE!

Isn't it Natural?

While they're packing your Summer Shows—
Tell 'em that you've got M-G-M Next Year Too!
The M-G-M Habit is the Habit of a Lifetime!
It's got nothing to do with Seasons!
That's trade talk—the public doesn't care!
The public knows only ONE THING!

(You guessed it—Next Page!)

FAITH IN M-G-M

U.A. to Sell 28 Percentage, Says Schaefer

(Continued from page 1)

production until the first of next year. Selznick International is down for five pictures next season. Schaefer did not discuss terms for the anticipated Charlie Chaplin production in which Paulette Goddard will be starred.

More than $150,000 will be spent for exploitation purposes next season, Monroe Greenthal, publicity, advertising and exploitation director, told the eastern regional sales force.

"Experimentation over the last 12 months has convinced U.A. producers and officials that key cities no longer are the only spots that offer revenue large enough to warrant sizeable expenditures to aid the exhibitor," Greenthal said. "In a number of instances, money spent for exploitation in small situations has built up grosses to many times more than the anticipated figure."

Publicity Drives Described

Campaigns for "The Prisoner of Zenda" and "Stella Dallas" were outlined by Greenthal. He touched on various selling angles and tieups already effected.

Hal Horne, associate producer for Walter Wanger, gave some of the national campaign plans for "Walter Wanger's Vogues of 1938" and "52nd Street." He also talked on the advance publicity lined up for the two pictures.

The afternoon was devoted to sessions between the division and district managers with individual exchange personnel. These meetings will be continued today, following which the men will leave for their territories.

Last night, the entire eastern delegation visited Ben Marden's Riviera.

Michalove in Studio Job

Dan Michalove, theatre contact between Sidney R. Kent, president of 20th Century-Fox, and Spyros P. Skouras, operating head of National Theatres, is now identified with the studio production forces of 20th Century-Fox at Movietone City. Michalove accompanied the home office delegation of the company to the coast for the annual sales meetings and did not return with the homecoming group.

In Fox Story Department

Hollywood, June 15.—Doris Warner LeRoy is rounding out her first couple of weeks in the story department at 20th Century-Fox. Her husband produces his own pictures for Warner release.

Steinberg to Aid Fair

Col. A. Ralph Steinberg, president of Radio and Film Methods Corp., has been named by Dr. John A. Harriss, president of the Broadway Ass'n as chairman of the association's special committee on the World's Fair. Other members of the committee are to be named soon.

Jane Wyman Stricken

Hollywood, June 15.—Jane Wyman is ill from a nervous breakdown. Her condition is described as "serious but not critical."

Among the U.A. Men

As soon as the morning session broke up yesterday, all exchange managers tossed for the elaborate display of U.A. stars which graced the Empire Room. Jay Schrader of Charlotte was the lucky manager. The display of producers with George J. Schaefer's picture in it will be sent to the New York exchange, while the large plaque of titles will be shipped to Dallas.

◆

Charlie Rosenzweig, local exchange manager, decided to have lunch at a real Jewish restaurant. He corralled about a dozen of the boys and took a cab to Delancey St.

◆

Sid Lehman, Buffalo manager, is expecting to become a father next month. It's the first time in his marital life of 12 years' standing and all of the boys are rooting for a prerelease in the top bracket division.

◆

Hal Horne pulled a nifty at the opening of his speech. Confessing his inability to sing, Horne asked for a piano. One was rounded up and as he sat down to tickle the keys, whereupon a victrola in a far corner of the room gave out a tune from "52nd Street."

◆

In a buildup for the Walter Wanger production, Schaefer took a poll to find out what men had not visited 52nd St. on Monday. No one stood up, but there was a suspicion that some of the boys were a little reluctant in raising hands.

◆

Harry Gold, chief dialectician at U.A., brought the house down with his description of "Stand-In."

◆

After Gold had finished, Schaefer said that if he were an exhibitor he would buy the picture on the strength of Gold's details.

◆

Ben Levine, booker for the New York exchange, received a big hand when he was announced as the winner of the Walt Disney prize—which, by-the-way, was a handsome bracelet for Mrs. Levine.

◆

Nat Thompson and Charles Steele of the home office left yesterday afternoon for Chicago as advance guard for the second regional sessions.

◆

Lowell Calvert, eastern representative for Selznick International, found a comfortable seat in the rear right-hand corner and didn't move once during the speeches.

◆

Some of the men were still raving over the two and a half reels in Technicolor they saw Monday night at the RCA projection room on "Walter Wanger's Vogues of 1938."

◆

Nat Thompson dropped his quiet garb and flashed some very sparkling clothes yesterday. He got the idea from last year's convention when the boys gave him an expensive robe as a gift.

◆

George Roth let his urbane personality have full sway at the second day's session. He just sat through the morning meeting taking in everything without the wink of an eyelash.

◆

Ed Raftery was conspicuous on the dais because of his fluffy white hair.

◆

Lou Wechsler, pilot at the New Haven exchange, got his training here. Lou and Greenthal are vying for fashion honors in *Esquire*.

◆

Moe Streimer was full of pep, despite the fact that he missed the Monday Knighters' Round Table at the Tavern.

◆

Jay Schrader, of Charlotte, is among the lucky boys who has been promoted to manager in the past year.

U.A. 3rd to Adopt Refund on Posters

Decision of United Artists to adopt a rental plan for advertising accessories marks the third major distributor to inaugurate the system. Harry D. Buckley announced United Artists intention to go for the plan, starting Aug. 1, at the opening day of the three-day eastern regional at the Waldorf Astoria.

Paramount was first to sell its advertising material on a refund basis two years ago. Warners last month put the same system into effect at all its exchanges.

Buckley yesterday told Motion Picture Daily that no additional help will be necessary for the rental plan. He is now completing details on prices to be refunded under the return idea.

M-G-M in all probability will be the fourth company to go for the rental system. William F. Rodgers, general sales manager, has been studying the plan since the company's convention on the coast in May. He stated yesterday no decision has been made.

U.A. Purchases 50% In Robb & Rowley

(Continued from page 1)

and E. H. Rowley as secretary-treasurer. They will remain in complete charge.

Schenck said that the purchase is merely an investment and that the deal does not involve the four houses in Little Rock, Ark., owned by Robb & Rowley in partnership with Paramount. This group is known as the Arkansas Amusement Co.

Columbia Nine Wins

Columbia's baseball team defeated the M-G-M nine by a score of 6 to 2 at the George Washington High School stadium, enabling Columbia to retain the lead in the M. P. Baseball League.

Sues to Get "Horizon"

Detroit, June 15.—William H. Steffes of the DeLuxe has filed suit in Circuit Court to force Columbia to deliver "Lost Horizon" as a part of its 1936-'37 contract.

A. F. M. Will Fight Other Labor Moves

(Continued from page 1)

was read, denying the appeal of Edwin Franko Goldman to broadcast on a New York network gratis. The matter of competition between school bands and union musicians was discussed. An effort will be made to have a large sum of Federal money earmarked for unemployed musicians. The request of the New York union to restrict its members to one year of work for the New York World's Fair was refused.

There were no business sessions held today. The important work of the convention, which will run through Saturday, will begin tomorrow.

Weber declared the meeting probably will go on record opposing the absorption of the musicians by industrial unions.

Vincent T. Miles, member of the Social Security Board, and Gen. Sam T. Ansell, Washington attorney, tomorrow will discuss the application of the Social Security Act to orchestra leaders as employers.

Organize in N. H. Theatres

New Haven, June 15.—Theatre employes have been organized by I.A.T.S.E. and have received a class B charter No. 42. Officers have been elected as follows: President, William Scanlon; financial secretary, Alma Dixon; recording secretary, Dolly Hyde, and sergeant-at-arms, H. Sweeney. The group numbers approximately 85.

Fleischer Men to Confer

A conference between striking animators and representatives of Fleischer Studios will be held today before the Regional Labor Board. Members of Commercial Artists' and Designers' Union have been on strike and picketing Fleischer's home office for the past six weeks.

Ultimatum to Oklahoma Exchanges

Oklahoma City, June 15.—Eight film exchanges here have until late tonight to accept or reject the contracts with the Film Exchange Employees Union, newly-organized Federation of Labor affiliate, calling for 15 to 35 per cent wage increases and continuance of the 40-hour week.

The new wage scales ask a minimum of $40 weekly for shipping clerks, $35 for postal clerks, $25 for film inspectors and $22.50 for assistant inspectors.

The exchanges, which Union President George Snodgrass said will answer before the deadline, are: Universal, Paramount, 20th Century-Fox, Warners, M-G-M, Columbia, RKO and Republic.

Say Roxy Will Not Close for Changes

The Roxy will not be closed for alterations when 20th Century-Fox assumes operation about Aug. 1, it was stated yesterday by an executive of the company. Various details in connection with reorganization of Roxy Theatre, Inc., will take another six weeks, it was estimated.

Howard S. Cullman, trustee, is expected to act as representative for the bondholders' committee when the distributor takes over the house. The present management, it was intimated, will not be disturbed. This also holds true for the policy.

◀ Radio Personals ▶

THE Fred Raphaels—he's program director at WHN—celebrate their fourth wedding anniversary Friday . . . Bob Baral has resigned from NBC's press department . . . Blanche Gaines, radio publicist, leaves for a Hollywood vacation shortly . . . Ditto June Aulick of the CBS press division . . . Also leaving on vacation, this week, is Leif Eid, of NBC press . . . Rita Johnson, newly signed for the films, was given her film chance by George Sidney, son of Louis K. Sidney of WHN . . . Louis D'Angelo, Met baritone, will guest solo on the CBS "Hit Parade" June 19 . . .

◆

Jeanette MacDonald has been signed by the Vick Chemical Co. to head the Vicks "Open House" series returning to the air some time in September. The starting date and network have not been set as yet.

The signing of Miss MacDonald was handled by J. L. Rawlinson, radio director for Morse International, agency handling the account.

Last season the "Open House" series was heard on CBS, Sundays from 8 to 8:30 P. M. This period is now occupied by Victor Moore and Helen Broderick broadcasting for the National Biscuit Co. It is believed that National Biscuit will retain the time throughout the year.

Previous "Open House" headliners have been Grace Moore and Nelson Eddy. The Vicks program has been the first regular radio series for all three.

The program will originate in Hollywood.

◆

Cameron King has been signed to assist Dave Driscoll in covering the America's Cup Races for Mutual . . . "Today's Children," NBC serial, will celebrate its fifth anniversary on the air Friday . . . Also celebrating an anniversary, its first, is the "Bughouse Rhythm" ensemble. It's an NBC show . . . Benny Fields will make his first radio appearance in a year when he guests on "Broadway Melody" today on WHN-WOR . . . Edyth Wilson and "The Charitoeers" will be the guest performers for the third successive week on the Fleischmann Yeast "Harlem" program Friday.

◆

Bill Green's protege, Eve Arden, has been selected by Howard Chandler Christy as his new model . . . Chick Webb's orchestra opens in the Regal, Chicago, Friday, and Ted Hill's orchestra opens a six-week engagement at the Cafe des Ambassadeurs this week.

Embarrassing

The NBC publicity department recently issued a release on Nancy Kelly, designating her as radio's "17-year-old actress." Mrs. Kelly, in a dither after seeing the story in print, phoned the department, stated the story was "frightfully" embarrassing in that the Kellys were celebrating the 17th anniversary of their marriage. Miss Nancy, it appears, is only 16 years of age.

Radio Given $39,844,751 By 394 National Accounts

Advertising expenditures of 394 national advertisers last year, analyzed by the Bureau of Advertising, American Newspaper Publishers' Ass'n, shows that the combined expenditure for three great media, newspapers, magazines and radio, was $272,953,478. Of this, $39,844,751, or 14.6 per cent, went to radio.

Newspapers got $160,235,000, or 58.7 per cent and $72,873,727, or 26.7 per cent, went to magazines. Spot or local broadcast expenditures were not analyzed.

In the automotive industry, 12 companies spent $41,036,483 in the three media; 57 per cent to newspapers, 31.7 per cent to magazines, 11.3 per cent to chain radio. Gas, oil, and tire companies, 43 in number, spent $65,216,091, of which 12.9 per cent was spent in radio.

Of a total of $6,850,657 spent by radio companies, including Philco, RCA-Victor, Zenith and Stewart-Warner, 24.4 per cent was spent in radio. Newspapers accounted for 53.6 per cent, 22 per cent to magazines.

Sixty-six food companies spent $43,768,912. Of this 24.9 per cent went to radio, 43.2 per cent to newspapers, 31.9 per cent to magazines.

Sixteen tobacco companies spent $38,253,474; 11.1 per cent to radio, 74.8 per cent to newspapers, and 14.1 per cent to magazines.

Of $22,605,971 spent by 44 alcohol companies, but .04 per cent went to radio.

Among other trade groups, $21,843,414 was spent by 29 toilet goods companies, 24.6 per cent to radio; of $19,196,636 spent by 56 drug and sundry companies, 13.9 per cent was spent for radio programs; and 12 electrical appliance companies spent $15,186,907, 1.3 per cent to radio.

To Issue Manual on Discs

A complete operating manual for transcription libraries will be introduced by the NBC electrical transcription division at the NAB convention in Chicago. It will be made available free, along with a new portfolio of recorded programs, to all visitors at the NBC Thesaurus headquarters in New York.

W. A. Clark Goes to WIRE

CINCINNATI, June 15.—William A. Clark, who recently resigned as manager of WCPO, local Scripps-Howard station, has been appointed manager of WIRE, NBC basic Red, Indianapolis.

"Hit Parade" to Move East

The first of the new Consolidated Radio Artists stage units, titled "Hollywood Hit Parade of 1937," will move from the Pacific coast eastward shortly. The unit is built around Jackie Coogan's orchestra, Sally O'Neill of the films; Princess Luana, Hawaiian dancer; Don Eddy and Lillian Tours, dance team, and Lynn Mayberry, comedienne.

The unit will play theatres, hotels, clubs, and summer spots.

Horswell Leaving WHBL

SHEBOYGAN, Wis., June 15.—Bert Horswell, director of WHBL, has resigned to accept another position in the radio field.

NBC Goes for Shakespeare Series in the Wake of CBS

HOLLYWOOD, June 15. — Comes now NBC into the court of the United States seeking to intervene in the case of CBS vs. Public Opinion over William Shakespeare.

NBC has announced a Shakespearean cycle of six weeks with John Barrymore as the featured attraction, several weeks after CBS had told of its plans for an eight-week cycle of the Bard of Avon's dramas during the summer.

The NBC series begins June 21, from 9:30 to 10:15 P. M., E.D.S.T. over the Blue network. CBS will start presenting its case July 12, and Mondays thereafter.

And so the great Shakespearean question emerges as: to be or not to be—CBS or NBC?

CBS has announced that true Shakespearean language and drama would prevail and that, according to William Lewis, vice-president and program director, Shakespeare was the greatest dramatist of all time, and no changes other than curtailment or striking out of the minor plots would be made in its series.

"Hoh, hoh," snicked NBC, pointing out that it has signed John Barrymore as the star of its series. "Barrymore," they said, "ought to know; he's played Shakespeare long enough. He says that the true Shakespearean concept of the dramas is that they should be played in the spirit of bawdiness and melodrama."

CBS's tentative exhibits in the court of the nation's listeners will be "King Lear," "The Taming of the Shrew," "Hamlet," "Much Ado About Nothing," "Macbeth," "As You Like It," "Henry IV," and "Twelfth Night." NBC's exhibits will be "Hamlet," Richard III," "Macbeth," "King Lear," "Richard II" and either "Winter's Tale" or "Cymbelline."

Presenting the case for CBS will be Leonard Hole, producer; Harry Ommerle, associate, and Brewster Morgan, director-adapter.

For NBC will be John Swallow in charge of programs on the west coast, and Marvin Young, producer-director, backed up by Will Prior, who will present suitable music.

Ninety-three stations have notified CBS they will carry the Shakespearean series, a record total for a sustaining series. Additional stations are trying to arrange their local schedules to permit carrying the series.

Batten, Barton Adds 19 New Men to Staff

During the past three months 19 newcomers have joined Batten, Barton, Durstine & Osborn in executive and other capacities. In the New York offices, nine newcomers have been taken into the organization, five in the art department, two in the radio department, and two in publicity.

John Lynch, Phil Barbieri, Melvyn Tuch, Phil Ellard and William H. Gale are the new art department members. George Vandell , previously with WMCA; R. W. Bowdoin, formerly president of the Photo Media Corp. of Boston, have joined the radio department. Joseph Kloman and Robert Carley, the latter formerly in the NBC press department, are the new members doing publicity.

David Wallace and Bernard Jennings are the new copy writers. About June 15, Tom Johnston will join B.B.D.&O. At present he is with J. Sterling Getchell. Also from the Getchell agency to B.B.D.&O. before June 15 will come William Hunter.

Two newcomers have been added to the marketing plan board. They are Allen S. Clark and Fred H. Morris.

The latest to join the Buffalo office of the agency is T. D. Kotting, illustrator and fashion designer. Others added to the out-of-town branches are Walter B. Martin, who goes to the Boston office from the Key Advertising Co. of America, where he was copy chief; T. R. Ringnes and Ralph H. Belcher in the Pittsburgh office. Ringnes comes from an advertising agency in Youngstown, while Belcher, who has been named assistant art director of the Pittsburgh office, maintained his own art service in Philadelphia.

FCC Receives Pleas For 2 New Stations

WASHINGTON, June 15.—The F. C. C. has received applications for authority to construct two new broadcasting stations.

Four Lakes Broadcasting Co., Madison, Wis., has submitted an application for an 830-kilocycle, 100-watt, daytime station, it was stated, and Larry Rhine, San Francisco, has made application for a 980-kilocycle, 250-watt, daytime station.

The commission also has received an application from WKBZ, Muskegon, Mich., for a change of frequency from 1,500 to 1,200 kilocycles.

Gonzaga Tries Television

SPOKANE, June 15.—Gonzaga University has installed a television transmitter and receiver with an experimental range of 10 miles. Courses in television will be taught this summer.

Chevrolet Off Soon

The Sunday night musical series under the sponsorship of the Chevrolet Motor Co. and which features the melodies of the Rubinoff orchestra, will leave CBS, the station over which the program has been heard, after the July 11 broadcast.

Future radio plans for the Chevrolet Motor Co. are not known at the present time. Campbell-Ewald & Co. control the account.

Radio

Survey Proves Pull Of "Good Will Hour"

The first survey undertaken to determine the popularity of the "Good Will Hour" on WMCA, successor to the banned "Good Will Court," reveals that the series stands high with listeners.

The survey was made by the Ross Federal Research Corp. A total of 3,041 completed telephone calls were made throughout the Metropolitan area, June 6, between the hours of 10 and 11 P. M. The summary discloses that 36.94 per cent of set owners had their radios tuned on at the time the calls were made. 41.42 per cent reported they were tuned to the "Good Will Hour." Next most popular station had 20.42 per cent of the audience; third most popular station had 19.14 per cent; fourth had 9.28 per cent; fifth, 7.88 per cent.

Of these, 57.19 per cent had listened to "Good Will Hour" previously. Of the group whose sets were not tuned on when queried, 50.73 per cent recalled having heard "Good Will Hour."

The survey was made at the instigation of a prospective sponsor.

Oil Companies Go Foreign

The entrance of national oil companies into the foreign language field is manifest with the placing of a test series in Jewish on WBNX by the Sun Oil Co. yesterday.

The series consists of daily announcements for an indefinite period on Abe Lyman's established Jewish programs on WBNX. The order is through Roche, Williams and Cunnyngham, Inc.

Other new business placed with WBNX includes German periods three times weekly sponsored by the Western Sausage & Provision Co., and announcements in German for the Pollyanna Dress Shops and for Old Heidelberg.

Set Two Musical Programs

Two new "class" musical programs have been set for spots on CBS.

Margaret Daum, Metropolitan Opera soprano, will be heard Tuesdays from 4:30 to 5 P. M., beginning June 22. With the July 5 broadcast, however, the program will be aired from 6 to 6:30 P. M. The series will originate in the studios of KMOX, Columbia's St. Louis outlet. Miss Daum currently is appearing with the municipal opera company there.

Jacques Jolas, pianist, will be heard in a series titled "Bases of Piano Literature," from 7:30 to 8 P. M. beginning July 10. Jolas is associated with the Juilliard Foundation.

The times are E.D.S.T. Both are sustainers.

Bide Dudley to Resume

Bide Dudley's "Theatre Club of the Air" will resume its weekly Thursday and Saturday schedule on WOR tomorrow. The program was temporarily absent from the airways while Dudley was in Hollywood.

Dudley's guest tomorrow will be Beth Chandler. Ann Pennington will be a guest Saturday.

CBS Gets Renewals On Three Contracts

Renewals for three programs were effected at CBS yesterday. They are: "Romance of Helen Trent," Monday through Friday at 12:30 P. M., and "Our Gal Sunday," Monday, Tuesday and Wednesday at 12:45 P. M. Both are sponsored by the American Home Products Corp., through Blackett-Sample-Hummert. The renewals are for 13 weeks.

"Watch the Fun Go By," Tuesdays at 9 P. M. This series features the Al Pierce troupe broadcasting for the Ford Motor Co. N. W. Ayer & Son is the agency. The renewal is for 13 weeks, effective July 6.

Additionally on CBS, the Fels Naptha Co.'s musical series featuring Jack Berch and Mark Warnow's orchestra, Tuesdays and Thursdays at 1 P. M., will shift to a new broadcast period, Mondays, Wednesday and Friday at 1 P. M., effective July 19. Young & Rubicam is the agency.

WMC Personnel Shifted

MEMPHIS, June 15.—In an expansion move for WMC, H. W. Slavick, managing director, Bill Fielding was named merchandising director in charge of local sales, and William H. Ramsey was named production director to fill the vacancy made by Fielding's elevation.

Ramsey, who has been service manager and promotional director for Malco Theatre, has handled all radio promotions for Malco during the past two years. Fielding has been production director for the station during the past two years, also doing announcing on special events broadcasts.

Slavick also has named Earle Moreland as chief announcer.

WCPO to Feature News

CINCINNATI, June 15.—Beginning this week, WCPO, local station of Scripps-Howard Radio, Inc., recently reorganized from Continental Radio, Inc., will specialize in newscasting through augmented personnel and the opening of a ground floor newsroom in the center of the downtown business sector, from which foreign news, received over the United Press wires, and local news gathered by the staff of *Cincinnati Post,* local Scripps-Howard daily, will be broadcast.

Realignment of schedules calls for minimum of 14 daily news broadcasts, plus brief flashes, as occasion requires.

KCKN to Help Make Film

KANSAS CITY, June 14.—KCKN, together with the Kansas City *Kansan,* will be the center units in a film to be made by the General Film Corp.

The film is being sponsored by the Fox Kansas Theatre Co., and will be cast entirely by local talent. Present indications are that Karl Willis, KCKN program director, may be selected for the male lead.

Dick Powell Back in "Hotel"

Dick Powell will return to "Hollywood Hotel" June 25 when he will assume the lead in the radioized version of his new picture, "The Singing Marine." He will be supported by Hugh Herbert, Lee Dixon and Doris Weston.

Ontario Film Cuts Only 369 for Year

TORONTO, June 15.—The annual report of Chairman O. J. Silverthorne of the Ontario Censor Board for the 12 months ending March 31 shows only three subjects condemned of a total of 2,107 features and shorts examined. Only 369 subjects were cut or amended before approval.

The chairman expressed official regret that British films required more censoring than did Hollywood product. Of 127 British films submitted cuts were made in 31, or 24 per cent, while only 17 per cent of films from other sources required deletions.

Silverthorne also expressed the opinion that the best films dealing with British history and traditions were of American origin.

The report pointed out an improvement in films. In 1932 55 films were condemned outright and 698 were altered out of a total of 2,188 submitted.

Poli Left $4,000,000

NEW HAVEN, June 15.—The will of the late Sylvester Z. Poli, has been received for probate. It reveals a $4,000,000 estate, as compared with the theatreman's reputed worth of $30,000,000. One third of the principal after payment of debts is set aside in trust for Mrs. Poli, income not to exceed $100,000 a year. The balance goes to the four daughters, Mrs. Adeline P. Leonard, Mrs. Juliette Sheehan, Mrs. Laurina Nolan and Marchesa Lillian M. Gerini. It is reported that Poli made substantial gifts to his family several years prior to his death.

Plays in Warner Houses

MANSFIELD, O., June 15. — "Tovarich" and "Yes, My Darling Daughter," current Broadway plays, will be shown in a number of Warner houses in this territory in the fall, Nat Wolf, division manager, declared at a regional meeting at the Mansfield-Leland here. Upon completion of their stage runs, they will be made into pictures, with Claudette Colbert and Charles Boyer in the former, and Olivia DeHavilland in the latter, he said. Another production, "Brother Rat," is being considered as a Warner stage show.

Ampa Sets Swim Party

The Ampa will stage a water carnival and "swim fest" for members and guests at the Parc Vendome pool on west 56th St., on the evening of June 24. The party has been arranged by Monty MacLevy. There will be no charge. A Red Cross life saving exhibition and an exhibition by Marvin Nelson, marathon swimmer, will feature the evening.

Vocafilm Suit Postponed

Trial of the $65,000,000 Sherman anti-trust suit of the Vocafilm Corp. of America against the A.T.&T., Western Electric and Erpi was postponed yesterday by Federal Judge Vincent L. Leibell to Oct. 4.

ITOA Party July 21

The I.O.T.A. will hold an outing at Bear Mountain on July 21. A boat has been chartered and will leave at 10 A.M. from Pier A, at Battery Park. A schedule of games has been arranged, with prizes for the winners.

Senate Group Favors One-Year Ticket Tax

(Continued from page 1)

which these taxes should continue in force, the House having adopted a two-year period in the bill it passed last week.

The one-year limitation was approved by the committe on the motion of Senator Vandenberg of Michigan. It is generally expected, however, that the House will be successful in forcing acceptance of the two-year period.

Horowitz Games Stopped

HOUSTON, June 15.—Following the lead of Interstate Theatres, Inc., the Will Horwitz Homefolks Theatres here have withdrawn the free lotteries held twice weekly in the street before their four theatres. Bank Night practices were withdrawn by General Manager R. J. O'Donnell of the Interstate circuit following the recent ruling of the Austin criminal court judge, O. S. Lattimore, that they constitute a lottery and are illegal.

Meanwhile state legislature blue law leaders are against dog gambling, marble machines, marble games and private bridge game wagers. Governor James V. Allred today warned that his recommendations were against commercialized gambling only and that the legislature must still remember that "a man's house is his castle."

Capt. H. M. Dodd Dead

SAVANNAH, June 15.—Capt. Harry Melville Dodd, manager of the Lucas and Jenkins interests in this city is dead at the age of 48. He was prominent in civic affairs and had beeen in charge of the circuit's activities here since 1933.

Weeks Back for Meeting

George W. Weeks, general sales manager of G. B., will return to the home office today from a Hollywood vacation to complete plans for the company's annual sales convention, which will be held at the St. Moritz Hotel here.

Wall Street

Small Gains on Board

	High	Low	Close	Net Change
Eastman	170¾	167½	170¼	+2¾
Eastman do seller 15 days	171	171	171	.....
Gen. T. Equip.	21⅛	21	21⅛	+ ⅝
Loew's, Inc.	77¼	75¼	77	+2
Paramount	18¾	17	18⅛	+1⅛
Paramount 2 pfd.	16¼	15¾	16¼	+ ⅜
Pathe Film	6¾	6⅝	6⅝	— ⅛
RKO	7⅜	7⅛	7¼	.....
20th Century-Fox	35¼	34½	34¾	— ½
Warner Bros.	12¾	12¼	12¾	+ ¼

Technicolor Rises a Point

	High	Low	Close	Net Change
Grand National	2⅛	1⅞	2	+ ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	26⅝	25⅝	26½	+1

Upward Bond Trends

	High	Low	Close	Net Change
Keith B. F. 6s '46	98¼	98	98	— ¼
Loew's	99¾	99½	99½	.....
Paramount B'way 3s '55	67	67	67	.....
Paramount Pict. 6s '55	100	99⅞	100	+ ¼
Paramount '47	89	88½	89	.....
Warner Bros. 6s '39 wd	95	94⅜	95	+ ½

(Quotations at close of June 15)

◂ Purely Personal ▸

Bill Goetz shoves off on the *Normandie* this morning and that was the occasion for a luncheon at "21" yesterday with Joe Moskowitz as host. Present were Harry M. Goetz, Ben and Herman Bernie, Alan Friedman, Joe Pincus, Jack Alicoate, Billy Wilkerson, Irving Hoffman, Bob Goldstein, Eddie Small and Irving Caesar. Small and Wilkerson also are outgoing passengers on the French liner, the former to vacation indefinitely abroad and the latter on a quick rest cure. Harry Goetz expects to spend July 4 in Hollywood, while Alicoate will sail for Europe in early July, probably the 7th or the 12th.

•

William Eadie, 20th Century-Fox comptroller, is back from the coast. He attended the coast convention and stayed over until William Goetz left for New York.

•

Neil F. Agnew and Milt Kusell flew in from the coast yesterday via American Airlines after attending the Paramount convention.

•

Lawrence Weingarten and Mrs. Weingarten reach New York today and will sail Saturday on the *Berengaria*.

•

Sidney Justin, Paramount attorney at the studios, is due for a visit in the fall. He hasn't been in New York for almost three years.

•

Leslie E. Thompson arrived on the coast yesterday by plane to attend the RKO convention.

•

Sig Herzog of Warners has arrived in Hollywood by plane after a visit here.

•

William Morris, Jr., is in from Hollywood, having arrived by plane.

•

Mitchell Leisen, director, will sail today on the *Normandie* for a vacation.

•

Martha Raye will make a personal appearance at the Paramount during the week beginning July 7. It will be the first of six appearances in key cities.

•

William Goetz, Simone Simon, Pearl White, Mrs. Osa Johnson, David Niven and J. Cheever Cowdin are sailing today on the *Normandie*.

•

Arthur Boran, Paramount player, will be guest star on Saturday evening in the Georgian Room of the Hotel Piccadilly.

•

Herman Bing will start a barnstorming tour of Loew Theatres in Greater New York on June 18.

•

S. R. Kent has gone to Maine for a vacation and will not return to his desk for another four or five weeks.

•

Jerome Safron, Columbia coast division manager, will leave for Los Angeles on Friday.

•

Phil Fox, Albany branch manager for Columbia, is in town on a number of circuit deals for next season.

•

Harold B. Franklin in town again from Hollywood to stay about 10 days this trip.

•

Sam Kestenbaum will leave for the coast Friday to join Condor as publicity representative.

•

Jack Barnstyn, foreign head for Grand National, is due back from Paris in about a month.

"GOOD MORNING, L. A."
CALIFORNIA OVERNIGHT
Leave New York any evening, in new Flagship Skysleepers, on "American's" ALL-YEAR Transcontinental Route. Arrive Los Angeles early the next morning.
Phone VAnderbilt 3-2580
or your travel agent
Ticket Office—45 Vanderbilt Ave.
AMERICAN AIRLINES INC

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Singing Marine"

(Warners)

Hollywood, June 15.—This is the stuff of which popular entertainment is made, and this particular example should collect its share at the box-offices from the big spots to the small town house. It happens to be a good deal more music than Marines, and the story is not exactly a pulsating drama, but it was never intended to be and it is hardly necessary.

The picture's best bets, in the order named, probably will be Dick Powell, singing well; the music and lyrics of Harry Warren and Al Dubin, the show numbers of Busby Berkeley, and, far from least, a pair of newcomers, Doris Weston, who is attractive, a potential actress and possessed of a good voice, and Lee Dixon, young man with not too good looks, a fair personality and a real talent for tap dancing.

In strong support are Allen Jenkins, as the sergeant; Hugh Herbert, who is really funny; Jane Darwell and Jane Wyman. The direction of Ray Enright starts the film with plenty of pace and holds it through to the end.

Delmer Daves' story has Powell in love with Miss Weston, a cashier near the San Diego Marine base, but afraid to tell her. When she goes to New York for an amateur radio try, his buddies pay Powell's way, and dub him the singing Marine. She fails, but he is a sensation in a takeoff on the Bowes Hour. Hugh Herbert, the eccentric partner in a firm of agents, nails him to a contract, with Miss Weston as his secretary. The high life and the money leave him little time to think of the Marines, and he suddenly learns that he is A.W.O.L.

From that point the yarn takes considerable liberty with the Marines. The unit goes to Shanghai, he follows privately, and the shipboard entertainment is supplied by Powell, Miss Weston and Dixon. In China, the Marines decide Powell is a swelled-headed deserter, and it is only after he has saved the cafe of Miss Darwell, friend of the Marines, by turning his night club over to her, that he regains his place in the boys' esteem, and is reconciled with Miss Weston.

Production Code Seal No. 3,037. Running time, 102 minutes. "G."

Kuykendall to Talk At Southern Meeting

Birmingham, Ala., June 15.—Addresses by Ed Kuykendall, president of M.P.T.O.A., Col. Thomas Orr of Albertville and John Temple Graves, *Age-Herald* columnist, author and lecturer, and a golf tournament will be among the highlights of the three-day convention of the Southeastern Theatre Owners' Ass'n here June 27-29. Convention headquarters will be at the Thomas Jefferson Hotel. M. C. Moore, Jacksonville, president, will be toastmaster at the banquet.

The opening business session will be held the morning of June 28 when Kuykendall will deliver his address on "As Theatre Owners, Where Are We Headed?" He will be followed by Col. Orr, a past president of the association, who will speak on "Shall We Sponsor Any Form of Regulation for the Motion Picture Industry?"

The qualifying rounds of the association's golf tournament are scheduled to begin at 2:30 P.M., June 28, at the Hillcrest Country Club.

The final day of the meeting will be marked by business sessions in the morning with Moore presiding. Speakers will include R. M. Kennedy, district manager of the Wilby-Kincey Theatres on "The Value of Training Competent Young Men and How to Accomplish This." Other speakers at the morning session will be Col. Sam Borisky, of Chattanooga; R. E. Martin, Columbus, Ga.; Louis Bach, Atlanta; Nat Williams, Thomasville, Ga., and L. J. Duncan.

Jitters

(Continued from page 1)

an order excluding these entirely non-political American entertainment films from Italy. The bureaucrats prohibit the pictures on the ground that they are "British propaganda."

Of course, it is quite within a nation's rights and prerogatives to exclude from its domain anything that it wishes whether it be a can of film or a can of sardines. But if a nation's hold on tranquility and security is so tenuous as to be even slightly jeopardized, in the government's opinion, by the exhibition of such ordinary entertainment attractions as these Hollywood pictures, then it would seem only the course of common sense that such a condition should not be proclaimed to the world.

Tronolone Becomes Pathe Contact Man

Nick Tronolone, former vice-president and general sales manager of Precision Film Laboratory, yesterday joined Pathe as liasion officer between the Bound Brook plant in New Jersey and the trade, O. Henry Briggs, president of Pathe, stated yesterday.

Tronolone has been identified with various film laboratories for the past 24 years. Briggs recently returned from a quick trip to the coast. He stopped off at Denver, where the company has a theatre, to look over the property.

At the same time, Briggs said that Pathe has signed a one-year contract to handle the printing of 14 features London Films will release through U.A. next season. Pathe has been doing most of London Films' printing in the last year without a contract.

Miller to Go Abroad

Arthur Miller, superintendent of the Bound Brook laboratory, will sail June 30 on the *Washington* for a six-week study of Alexander Korda's studios at Denham. He will act in an advisory capacity on technical developments in a move designed to promote increased efficiency. While Miller is away, Tropolone will assume charge of the New Jersey plant.

Briggs, who was scheduled to sail for England this month, has postponed the trip until later in the year.

Wide 1-Hour Walkout Shuts Mexico Houses

By JAMES LOCKHART

Mexico City, June 15.—Film theatres throughout Mexico were obliged to forego their supper show today because of a national strike of one hour by 250,000 organized workers as a protest against the expulsion of two labor agitators in the state of Sonora.

The shutdown cost exhibitors some $5,000 and considerable annoyance in the rearranging of programs.

Form Equipment Firm

Manny Gottlieb and David Meltz have formed the Cinema Equipment Co., with offices at 358 West 44th St.

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 141 NEW YORK, THURSDAY, JUNE 17, 1937 TEN CENTS

AcademyUrges General Study Of Television

Research Council Points To Technical Progress

Hollywood, June 16.—Television has reached the point where it warrants careful study and observation from the film industry, states the Academy Research Council Scientific Committee report for the year ending in May. Semi-annual reports are to be issued hereafter to keep abreast of the technical developments.

"It is impossible to acquire a background in a field as complex as television overnight," the report states, "and study well in advance is a prerequisite of wise and economical planning. The time is not far off when those engaged in motion picture production, and others whose interests are likely to be affected by the evolution of this new field, will do well to acquire as much familiarity as possible with its characteristics and methods."

Television's popularity will rest upon an enlargement of the screen, the council finds.

"As soon as larger pictures are

(*Continued on page* 9)

Robb & Rowley, U.A. Deal Starts July 1st

With the board of United Artists Theatres approving the deal early this week, the purchase of a half interest in the Robb & Rowley circuit of approximately 65 theatres in Texas, Oklahoma and Arkansas will become effective as of July 1, it was stated yesterday.

Contracts have already been signed, but several weeks work remain before details will be completed, it was said. William P. Philips, vice-president, treasurer and a member of the U.A. Theatre board, recently returned from

(*Continued on page* 6)

F&M Acquire Two In St. Louis Deal

Fanchon & Marco have acquired the Uptown and Downtown Lyric in St. Louis from Clarence M. Turley and associates, Harry C. Arthur stated yesterday. The circuit is now operating the two houses which make a new total of 42 for F. & M.

Clarifying an arrangement effected last week with the Ansell Bros. in the same city, Arthur said that only five units are included in the deal. They are the Ritz, Empress and Varsity, St. Louis theatres operated by the

(*Continued on page* 6)

RKO Hearings Are Expected To End Today

Accounting Firm Heard On Stock Equities

Hearings on the proposed plan of reorganization for RKO neared a finish yesterday before Special Master George W. Alger. The taking of testimony is expected to be completed today.

Bernard Bercu of Gottheimer & Co., accountants for the Independent Protective Committee for common stockholders, presented an adjusted balance sheet for RKO, which he said was based on testimony previously given for stockholders. The balance sheet revealed a net equity available for common stockholders of $87,721,881 as compared with an equity of $810,123 shown on the balance sheet presented by the Atlas Corp., proponents of the plan. Bercu testified that the revaluation of RKO assets in January, 1932, ought to be disregarded and that the book value of that date less depreciation represented a true value of the assets. He also adopted the valuation of assets of subsidiaries and

(*Continued on page* 10)

Unusual Reception Accorded RKO Men

Los Angeles, June 16. — Four abreast, 300 delegates to the RKO convention, led by a brass band, marched in the back gate of the company's lot today and paraded through decorated studio streets as employes and executives greeted them with serpentines and confetti. It was a novel welcome for the delegates, all of whom wore white suits and red carnations. Luncheon followed at the studio.

A discussion of the seven or more

(*Continued on page* 10)

U.A. Men Depart For Chicago Meet

Following the last of a series of individual sales meetings at the Waldorf, a number of United Artists home office executives yesterday left by train and plane for Chicago where the second regional meeting will start today at the Palmer House. An autographed gold combination of pen and pencil was presented to each delegate yesterday by London Films.

Among those leaving by plane were

(*Continued on page* 6)

Going Ahead

By telephone from the M-G-M studio last night, it was established production will proceed on "Saratoga" without any substitutions or additions in the cast in which Jean Harlow was playing at the time of her death. Actual shooting will resume today, carrying with it the implication, if not official or unofficial word from Metro, that the film ultimately will be released.

Suit to Stop Zukor Contract Is Started

A suit to enjoin Paramount from putting into effect the new employment contract for Adolph Zukor which was approved overwhelmingly by the company's stockholders on Tuesday has been brought in N. Y. Supreme Court by a dissenting stockholder, Austin Keough, vice-president and secretary of Paramount, admitted yesterday.

The action was brought by A. Ella Hayin, the owner of a small number of shares of Paramount stock, with the complaint having been sworn to on June 12. The action names directors of the company as defendants and requests a permanent injunction to restrain the company from carrying out the contract with Zukor. Stockholders approved the contract by a vote of 3,558,061 shares to 12,188 shares.

No date has been set yet for a court hearing on the action. Samuel Mehlman, attorney for the plaintiff, declined to comment yesterday.

Open New Meetings With Union Agents

The first of a series of conferences among home office representatives of major companies and exchange union delegations from Cincinnati, Oklahoma City, Charlotte, Indianapolis and Kansas City was begun yesterday.

These meetings, unlike others which took place at the M-G-M home office, are being held at the Warner home office with William F. Rodgers, general sales manager of M-G-M, as chairman of the distributor committee.

J. H. Hazen Elected As V.P. of Warners

Joseph H. Hazen, who has been associated with the company since 1927 as legal consultant, was elected vice-president of Warners at a board meeting held late Tuesday afternoon.

During the past 10 years, Hazen has been handling all phases of business for the parent company and its subsidiaries.

Radio Control Held Hopeless By Kuykendall

Says Actors Oppose Any Producer Regulation

There is little hope of attaining a satisfactory regulation of the radio appearances of film stars, Ed Kuykendall, M.P.T.O.A. president, who arrived in New York yesterday from the south, said.

Kuykendall reported that he had been informed by a representative of the Screen Actors' Guild that not only would film stars refuse to withdraw from radio activities but that they would refuse to make contracts with any producer that bars them from radio. The S.A.G. official pointed out in this connection that producers were as powerless as exhibitors in any attempt to ban their stars from the air, thereby denying them opportunities for realizing additional income. For this reason the M.P.P.D.A. head was informed, exhibitors have little to hope for in the way of a curtailment of radio activities of the stars from their recent negotiations with producers' representatives.

Additional developments in the radio field on page 9.

The M.P.T.O.A. radio committee,

(*Continued on page* 9)

"Paris" and Nelson $37,000, Paramount

"I Met Him in Paris" and Ozzie Nelson and his band on the stage tallied approximately $37,000 in the second week at the Paramount for the best Broadway showing. "Kid Galahad" in its second stanza at the Strand, was runner up with a $25,000 take. "Parnell" finished a second week at the Capitol last night with

(*Continued on page* 6)

Clark, Michel Get New 20th-Fox Pacts

John D. Clark, vice-president in charge of distribution, and William C. Michel, executive vice-president of 20th Century-Fox, have been given new five-year contracts.

Starting in November, Clark will get $1,500 per week. During the second year the figure will be increased $100 a week. For the third year, his weekly salary will be $1,700, and for the fourth and fifth year, $1,750 per week.

Michel will receive $1,000 per week, starting in November.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 17, 1937 No. 141

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Grainger Sells "U" List to Butterfield

Detroit, June 16.—James R. Grainger, general sales manager of Universal, has closed the 1937-38 product complete with the Butterfield circuit, 70 theatres strong.

Chicago, June 16.—Jules Ruben, representing Publix Great Lakes, and James R. Grainger, representing Universal, are dickering on the latter's new product. Grainger flies east Thursday to attend the premiere of "The Road Back" at the Globe, New York, that evening.

Paul Burger Passes

Hollywood, June 16.—Paul Burger, 47, writer for 20th Century-Fox, died early this morning at a local hospital after a prolonged illness. He is survived by his widow, Rose, and a daughter, Hope, who had just arrived from Wellesley College in the east. Funeral arrangements are being set.

Burger's last screen work was "Charlie Chan at the Olympics," an original. Before coming to Hollywood, he was identified with the home office sales departments of M-G-M and United Artists for many years. He was a nephew of Nicholas and Joseph M. Schenck by marriage.

Purely Personal

FRANK FREEMAN, Jr., gets a trip around the world, beginning July 3, for a graduation present. Frank Freeman, Sr., softened to that extent after attending the graduation exercises at Georgia Tech, Atlanta, early this week.

•

Kenneth Asperey, attorney for Greater Union Theatres of Australia, left for the coast yesterday with Charles Munro, managing director of Hoyts. They will sail June 23 on the *Mariposa* for Sydney.

•

Larry Weingarten will produce "The Red Mill" with Allan Jones and Della Lind upon return from his impending European vacation as the first under his new contract with M-G-M.

•

Max A. Cohen plans to open the New Amsterdam as a grind house with dual features on June 25, providing alterations are completed by that time.

•

Herman Philips, Australian exhibitor, will sail for England next week to line up acts for his theatres. He is associated with Hoyts in the Antipodes.

•

Karl McDonald of the Warner foreign department will leave Havana today by plane for Trinidad. He is due back some time next week.

•

Harry C. Arthur will spend the summer here and make periodic trips to St. Louis. This is the reverse of his winter schedule.

•

Charles MacArthur has been signed by M-G-M to do a screen treatment of Harry Segall's play, "Lost Horizons."

•

J. E. Volkmann, RCA Photophone engineer, has returned from England after completing a number of special assignments.

•

Johnny Hyde of the William Morris Agency has returned to the coast after three weeks of New York conferences.

•

E. B. Derr, head of Crescent Prod. is due from Hollywood early next week to meet Frank Melford, now here.

•

John L. Cable, Boston chair manufacturer, is in town demonstrating new models to circuit operators.

•

Harriet Hilliard came in yesterday by plane from the coast for a summer vacation.

•

Victor Wolfson's play, "Excursion," has been acquired by M-G-M.

•

Chuck Shannon, manager of the Belmar, Pittsburgh, is vacationing in New York.

•

Mickey Mayer, son of Arthur L., sails for Russia Saturday.

•

Aubrey Schenck is now wearing glasses. He forgot to take them off the other night when he went to bed, but insists he was following doctor's orders to wear them continuously.

Improves with Age

Sydney, May 24.—*(By Air Mail Via London)*.—The story is told relative to the 47-week run of "Show Boat" at the Liberty here, which has just concluded, that a feminine patron, who had seen the film eight times, expressed the opinion that Irene Dunne, the star, was singing much better later in the run than at the beginning of the season.

Three prints were used for the 849 performances, and the supporting program was changed seven times.

•

. . . Omaha

C. N. Howe has opened the Empire, newly-equipped 312-seat house, at Utica, Neb.

Mrs. August Herman, whose husband is a partner in the Muse Theatre here, is home from the hospital, but will remain in bed two months longer recuperating from a heart attack.

Ethel B. Good, who had been secretary to District Manager Evert R. Cummings of Tri-States nine years has been married at Omaha's First Baptist Church to Lieutenant Walter Smit of Ft. Riley, Kan. Regina Molseed, secretary of the Omaha Film Board of Trade, was a bridesmaid.

•

. . . Pittsburgh

Kaspar Monahan, *Press* critic, is sending his family to Denver for the summer and has sub-let his Chatham Village home to Al Todd, the Pirate receiver.

Ben Brown's daughter, Shirley, received the highest honors in the Taylor Allderdice H. S. graduating class.

Joe Hiller is still taking hair treatments, trying to make 10 strands grow where five stand now.

Bob Clayman, the band leader, and Ruby Rubinoff plan to announce their engagement when her father, Dave Rubinoff, returns from Hollywood.

M'Donald, Raymond Wed

Hollywood, June 16.—Jeanette MacDonald and Gene Raymond were married here at 9 P. M. tonight in the Wilshire M. E. Church. Mrs. Warren Rock was matron of honor. The bride's attendants were Fay Wray, Ginger Rogers, Mrs. Richard Hargreaves and Mrs. John Mack Brown.

Harold Lloyd, Allen Jones, Basil Rathbone, Johnny Mack Brown, Richard Hargreaves and Warren Rock acted as ushers.

Opens Office in Boston

Boston, June 16.—Selected Pictures has opened an office here, which is owned and operated by Florence Scully, sister of the late Henry Scully of Paramount and of John Scully, present Grand National manager in New England.

Bennett Receiver Named

Hollywood, June 16.—Richard Bennett was placed in receivership today. The action was a result of a petition of Mrs. Bennett.

"Dance" Leader of Herald "Champions"

"Shall We Dance?" heads *Motion Picture Herald's* list of "Box-Office Champions" for May.

Others follow in this order: "A Star Is Born," "Wake Up and Live," "Cafe Metropole," "The Prince and the Pauper," "50 Roads to Town" and "Call It a Day."

This gives RKO, United Artists, First National and Warners one each and 20th Century-Fox three.

Bank Night Retained During Texas Appeal

San Antonio, June 16.—Bank Night is not to be dropped by Interstate Theatres, Karl Hoblizelle says, until the Court of Criminal Appeals has ruled on a petition for a rehearing of its decision that the game is a lottery.

District Attorney John Shook says he will not interfere until the ruling has been handed down.

Oppose Omaha Injunction

Lincoln, June 16.—Filing a 51-page brief of objections to the temporary injunction demanded by Attorney General Richard C. Hunter, attorneys for Omaha film exhibitors came before the Supreme Court today defending Bank Night drawings. The attorneys claim no decision can be had until the court-appointed referee makes his report. The contention of Bank Night operators is that the financial damage will be heavy if the injunction is granted.

Bank Night Faces Test

Oklahoma City, June 16.—An action which will determine whether or not Bank Night is a lottery here has been filed by O. P. Ludicke, a patron of the Victoria, against the theatre, Standard Theatres, Inc., and Pat McGee, general manager. Ludicke asks $100, the amount of a prize, plus six per cent interest from April 28, when, he claims, he was refused admittance to the theatre to collect the prize after he alleges his name was called outside the theatre.

Bank Night Men to Meet

Denver, June 16.—C. U. Yaeger, president of Affiliated Enterprises, Inc., Bank Night owners, will preside over a two-day convention to be held in Colorado Springs of the Bank Night distributors. The convention will open June 25 with a luncheon and dinner. Saturday will be filled with business sessions in charge of Claude Ezell, sales manager. Headquarters will be the Broadmoor Hotel.

Hits at S. C. Games

Columbia, S. C., June 16.—Gov. Olin D. Johnston, of South Carolina, has called to the attention of Sheriff J. H. McLeod of Kershaw County a ruling by the Attorney General to the effect that Jack Pot and Bank Night come under the classification of lotteries.

Archie Mayo to Goldwyn

Hollywood, June 16.—Samuel Goldwyn has signed Archie Mayo to a five-year exclusive directorial contract. Mayo's first assignment will be "The Goldwyn Follies" in Technicolor.

Mayo, during his tenure on the Warner staff, directed among other hits "The Petrified Forest" and "Black Legion."

'SLIM'S' A SLAM!

Bigger business than 'Galahad' in first 4 days of first 4 dates in Boston, Memphis, Erie, Seattle!

The Cast!

PAT O'BRIEN • HENRY FONDA • MARGARET LINDSAY • STUART ERWIN • J. Farrell MacDonald • Dick Purcell • Joseph Sawyer • Craig Reynolds • John Litel • Jane Wyman

The Director!

RAY (The Singing Marine) **ENRIGHT**

The Producers!

WARNER BROS.

COME ON IN . . . THE WARNERS ARE FINE!

- ANOTHER DAWN (Kay Francis, Errol Flynn, Ian Hunter)
- THE SINGING MARINE (Dick Powell, Hugh Herbert, Doris Weston)
- EVER SINCE EVE (Marion Davies, Robert Montgomery, Patsy Kelly)
- TALENT SCOUT (Donald Woods, 'The Gold Diggers Flying Troupe')
- THEY WON'T FORGET (Claude Rains, Gloria Dickson, A Mervyn Leroy Prod'n)

General Production Cut to 14 Features

Hollywood, June 16.—General Pictures, which some time ago announced a program of 26 features and eight westerns, will produce under its reorganization eight features and six westerns at a per picture cost lower than originally planned.

First of the new program will be "Night Edition," which gets under way, according to Bill Deming, production head, by the end of the month.

Fenn Kimball is reported contacting the exchanges he lined up under the original program to get approval to change the contracts for the new deal.

Issues Chaplin Writ

Federal Judge Vincent L. Leibell yesterday entered a final decree for an injunction and delivery of all catalogs and publicity matter relating to "The Kid" and "Shoulder Arms" to Charlie Chaplin in his suit against Mogull Bros. Corp., and Charles, Leo and Peter Mogull. He also perpetually enjoined the defendants from printing, copying or reproducing the two films. Chaplin brought the suit to prevent further alleged infringement of sales of prints of the pictures.

Denies Plea in Lowell Suit

Federal Judge John C. Knox yesterday denied the application of Leon Chemis, attorney for John Lowell, to postpone her $250,000 damage suit against the Van Beuren Corp. to October. Chemis made the application because he was unable to communicate with the plaintiff. Judge Knox stated that he would dismiss the suit unless the plaintiff was ready to proceed with the trial this month. The suit asks damages for personal injuries allegedly sustained during the filming of "Adventure Girl."

Flash Preview

"Tales from the Vienna Woods"—Typically Viennese — melodious, care-free—this has Magda Schneider and Leo Slezak giving capable and amusing performances in a story based on mistaken identities.

This film will be reviewed in full in a coming issue of Motion Picture Daily.

Bars Japanese Film

Shanghai, June 16.—The Japanese consult general here has banned showing of "Our National Defense Line," a propaganda film. It is believed his action is the result of the recent excitement stirred up among Chinese as a result of the showing of "The New Earth," another Japanese film.

Complete Filming Tour

A camera crew headed by Herbert von Schoellenbach has just completed a tour of the country for the purpose of making historical, cultural and scenic scenes to be assembled into a film called "Symphony of the American Highways." Arthur Ziehm sponsored the trip.

Derr Hunting Player

E. B. Derr, president of Crescent Pictures, touring the country in search of a player for the role of "Secret Service Smith," in the series of films planned, is enlisting the aid of theatre executives in the major cities in conducting screen tests of candidates for the role.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Sing and Be Happy"

(20th Century-Fox)

Hollywood, June 16.—Considered in comparison with most of the music-comedies turned out by Darryl F. Zanuck's production outfit, this falls into the minor league. It lacks names for patronage draw in the first place, has a weak story in spite of a bit of novelty in idea which opens the film but fails to materialize, and in general has little of that infectious spark which may be counted upon to carry over to an audience.

There is a song or two, supplied by Sidney Clare and Harry Akst, which may prove popular, and Anthony Martin, who plays the lead, has an agreeable voice, but otherwise the film has little to offer. James Tinling directed.

The original screenplay by Lou Breslow, John Patrick and Ben Markson finds Martin, wastrel band leader son of an advertising executive, Berton Churchill, stranded in the west. He returns to New York to be near the girl he loves, Leah Ray, the daughter of his father's business rival. The two companies are competing for an important pickle contract, which involves a radio program. The girl's father is constantly beaten by Churchill because a man in his office is selling secrets. Meanwhile, Martin sings his way in pursuit of the hand of Miss Ray against a background of comedy supplied by Chick Chandler and Helen Westley.

To save the girl's chance of winning the contract at an audition, Martin jumps in with his band, and general happiness results.

Production Code Seal No. 3,311. Running time, 65 minutes. "G."

"Married Before Breakfast"

(M-G-M)

Hollywood, June 16.—Lively fun into which has been woven a thread of effervescent comedy, romance and conflict is the substance of this picture. Not very impressive as far as name values are concerned but, nevertheless, in the hands of capable players who go about their work with vim and verve, the film is an amusing show that should serve nicely in association with a more expensively produced or dramatic offering.

The plot is merely a peg upon which much clever dialogue, laugh-provoking situations and comedy character performance is hung. Never making any pretenses at the serious, it moves along at a breezy tempo. Much credit for the picture's amusement value goes to its author, Harry Ruskin, screenplay writers, George Oppenheimer and Everett Freeman, and director, Edwin L. Marin.

Finally selling an invention for a fortune, likable Robert Young gives a party for his boarding house friends of less prosperous days. Intent on marrying socialite June Clayworth, his plans go awry when he encounters Florence Rice. Intent on doing good for everybody, Young determines to help Miss Rice by helping the boy she wants to marry, Hugh Marlowe, sell an insurance policy. The ensuing, exciting comedy and action in which Barnett Parker, Warren Hymer, Helen Flint, Irene Franklin, Tom Kennedy and Edgar Dearing participate brought many laughs from the audience before Young decides that Miss Rice is the girl he must marry.

Production Code Seal No. 3,236. Running time, 68 minutes. "G."

(Additional Review on Page 6)

"Slave Ship," yesterday's opener at the Rivoli, was reviewed on June 4.

"A Day at the Races," reviewed on June 10, opens this morning at the Capitol.

"Another Dawn," another of this morning's openers but at the Radio City Music Hall, was previewed by wire from the coast on April 2.

"Kid Galahad," at the Strand, and "I Met Him in Paris," at the Paramount, are holdovers.

"The Last Train from Madrid," opening tomorrow at the Criterion, was reviewed by wire from Hollywood on June 8.

After Continental Films

Danubia Pictures, Inc., has moved to larger quarters on the third floor of the Godrey Bldg. Eugene Lang, president of the company, has sailed for Europe and will visit Paris, Vienna and Budapest to buy product for American distribution. He will be gone two months.

Browne, Lowe Take Park

Boston, June 16.—William Browne and Clarence Lowe of New York have closed for the Park. Actual transfer will not take place until 1939, it is understood.

Hold Cleveland Contest

Cleveland, June 16. — The *News* daily local afternoon paper, gave front page space to a four-way screen test contest that involves six theatres of the Associated Theatres circuit, The *News,* United Airlines and Universal, and continues for four weeks. Fifteen girls will be given tests weekly on the stages of each of the six theatres, with the audience selecting three winners when their pictures are flashed on the screen daily the following week. The final winner will get a trip to New York and a part in a Universal short.

Fleischer Employes Will Vote on Union

A new election to determine whether or not the Commercial Artists' & Designers' Union represents a majority of the Max Fleischer studio employes will be held in the near future as a result of the union's request, unopposed by the company, which was made in the course of a hearing before the National Labor Relations Board here on the six-weeks-old strike.

The request for a new election followed the withdrawal of arguments before Lester Levin, N.L.R.B. referee, on the union's contested claims that it represented a majority of the employes. The hearing was indefinitely postponed, but may resume today in an effort to determine whether animators should belong to a separate labor unit, apart from mechanical employes of the Fleischer plant, as contended by the company. Fleischer was represented at the hearing by Louis Nizer, his attorney.

St. Louis MPTO, Union Agree

St. Louis, June 16.—An agreement on wage scales and working conditions has been reached between members of the M.P.T.O. unit and the new Theatrical Employes Local No. 2, according to John P. Nick, international vice-president of the I.A.T.S.E. F. & M. houses and Loew's signed some time ago.

Scales for Class A first runs will range from $15 to $22, with $22 for chief of service, $18 for ticket sellers and takers, $16 for ushers and $15 for porters, rest room attendants and others.

The agreements affect about 90 theatres and some 400 workers.

Unionize K. C. Office Help

Kansas City, June 16.—Office Employes' Union No. 14,268 has been formed here under I.A.T.S.E. auspices.

Form Springfield Union

Boston, June 16.—A. F. of L. organizers have added a Theatre Employes' local in Springfield. Myles Gibbon is president.

Wall Street

Most Decline Slightly on Board

	High	Low	Close	Net Change
Columbia	29¼	29	29⅛	+ ⅛
Columbia, pfd.....	42	42	42	.....
Consolidated	3⅛	3	3	— ¼
Consolidated, pfd..	12⅝	12½	12½	— ¼
Eastman	170⅞	170	170½	+ ¼
Gen. T. Equip....	21½	20¾	21½	+ ⅜
K.-A.-O., pfd....	96	96	96	— ¾
Loew's, Inc.	76¾	76⅛	76½	— ½
Paramount	18¼	17⅝	17⅞	— ¼
Paramount 2 pfd..	16⅜	16¼	16¼	.....
Pathe Film	6¾	6½	6½	— ⅛
RKO	7⅜	7	7	— ¼
20th Century-Fox.	35	34¼	34¼	— ½
Warner Bros.	12¾	12⅜	12⅜	— ⅜

Curb Maintains Levels

	High	Low	Close	Net Change
Grand National ..	2½	2	2	.....
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	26½	26	26	— ½
Trans-Lux	4¼	4¼	4¼	.....

RKO Bonds Drop 7½ Points

	High	Low	Close	Net Change
Paramount B'way 3s '55	67	67	67	.....
Paramount Pict. 6s '55	100	100	100	.....
Paramount '47	89¼	89¼	89¼	+ ¼
RKO 6s '41 pp...	107	107	107	—7½
Warner Bros. 6s '39 wd	94¾	94½	94½	— ¼

(Quotations at close of June 16)

THE NEW UNIVERSAL
HAS THE HONOR TO PRESENT
AN EXTRAORDINARY
MOTION PICTURE
DRAMATIZATION OF ERICH MARIA REMARQUE'S

ROAD BACK

BIG BROTHER OF "ALL QUIET on the WESTERN FRONT" AND BY THE SAME AUTHOR

• • • • • • • •

TWICE DAILY 2:45 & 8:45 P. M. AT THE AIR-CONDITIONED

GLOBE THEATRE

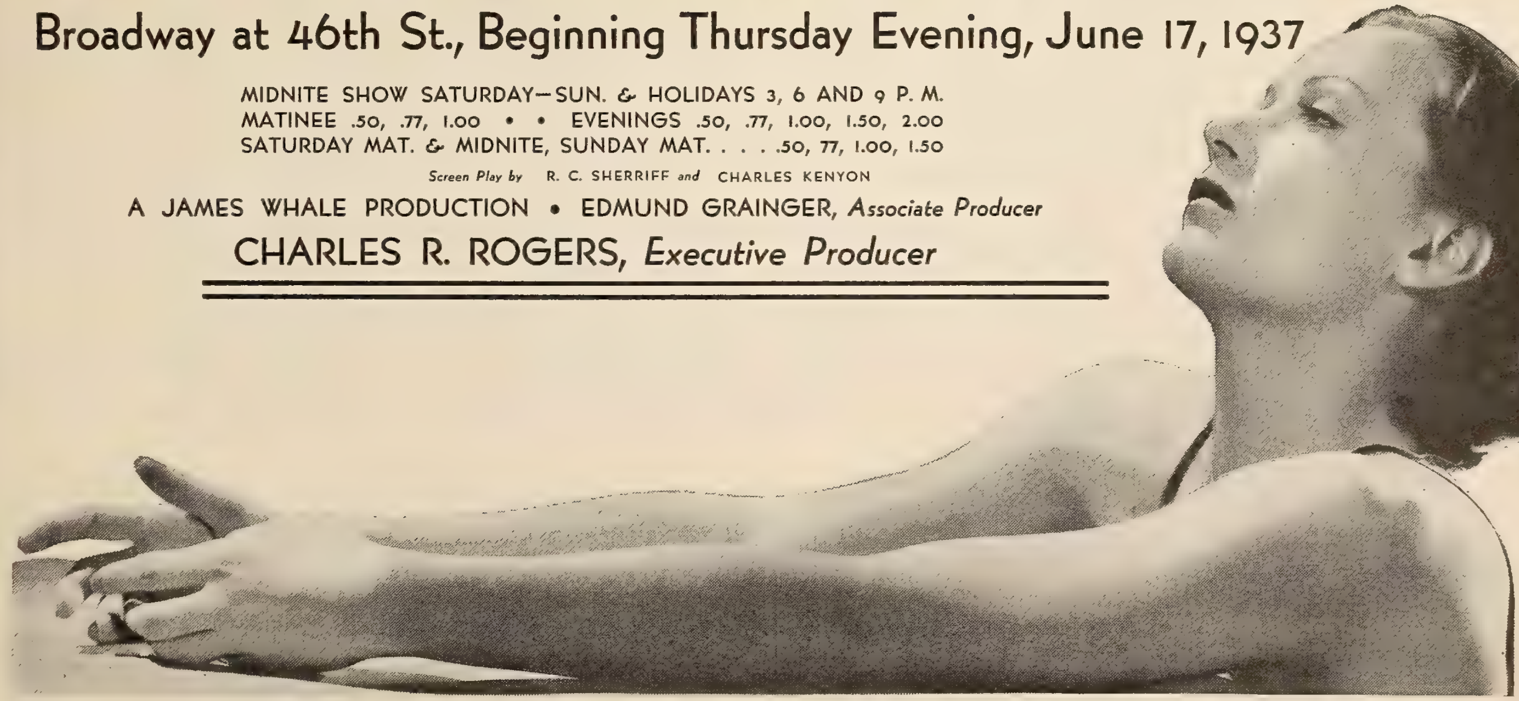
Broadway at 46th St., Beginning Thursday Evening, June 17, 1937

MIDNITE SHOW SATURDAY—SUN. & HOLIDAYS 3, 6 AND 9 P. M.
MATINEE .50, .77, 1.00 • • EVENINGS .50, .77, 1.00, 1.50, 2.00
SATURDAY MAT. & MIDNITE, SUNDAY MAT. 50, 77, 1.00, 1.50

Screen Play by R. C. SHERRIFF *and* CHARLES KENYON

A JAMES WHALE PRODUCTION • EDMUND GRAINGER, *Associate Producer*

CHARLES R. ROGERS, *Executive Producer*



U.A. Men Depart For Chicago Meet

(Continued from page 1)

George J. Schaefer, A. W. Smith, Jr., L. Jack Schlaifer, Monroe W. Greenthal and Rodney Bush. The following departed by train: Harry D. Buckley, James A. Mulvey, Lowell Calvert, Hal Horne, Emanuel Silverstone and Seymour Poe. Nat Thompson and Charles Steele of the home office have been in Chicago for two days on preliminary arrangements.

Other division, district and branch managers and salesmen attending the three-day Chicago sessions include Ben Fish, western district head; Haskell Masters, Canadian district sales manager, and Jack Goldhar, midwest district head.

Six from Chicago

From Chicago there will be Irving Schlank, T. C. Montgomery, Frank Young, Benjamin Eisenberg, J. E. Armgardt and Nat Nathanson.

Denver—Al Hoffman, Earl Collins, Fred Lind and D. Nathanson.

Detroit—Morris Dudelson, E. P. Pickler, S. J. Robbins and I. Weingarden.

Kansas City—W. E. Truog, J. T. Graham, O. O. Flake and G. I. Bradford.

Los Angeles—E. W. MacLean, Guy Gunderson, Frederic Gage and Kenneth MacKaig.

Milwaukee—J. S. Abrose, Noe Provencher, Leon Weingarden.

Minneapolis—R. S. Cramblet, R. J. Wylie, F. Eisenberg, C. J. Chouinard and F. J. Kaiser.

Omaha—D. V. McLucas, H. R. Barker, D. J. McCarthy, Ed Rostermundt and J. E. Schlank.

St. Louis—William Feldstein, James Greig, F. H. Rudolph and E. A. Ashkins.

Salt Lake City—R. J. Cadman, W. K. Millar, Joe Solomon, and E. M. Gibson.

San Francisco—D. J. McNerney, O. H. Watson, Paul Bush and A. Hartford.

Seattle—Guy F. Navarre, A. H. Kloepper, Jack O'Bryan and F. M. Higgins.

Canada—Sam Glazer and D. Axler of Toronto, A. Feinstein of Calgary, A. J. Jeffrey of Montreal, C. S. Chaplin of St. John, Sam Nagler of Vancouver, Dave Griesdorf and V. Rackow of Winnipeg.

"Hurricane" to Be Roadshown

"The Hurricane," now being produced by Samuel Goldwyn, will be roadshown beginning Nov. 1, George J. Schaeffer, vice-president and general manager for United Artists, stated prior to his departure for Chicago. At the same time he announced release dates for nine of the company's 36 new productions. The pictures and dates follow:

July 23, "Knight Without Armor;" July 30, "Walter Wanger's Vogues of 1938;" Aug. 6, "Stella Dallas;" Aug. 20, "The Prisoner of Zenda;" Aug. 27, "Dead End;" Sept. 17, "The Adventures of Tom Sawyer;" Sept. 30, "52nd Street;" Nov. 19, "Nothing Sacred;" Dec. 25, "The Goldwyn Follies."

Selznick Signs Connolly

Hollywood, June 16.—David O. Selznick has signed Walter Connolly for the role of Gerald O'Hara, father of Scarlett O'Hara, in "Gone with the Wind."

Extend City Sales Tax

The city sales tax law was extended to June 30, 1938, with the signing of bills for the renewal of emergency tax measures by Mayor LaGuardia yesterday. Opposition to the measures at yesterday's hearing was led by Norman Thomas and other Socialist delegates.

Looking 'Em Over

"Damaged Lives"

(Weldon Pictures)

This film is in reality an exposition, via fiction and an illustrated lecture, in fact, of the problems incident to the ravages of venereal diseases, and the probability and method of cure if intelligent understanding of the problem is attained. By its subject matter, it is totally unfit for theatrical exhibition and properly falls into the field of social service endeavor for showings under such auspices.

The film was banned originally by the New York State censor board, but later was approved by the N. Y. Board of Regents, under which the censor board functions. It is now presented under the sponsorship of the American Social Hygiene Ass'n. There is, of course, the possible temptation of capitalizing on it from the "forbidden" angle. Such a procedure must be considered both unwise and unjustified.

The fiction story, however ineptly told from the standpoint of production value, is nonetheless not tawdry, cheap or vulgar. The only objection to it could come from those who oppose the dissemination of any such information, an attitude traditionally held by newspapers, but now virtually discarded.

The story tells of the tragedy in the life of a young couple as the result of a single indiscretion on the part of the man, and the hope they have at the end of successful treatment. The last 30 minutes, of the film is devoted to the illustrated lecture, which frankly cites facts and suggests procedure, accompanied by diagrams and photographs.

No production code seal. Running time, 90 minutes. "A."

Robb & Rowley, U.A. Deal Starts July 1st

(Continued from page 1)

the coast and Dallas where he conferred on the deal.

Several directors of U.A. Theatres will be named to the board of the new company to be set up in connection with the Robb & Rowley deal. The new name may be Robb & Rowley-United Artists circuit. However, this does not imply that Harold Robb and Edward Rowley will be appointed members of the U.A. Theatre company.

Preferred stockholders of the U.A. circuit on Wednesday received $1.25 as a quarterly dividend, the first in five years. On June 4, last, a 10-year United Artists franchise with the Rivoli, operated by the U.A. circuit, which has no connection with the distributing company, expired.

F&M Acquire Two In St. Louis Deal

(Continued from page 1)

Ansells, and the Shenandoah, South St. Louis, and Tivoli, University City, F. & M. units.

Under terms of the agreement which will start July 1, F. & M. will handle all the film buying and supervise the management of the five theatres, while the Ansell Brothers will operate. There will be no change in the runs.

Trans-Lux Deal Near

Trans-Lux practically set on a deal whereby the Fifth Ave. Playhouse will be added to its circuit. The theatre will be remodeled for newsreel showings.

Rachmil at Mt. Baker

Portland, June 16.—Lou Rachmil and his staff have arrived here to film outdoor shots for "The Barrier" in the foothills of Mt. Baker.

"Paris" and Nelson $37,000, Paramount

(Continued from page 1)

$15,000. "A Day at the Races" will open there this morning.

The Music Hall wound up the first seven days of "Woman Chases Man" last night with about $55,000. The Criterion on the second week of "Go-Getter" took in about $5,000. "Border Cafe" at the Rialto ended with $6,000, while the Rivoli garnered approximately $5,000 on the last eight days of "Hit Parade." After a brief closing "Slave Ship" opened there last night.

"The Road Back" will open tonight at the Globe on a two-a-day policy, replacing "Lost Horizon," which finished a 16th week with $3,000. Universal will roadshow the Globe attraction. Early in July Paramount will two-a-day "High, Wide and Handsome" at the Astor on an arrangement whereby Loew's will get the first receipts to cover the rent and distributor netting all above the guarantee figure.

Plan Salt Lake Show

Salt Lake City, June 16.—A permanent variety stage show will be used at the recently remodeled Orpheum here, according to Harry David, general manager of Intermountain Theatres. Holden Swiger, Paramount manager, will manage the Orpheum and produce the shows. C. Clare Woods, present Orpheum manager, will replace Swiger at the Paramount.

Wilby Coming to N. Y.

Robert Wilby of Wilby-Kincey Theatres is due in New York next week to discuss an extension of the operating contract for the circuit with Y. Frank Freeman, Paramount vice-president and theatre head. The current Wilby-Kincey operating contract expires June 26. Indications are that a long term extension will be agreed upon.

Variety Club

Cleveland

Cleveland, June 16.—Variety Club is all set for its first golf tournament of the season to be held at the Beechmont Country Club on June 21. President M. B. Horwitz states that more than 200 are expected to attend. Events which include dinner and Keeno in the evening.

Henry Greenberger is chairman of the committee, working with Eddie Johnson, Jack Shulman and P. E. Essick.

Tri-States Grosses Show 6-Month Gains

Omaha, June 16.—District Manager Evert R. Cummings of Tri-States reports increased grosses for every city of his district except one for the first six months of 1937 as compared to the same period of 1936.

The increases were primed by higher prices in three situations, Hastings, Grand Island and Fairbury, Neb. Grosses jumped 25 per cent for Hastings; 15 per cent each for the other two cities.

Omaha grosses jumped 15 per cent during the period, but Sioux City fell off because of drouth conditions in South Dakota. Since the stockyards are the principal industry of this Iowa city, the 35-year low in stock receipts hurt at the box-office. Tri-States had raised prices in only one Sioux City house, and that a subsequent run.

Neighborhoods Prospered

Omaha neighborhood houses also have fared well, with Augie Herman's report of a 20 per cent increase at the Muse being the best.

Outstate in the smaller towns exhibitors have been hit by lack of crop money. Their business is off compared to 1936, but continuous heavy rains augur good crops and good business before the year closes.

In western Nebraska the state's greatest quick-money crop, sugar beets, will be bountiful and boom business for exhibitors of the North Platte Valley.

Executives Address AFM

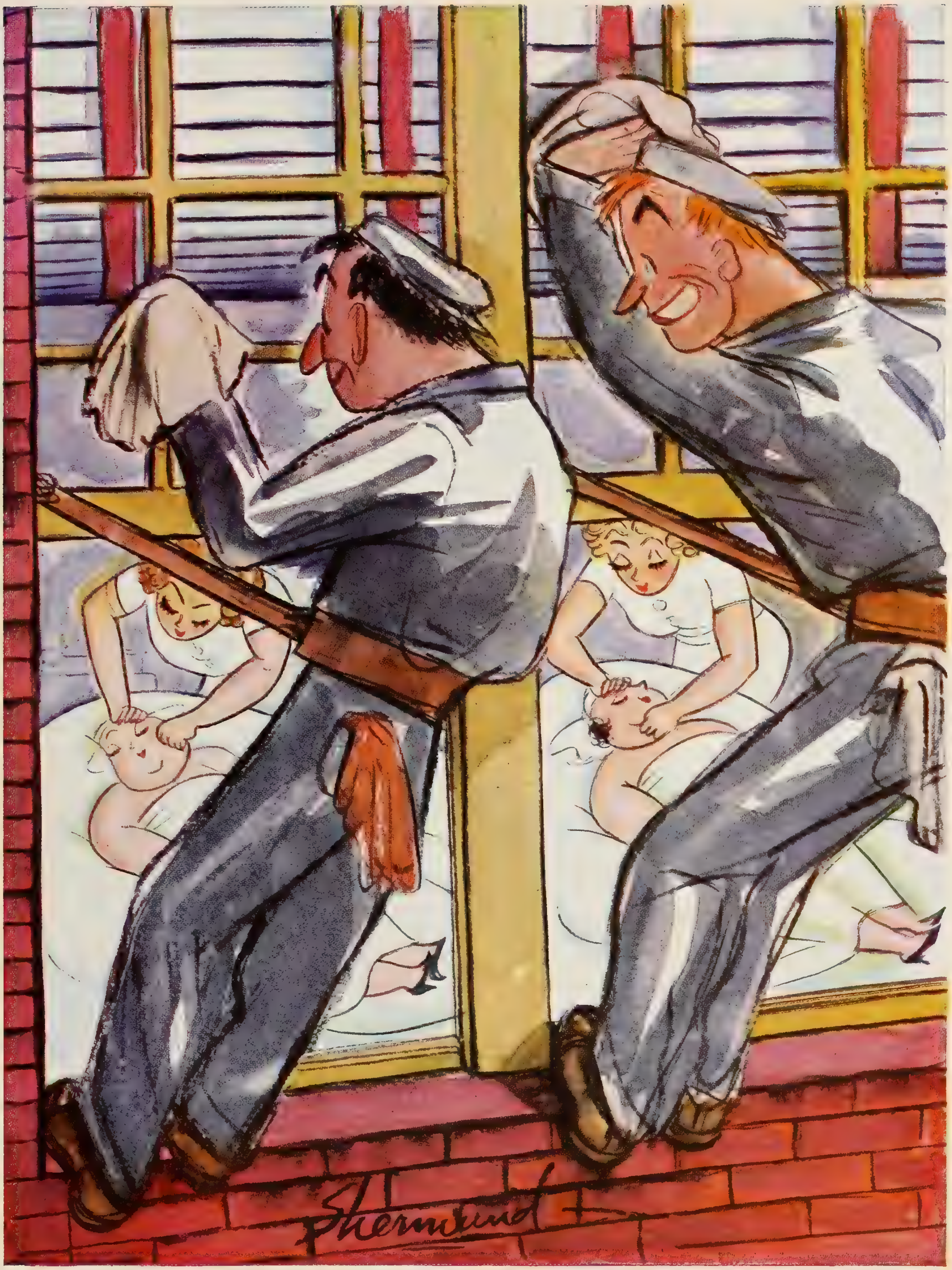
Louisville, June 16.—Today's session at the convention of the American Federation of Musicians, being held here, was featured by addresses delivered by Joseph Weber, president; James Petrillo, president of the Chicago local, and Chauncy Weaver, executive officer, all emphasizing the danger of the C.I.O. and affirming adherence to the A.F.L. Vincent T. Miles, member of the Social Security Board, spoke, outlining the security act.

About 10 resolutions came before the convention, mostly concerned with the working conditions of members.

Incumbent officers will seek reelection. The only one opposed is Harry Brenton, treasurer.

Gets a Demonstration

Vancouver, June 16.—A demonstration of projection equipment has been given before Commissioner J. M. Coady as part of his general investigation for the Provincial Government into the question of whether two men in a booth are necessary. Theatre owners are seeking an amendment to the Fire Marshal's Act permitting one licensed operator and an apprentice.



"What they need is 'NEW FACES'"

. . . and what the screen needs most is the new faces RKO Radio gives it in . . .

"NEW FACES OF 1937" . .

An Edward Small Production
Directed by Leigh Jason

Shoot the show works for "NewFaces."...It's the grandest, newest, swellest entertainment that's hit the screen in years!... Stage, screen, radio—even television—talent running wild in a 3-ring circus of exciting surprises and tuneful gaiety!...There's no way to compare it with anything that's ever gone before!...It stands alone in its newness, freshness, brilliance!...The biggest Summer attraction a theatre ever had!

with these famous entertainers

JOE PENNER
MILTON BERLE
PARKYAKARKUS
HARRIET HILLIARD
WILLIAM BRADY
JEROME COWAN
THELMA LEEDS

RKO RADIO PICTURES

And what songs! *"Love is Never Out of Season"—"Penthouse on Third Avenue"—"It Goes to Your Feet"—"If I Didn't Have You"—"The Widow in Lace"—"Peckin'"—"New Faces"—"When The Berry Blossoms Bloom".*

Screenplay by Nat Perrin, Phillip G. Epstein, Irving S. Brecher

AND SCORES OF OTHERS!

Academy Urges General Study Of Television

(*Continued from page* 1)

available with the requisite photographic quality, television may be expected to gain marked impetus, and commercial application in the larger urban centers will not long be delayed. The lesson to be derived from the British experience to date may be that when those in a position to guage entertainment value advise that a given picture size is inadequate for successful commercial application, no purpose is served by trying it out on the public. The likelihood of a favorable verdict does not increase with the size of the jury.

"For the United States, it is to be hoped that no attempt will be made to commercialize home television until a picture equivalent in definition to the best home movie projection, and not smaller than 24 by 18 inches, can be furnished with routine reliability. The most important interests in the domestic field appear to be committed to some such prudent policy."

Sees Coast as Field

The report expressed the opinion that after something nearer perfection has been achieved in New York as a result of the Empire State and Chrysler Bldg. broadcasts Los Angeles will be the next important field for experimentation. The report predicts that New York problems will be well on the way to solution in 1938 or early 1939.

No prospect for early television service in sparsely settled areas is seen.

High buildings in New York furnish vantage points for broadcasting to distances up to 43 miles, the report states, but they at the same time blanket the broadcasts in spots. Los Angeles, on the other hand, has Cahuenga Peak at an elevation of 1,825 feet and low buildings. Both cities have plenty of entertainment talent.

The report is signed by Carl Dreher, chairman; Gordon Chambers, L. E. Clark, J. G. Frayne, Barton Kruezer, Wesley C. Miller, Hollis Moyse and William Mueller.

Mail First "Trends" Sheets

The first set of loose-leaf pages of "Trends and a Few Opinions" prepared by the Script Library, a division of Radio Events, Inc., has been placed in the mail.

The pages include an analysis of fall trends in radio, sales promotion ideas and Script Library catalog listings.

Harry R. Zander Dead

Harry R. Zander, script writer for Blackett - Sample - Hummert on the Gold Medal Hour, died yesterday at at the Doctors' Sanitarium, Port Washington, L. I., after an illness of a week.

LEO SAYS:
WHN's showmanship means more sales!
WHN DIAL 1010
AFFILIATED with M-G-M • LOEW'S

NBC Booklet to Tell Of Fight Broadcasts

NBC this week will issue a 16-page booklet showing how since 1921 that network has taken the nation to the ringside of the most important boxing matches—from the Dempsey-Carpentier match in 1921, through Dempsey's career, Firpo, Wills, Tunney, Sharkey, Schmeling, Baer, Carnera, Joe Louis, and the forthcoming battle in Chicago.

The text points out that these major fights have attracted larger radio audiences than any other entertainment broadcasts in radio history.

NBC Gets Goldman Band

The Goldman Band concerts will be offered over NBC for 16 weeks, beginning Sunday. The Blue network will carry the feature.

The concerts will be heard Sundays from 8:30 to 9 P. M., E. D. S. T., coming to a close August 15.

Reynolds Contract Renewed

R. J. Reynolds Tobacco Co. has signed a full-year renewal contract for its series on CBS. The contract is effective as of June 29.

The first 13-weeks of the contract, from June 29 to Sept. 21, is for a half-hour period, 9:30 to 10 P. M. For the remaining 39 weeks, beginning Sept. 28, the program will be returned to the full-hour schedule, from 9:30 to 10:30 P. M.

The William Esty agency handled the deal.

Miss Wicker to Drop Show

Irene Wicker, "The Singing Lady," will discontinue her weekly half-hour musical program on the NBC-Blue network, effective June 25. She will continue the Monday through Thursday 15-minute programs on the Blue, however, adding a Friday 15-minute program when she discontinues the half-hour show. N. W. Ayer & Son is the agency.

Start New Haven Series

A new series of remotes began over WMCA yesterday when Worthy Hills' orchestra broadcast from the Pavilion Royale, Savin Rock, Conn. The series will be heard three times weekly, Wednesdays and Saturdays at midnight, and Sundays from 12:30 to 1 A. M. The broadcasts will be fed to the Inter-City network, from WELI of New Haven.

"Grim Reber"

The lads in charge of programs at the J. Walter Thompson offices have coined a new phrase to describe John Reber, vice-president in charge of radio there. They call him "The Grim Reber," because when he is seen about their premises, it usually means that the show is in trouble.

Varidy to Continue Program

Varidy of Vienna, having announced that it would discontinue its half-hour Sunday program on WMCA, has reconsidered, and will keep the program running throughout the summer. The company also sponsors the program over WOR, and this too will remain for the summer.

Wasey Signs Carson Robison

Wasey Products Corp., through the Erwin Wasey agency, has signed Carson Robison and his "Buckaroos" for a series of programs on NBC, to begin October 4. The series will be heard Mondays, Wednesdays and Fridays from 4 to 4:15 P. M. on the Blue.

To Change Gospel Program

The Gospel Broadcasting Ass'n program on Mutual, Sundays from 11 P.M. to 12 midnight, will undergo a change in format this Sunday. In place of the Rev. Charles Fuller talks, the sponsor will insert old fashioned revivals.

Renew "True Adventures"

"Your True Adventures" series, heard Thursdays from 10 to 10:30 P. M., E.D.S.T., on CBS, has been renewed for an indefinite period by Colgate-Palmolive-Peet. Benton & Bowles is the agency.

Radio Control Held Hopeless By Kuykendall

(*Continued from page* 1)

of which Walter Vincent is chairman, has no immediate plans for resuming meetings with producers' representatives. Only one such meeting has been held by the committee and little of a tangible nature developed from that. Spokesmen for the producing companies informed the exhibitor committee that they were aware of the problems being complained of and were doing their best to control and reduce them. The general attitude of production spokesmen is that no more definite assurance than this can come from them.

Kuykendall emphasized that he was as vigorously opposed as ever to unregulated Hollywood broadcasts and was not yet satisfied that all the available corrective measures had been attempted, despite the unpromising outlook for attaining any definite remedies.

Deplores Program Failure

The M.P.T.O.A. head was equally disappointed, he said, in the prospects for realizing any comprehensive trade practice program or for the establishment of local conciliation boards, at the outset of the new selling season. He indicated the possibility, however, of the M.P.T.O.A. launching a new offensive in the late summer or early fall to force concessions of this nature from distributors.

Kuykendall plans to leave tomorrow for his Columbus, Miss., home. He will attend the annual convention of the Southeastern T.O.A. at Birmingham, beginning June 28.

Himber to Lucky Strike

Richard Himber's orchestra has been signed for the Lucky Strike "Hit Parade" series on NBC, beginning Aug. 11. The contract is the for the usual "Hit Parade" stay—seven weeks.

WQXR Forming Opera Unit

WQXR is forming an opera company for a weekly program. The company will be under the direction of Raoul Querze, former operatic tenor. Auditons are now being held at the station.

Jean Sablon Is Signed

Jean Sablon, French singer, has been signed to appear regularly on the RCA "Magic Key" program. The contract is for an indefinite period. Sablon will abandon his current twice weekly sustaining periods.

Nelson Hess to Marry

Nelson Hess, well known radio agent, will leave for Hollywood early next week to wed Mary Houghton, daughter of Arthur Houghton of the Will Hays office.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production—that extra something that's good radio

New Shows on the Air

"Captain Tim"

"Captain Tim's Spy Stories," produced under the auspices of the WPA of New York and presented on WINS, Tuesdays from 3:30 to 4 P. M., is an ably produced suspenseful program, dealing with spy experiences.

Present for the opening was Capt. Healy, whose personal espionage experiences during the World War form the background for the stories. Healy recounted the invaluable work accomplished by spies throughout American history, and paid tribute to their work.

The skit dealt with espionage activities in France during the war and moved smoothly throughout the entire 30-minute period. Vernon Radcliffe, WPA radio production manager in New York, handles the production and script.

"Music By—"

"Music By ——," a new WOR sustaining feature, is a standardized straight musical and vocal production featuring Bob Haring's excellent orchestra. While it differs not at all from scores of similar programs on the air, it nevertheless provides enjoyable listening in that the band is a top notch one, equipped with smartly orchestrated pieces.

Heard to advantage with the orchestra were the Key Men, male quartet; Eleanor Sherry and Walter Aarons, solo vocalists, and the Embassy Trio of girl voices.

Musical numbers included "I Dream Too Much," "Night and Day," and a Cuban rhumba. Harmony numbers included "Song of the Marines" by the Key Men and "Mary Anne" by the Embassy Trio. Aarons was outstanding in a solo rendition of "Swell of You," and Miss Sherry's big number was "Never In a Million Years."

The series is a sustainer, and is offered Tuesdays from 8 to 8:30 P. M., E. D. S. T.

BANNER

RKO Hearings Are Expected To End Today

(*Continued from page* 1)

affiliated companies as carried on the books of those companies rather than the lower valuation carried on the books of the parent company.

George L. Schein, attorney for the stockholders, also placed Arthur D. Mendes, investment counsel, on the stand to prove that the valuation of the new securities under the plan was too low. Alger refused to allow comparisons with other major producers.

William H. Clark, treasurer of RKO Pictures, testified on behalf of the proponents that the method of amortizing pictures over an 18-month period was a fair one. Clark's testimony was in answer to Schein's contention that 42 pictures produced $1,496,000 after they were written off the books at $1 each. Clark contended that it was impossible to arrive at an amortization figure which would eliminate all possible later earnings. He pointed out further that earnings from such pictures were only 5½ per cent of the total rentals during 1936.

Si Fabian testified briefly as to the claim against RKO based on guarantees of leases made by RKO Proctor for the Palace in Albany and the Plaza in Schenectady. After cross-examination he admitted that rentals had been reduced. G. Frank Reavis, Fabian's attorney, was granted permission to reply if the contention is raised at subsequent hearings that RKO was relieved from these guarantees because of lease modifications.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

Reflections from RKO

Los Angeles, June 16.—Al Sindlinger of March of Time claims he uses film in his camera for those candids. But some of the boys are still waiting for last year's convention snapshots.

✠

Jules Levy had a sudden yen for authorship, summoned Jim Finney, his secretary, and then the possible best-seller turned out to be his convention speech.

✠

Johnny O'Connor tried to get an advance tip on the product lineup so as to figure out some good deals before Jules Levy could get wise to the scheme, but McCormick and Neilson, press men, kept the important yarn under lock and key.

✠

Al Folliar commutes from the Washington office to his place in Edgemore, Md. Due to his rapidly expanding waistline Al is having a time stooping for weeds in his garden.

✠

Ralph Rolan, March of Time vice-president, is seldom seen without one of the pipes, which he collects, dangling from his jaw. Convention speech making ought to hold no terror for Ralph, who makes about seven a month.

✠

If you don't like to do a lot of friendly chatting in the morning before you've had your coffee stay away from Claude W. McKean, Indianapolis.

✠

Frank M. Snell, vice-president of Condor Pictures, is withholding his decision to move his office to his company's Hollywood studios until he has a chance to pick up on the golf clubs in the film city. His decision will be announced upon receipt of club rates, course yardage, etc.

✠

Aside from his small daughter, Herb Greenblatt, Cleveland branch manager, likes salami about as well as anything. That old digestive tract may develop snags any minute now.

✠

R. H. Lange, Pittsburgh, is the latest "country gentleman" in the gang. He has just bought a new place in Mt. Lebanon, Pa.

✠

Salesman E. Guy Hancock, Indianapolis, doesn't give out any information about that "E." Well, we do. It stands for Edgar, but he hates it.

✠

Max Fellerman of the eastern RKO theatres booking offices took advantage of the free ride to the coast to clean up a few local problems which some of the out-of-town boys.

✠

Hal Sloane and Kay Kamen, publicity mentors in the east for Walt Disney, were very much in evidence carrying special buttons and badges supplied by Mickey's proud parent.

✠

Ralph Rolan and his four-man delegation stooging for "March of Time," were in a constant huddle, smoking up terrific ideas, no doubt.

✠

Bill Dahler and Lou Miller were again the inseparables as they have been at many an RKO conclave. This is one for Ripley, considering the rivalry between the contract approval men for the west and east.

✠

To make a perfect camera record of the convention, Joe Heppner, agile New York lens man, purchased a new "Contax" camera, but he found it tough going trying it out on the tough and ragged jaws of the husky sales boys.

✠

The Boston boys are worried about M. M. Ames' giant sheep dog being left at home. The poor pooch bumps his head on trees instead of walking around them.

Paramount Men Back From the West Today

Paramount's eastern sales and home office contingent will return from the coast today after attending the annual sales convention. J. J. Unger, eastern and southern division manager, held a regional meeting in Dallas on Monday and Tuesday and today and tomorrow will hold a similar session in Cincinnati. Next Monday and Tuesday, he will conduct another meeting in Boston.

Charles Reagan, western division head, on Monday and Tuesday met with west coast branch managers and salesmen and tomorrow and Saturday will hold a regional meeting in Chicago.

With the return of home office executives, negotiations are scheduled to be resumed immediately with Loew's on a new franchise, the present 10-year deal expiring with the windup of this season's releases.

Neil F. Agnew, general sales manager, and Milton S. Kusell, New York state district manager, returned by plane from the coast convention Tuesday evening.

Robert M. Gillham arrived yesterday.

Green to Be Elected Supply Dealers' Head

Harry Green of Green Bros., equipment company of Denver, is slated to be elected president of the Independent Theatre Supply Dealers' Ass'n which will begin a four-day annual convention at the Medinah Club, Chicago, tomorrow. He will succeed H. W. Graham. Other officers will be elected.

Joe Hornstein will leave by plane today for Chicago to attend the sessions. Among those departing by train today will be J. E. Robin of J. E. Robin, Inc., M. Hurley of Hurley Screen Co., Wallace Katz of Crown M. P. Supply, I. Reginald Perse of Capitol Supply Co., all of New York, and Ken Douglas, Capitol Screen Supply, Boston. M. Shupper of Raytone Screen will accompany the group leaving today.

Releasing Four Shorts

Lenauer International Films, Inc., has acquired four shorts for distribution in this country: "In Austria with the Duke of Windsor," "Dangerous Mountain Climbing," "Tyrolese Costumes and Customs" and "Up in the Clouds."

Unusual Reception Accorded RKO Men

(*Continued from page* 1)

pictures set for early release to complete the RKO 1936-37 product lineup occupied the greater part of the opening sessions today at the Ambassador Hotel here.

The meeting was opened by Ned E. Depinet, vice-president in charge of distribution, and Jules Levy, general sales manager. "New Faces of 1937" and "The Toast of New York" were two of the important films on the current season's lineup discussed today.

Tonight was given over to the filming of a number of new pictures.

The studio representatives attending the meeting include: S. J. Briskin, vice-president in charge of production; Howard S. Benedict, studio publicity manager; Pandro S. Berman, Jesse L. Lasky, Edward Small, Maurice Cohen, Edward Kaufman, Al Lewis, Lee Marcus, Cliff Reid, Robert Sisk, William Sistrom, P. J. Wolfson, associate producers; Bert Gilroy, short subjects producer; Cliff Work, RKO Theatres, and others.

Also present were: David L. Loew of David L. Loew Prod., Sol Lesser of Principal Prod., George A. Hirliman, president of Condor, M. H. Hoffman, vice-president, and Frank M. Snell, vice-president in charge of eastern production for Condor.

The announcement of the RKO product for the 1937-1938 season will be made by Depinet on Friday.

Writers Under RKO Contract Number 46

Los Angeles, June 16.—A total of 46 writers are under contract to RKO, the annual sales convention at the Ambassador here has been informed. Heading the list of writers on the roster are Dudley Nichols, Allan Scott, Irwin Shaw, Dorothy Yost, Paul Yawitz, Commander Frank Wead, Mortimer Offner, Phillip G. Epstein, John Twist, Anthony Veiller and S. K. Lauren.

Other writers include: Gladys Atwater, Sy Bartlett, George Beck, J. Robert Bren, Franklin Coen, Ron Ferguson, Daniel Fuchs, Bert Granet, Robert Harari, Edmund L. Hartmann, F. Hugh Herbert, Joseph Hoffman, Lionel Houser, Edmund Joseph, Charles Kaufman, Hans Kraly, Harold Kusell, William Slavens McNutt, Jack Mintz, Ernest Pagano, William Jefferson Parker, Gertrude Purcell, Benny Rubin, Joel Sayre, Manuel Seff, Harry Segall, Maxwell Shane, Viola Brothers Shore, David Silverstein, Kay Van Riper and William W. Watson.

Approves RKO Settlement

Federal Judge Bondy yesterday signed an order approving settlement of four rent claims against RKO filed by the Broadway and 47th Street Corp., Hoblitzelle Investment Co., Hoblitzelle Realty Co. and Hoblitzelle Corp. The claims totaled $9,318,341 and were allowed at a settlement figure of $1,249,998.

Japan to Export Films

Hollywood, June 16.—Japan intends to export its native films with the dialogue in English to the United States, according to Harno Kondo, secretary of the International Cinema Ass'n of Japan, who is here en route to London.

ROLLICKING! RHYTHMIC! ROMANTIC!
hear: TWO HEARTS ARE DANCING ★ DON'T EVER CHANGE ★ HAWAIIAN HOSPITALITY

RHYTHM ★ IN THE CLOUDS

with PATRICIA ELLIS • WARREN HULL
WILLIAM NEWELL • RICHARD CARLE

Directed by JOHN H. AUER · Screen play by Olive Cooper
Adaptation by Nathanael West · Original story by George Mence, Ray Bond · Associate Producer ALBERT E. LEVOY

REPUBLIC

"Headlines" Is Frisco's Only Grosser

San Francisco, June 16.—"Behind the Headlines," with a stage show, went to $18,200 at the Golden Gate, over the line by $2,200, in a week marked by a general falling off of first run grosses.

The only other attraction to dent the slump was "Parnell," on a dual with "She Had to Eat," at the Paramount. The $14,300 take was $1,300 to the good.

Total first run business was $79,200. Average is $83,000.

Estimated takings:

Week Ending June 8:

"BEHIND THE HEADLINES" (RKO)
GOLDEN GATE—(2,850), 15c-35c-40c-55c, 7 days. Stage, vaudeville. **Gross:** $18,200. (Average, $16,000)

Week Ending June 9:

"I MET HIM IN PARIS" (Para.)
"DRAEGERMAN COURAGE" (F. N.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $16,200 (Average, $17,500)
"WINGS OVER HONOLULU" (Univ.)
"VENUS MAKES TROUBLE" (Col.)
ORPHEUM—(2,440), 15c-30c-40c, 7 days, 2nd week. **Gross:** $5,300. (Average, $8,500)
"PARNELL" (M-G-M)
"SHE HAD TO EAT" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. **Gross:** $14,300. (Average, $13,000)
"TRADER HORN" (M-G-M)
"NAVY BLUES" (Republic)
ST. FRANCIS—(1,400), 15c-35c-40c,55c, 7 days. **Gross:** $5,400. (Average, $6,000)
"A STAR IS BORN" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c, 7 days, 6th week. **Gross:** $5,800. (Average, $7,000)

Week Ending June 10:

"THIS IS MY AFFAIR" (20th-Fox)
"HOTEL HAYWIRE" (Para.)
WARFIELD — (2,680), 15c-35c-40c-55c, 8 days, 2nd week. **Gross:** $12,800. (Average, $14,000)

Week Ending June 11:

"CARNIVAL IN FLANDERS"
(American Tobis)
CLAY—(400), 15c-35c, 7 days. **Gross:** $1,200. (Average, $1,000)

"Montreal" Dull as "Gun" Gets $8,000

Montreal, June 16.—"They Gave Him a Gun" was the best draw of the week as first feature at the Capitol with a take of $8,000, but, at that, this figure was down $1,500 from normal.

"Woman Chases Man," as top picture at the Princess, accounted for $6,000 while the first attraction at Loew's, "A Night of Mystery," was responsible for $8,000, aided by a second feature and vaudeville. "Romeo and Juliet" secured $7,500 at the Palace on a popular price basis.

Total first run business was $29,500. Average is $38,000.

Estimated takings for the week ending June 12:

"THEY GAVE HIM A GUN" (M-G-M)
"OH, DOCTOR" (Univ.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $8,000. Average, $9,500)
"A NIGHT OF MYSTERY" (Para.)
"AS GOOD AS MARRIED" (Univ.)
LOEW'S — (3,115), 25c-34c-40c-50c-60c, 7 days. Stage: Vaudeville unit. **Gross:** $8,000. (Average, $10,500)
"ROMEO AND JULIET" (M-G-M)
PALACE — (2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $7,500. (Average, $11,000)
"WOMAN CHASES MAN" (U. A.)
"LET THEM LIVE" (Univ.)
PRINCESS — (2,272), 25-30c-35c-50c-65c, 7 days. **Gross:** $6,000. (Average, $7,000)

"Out West" Strong In Lincoln Slump

Lincoln, June 16.—With "Way Out West" doing the bulk of the pulling, the Orpheum went up to $2,000, $800 above the average, with four features on a dual split week. Outside of that, the theatre row grosses caved in before an onslaught of cold weather.

Total first run business was $8,400. Average is $8,450.

Estimated takings:

Week Ending June 9:

"NAVY BLUES" (Republic).
"HILLS OF OLD WYOMING" (Para.)
"PARADISE EXPRESS" (Republic)
"RIDING ON" (Reliable)
LIBERTY — (1,200), 10c-15c, 7 days. **Gross:** $900. (Average, $850)

Week Ending June 10:

"SOLDIER AND THE LADY" (RKO)
"TOO MANY WIVES" (RKO)
"WAY OUT WEST" (M-G-M)
"SONG OF THE CITY" (M-G-M)
ORPHEUM—(1,350), 10c-15c-20c, 7 days. **Gross:** $2,000. (Average, $1,200)
"WINGS OF THE MORNING" (20th-Fox)
"NANCY STEELE IS MISSING"
(20th-Fox)
LINCOLN—(1,600), 10c-20c-25c, 7 days. **Gross:** $1,600. Average, $2,200)
"ROMANCE AND RICHES" (G. N.)
"LEAGUE OF FRIGHTENED MEN"
(Col.)
VARSITY—(1,100), 10c-15-25c, 7 days. **Gross:** $900. (Average, $1,100)

Week Ending June 11:

"PRINCE AND THE PAUPER" (W. B.)
STUART—(2,000), 10c-25c-40c, 7 days. **Gross:** $3,300. (Average, $3,100)

"Parnell" Is Strong in Two Boston Houses

Boston, June 16.—"Parnell," on a dual with "Let's Get Married," was outstanding in a quiet week. It took $16,200, up by $4,200, at Loew's Orpheum, and reached $15,000, over the line by $4,000, at Loew's State. The weather was hot.

"This Is My Affair," with "Oh, Doctor," drew $12,000 at the RKO Memorial. "Kid Galahad" and a stage attraction at the Metropolitan failed to click and grossed only $19,000.

Total first run business was $80,200. Average is $89,500.

Estimated takings for the week ending June 10:

"WOMAN ALONE" (G. B.)
"ANGEL'S HOLIDAY" (20th-Fox)
FENWAY — (1,382), 30c-50c, 7 days. **Gross:** $4,000. (Average, $4,500)
"THIS IS MY AFFAIR" (20th-Fox)
"OH, DOCTOR" (Univ.)
RKO MEMORIAL—(2,907), 25c-55c-65c, 7 days. **Gross:** $12,000. (Average, $12,000)
PARNELL" (M-G-M)
"LET'S GET MARRIED" (Col.)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days. **Gross:** $16,200. (Average, $12,000)
"PARNELL" (M-G-M)
"LET'S GET MARRIED" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days. **Gross:** $15,000. (Average, $11,000)
"CAPTAINS COURAGEOUS" (M-G-M)
COLONIAL—(1,643), 55c-85c-$1.10-$1.65, 7 days, 3rd week. **Gross:** $6,500.
"KID GALLAHAD" (W. B.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Senator Murphy. **Gross:** $19,000. (Average, $22,000)
"WOMAN ALONE" (G. B.)
"ANGEL'S HOLIDAY" (20th-Fox)
PARAMOUNT—(1,793), 35c-55c, 7 days. **Gross:** $6,500 (Average, $7,000)
"23½ HOURS LEAVE" (G. N.)
"NIGHT KEY" (Univ.)
RKO BOSTON—(3,246), 35c-50c-65c, 7 days. **Gross:** $7,500. (Average, $11,000)

"Parnell" $10,000 Draw at Milwaukee

Milwaukee, June 16. — "Parnell" and "Pick A Star," grossing $10,000 at Fox's Wisconsin, were the week's winners. Business was $2,000 above average and the bill has gone over to the circuit's Strand for a continued run.

"Kid Galahad" and "When Love is Young" did $6,800 at the Warner, $1,800 to the good.

Total first run business was $34,000. Average is $31,000.

Estimated takings:

Week Ending June 10:

"CLOISTERED" (Best)
"GIT ALONG LITTLE DOGIES"
(Republic)
GARDEN—(1,200), 35c-50c, 7 days, 2nd week. **Gross:** $2,500. (Average, $4,500)
"I MET HIM IN PARIS" (Para.)
"GREAT HOSPITAL MYSTERY"
(20th-Fox)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $6,500. (Average, $5,000)
"SPEED TO SPARE" (Col.)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: "Big Time Varieties." **Gross:** $5,000. (Average, $5,000)
"SHALL WE DANCE" (RKO)
"MIDNIGHT COURT" (W.B.)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $3,200. (Average, $3,500)
"KID GALAHAD" (W.B.)
"WHEN LOVE IS YOUNG" (Univ.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $6,800. (Average, $5,000)
"PARNELL" (M-G-M)
"PICK A STAR" (M-G-M)
WISCONSIN — (3,200), 35c-50c, 7 days. **Gross:** $10,000. (Average, $8,000)

"Parnell" Top With $17,000, Philadelphia

Philadelphia, June 16.—"Parnell" topped the town with $17,000 at the Stanley. It was held a second week.

Nothing else was able to top its average. "Dreaming Lips" proved weak at the Aldine, getting $8,000 for eight days. The house closed for the season Saturday.

The Earle, with "Swing Time" in its third downtown run and with Ina Ray Hutton on the stage, broke even with $12,000. The house has gone into its six-day-a-week summer policy.

Total first run business was $71,850. Average is $79,175.

Estimated takings for the week ending June 10:

"DREAMING LIPS" (U. A.)
ALDINE — (1,300), 40c-55c-65c, 8 days. **Gross:** $8,000. (Average, 7 days, $8,160)
"NOBODY'S BABY" (M-G-M)
ARCADIA—(600), 25c-40c-50c, 5 days, 2nd run. **Gross:** $1,100. "Living Dangerously" (G.B.), 5 days. **Gross:** $1,250. (Average, 7 days, $2,800)
"TURN OFF THE MOON" (Para.)
BOYD—(2,400), 40c-55c-65c, 7 days. **Gross:** $10,500. (Average, $14,000)
"SWING TIME" (RKO)
EARLE—(2,000), 25c-40c-55c, 6 days, 3d run. (Sunday shows omitted for Summer). Stage: Ina Ray Hutton and her Melodears. **Gross:** $12,000. (Average, $12,000)
"KID GALAHAD" (W.B.)
FOX—(3,000), 40c-55c-65c, 6 days. **Gross:** $11,000. (Average, 7 days, $14,000)
"LET THEM LIVE" (Univ.)
KARLTON—(1,000), 25c-35c-40c, 5 days. **Gross:** $1,400. (Average, 7 days, $4,000)
"A STAR IS BORN" (U. A.)
KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. **Gross:** $3,400. (Average, $4,000)
"PARNELL" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 7 days. **Gross:** $17,000. (Average, $14,000)
"GOOD OLD SOAK" (M-G-M)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $6,200. (Average, $7,000)

"Horizon" Is Coast Leader In 14th Week

Los Angeles, June 16.—"Lost Horizon" continued to show strength in its 14th week at the 4 Star in spite of a general slump. The take was $7,100, over par at regular prices by $3,850.

All the first runs were away off. "Parnell" and "Big Business" were below normal at both the Chinese and Loew's State.

Total first run business was $75,375. Average is $107,950.

Estimated takings for the week ending June 16:

"CAPTAINS COURAGEOUS" (M-G-M)
CARTHAY CIRCLE — (1,518), 50c-$1.50, 5th week. 4 days. **Gross:** $4,300. (Average, $17,000)
"PARNELL" (M-G-M)
"BIG BUSINESS" (20th-Fox)
CHINESE—(2,500), 30c-55c, 7 days. **Gross:** $11,352. (Average, $12,500)
"LOST HORIZON" (Col.)
4 STAR—(900), 50c-$1.50, 7 days, 14th week. **Gross:** $7,100. (Average, $3,250)
"THE WORLD'S IN LOVE"
GRAND INTERNAT'L—(750), 35c-40c, 7 days, 2nd week. **Gross:** $1,600. (Average, $1,200)
"MANHATTAN MELODRAMA"
(M-G-M)
"MAGNIFICENT OBSESSION" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $5,900. (Average, $8,000)
"PARNELL" (M-G-M)
"BIG BUSINESS" (20th-Fox)
LOEW'S STATE—(2,500), 30c-55c, 7 days. **Gross:** $12,923. (Average, $14,000)
"MANHATTAN MELODRAMA"
(M-G-M)
"MAGNIFICENT OBSESSION" (Univ.)
PANTAGES — (3,000), 30c-65c, 7 days. **Gross:** $5,200. (Average, $8,000)
"I MET HIM IN PARIS" (Para.)
PARAMOUNT—(3,595), 30c-55c, 7 days, 2nd week. Stage: F. & M. revue, Rube Wolf and his orchestra. **Gross:** $15,000. (Average, $18,000)
"KID GALAHAD" (W.B.)
"THAT MAN'S HERE AGAIN" (F.N.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days, 2nd week. **Gross:** $5,500. (Average, $14,000)
"KID GALAHAD" (W.B.)
"THAT MAN'S HERE AGAIN" (F.N.)
WARNER BROS. (Downtown) — (3,400), 30c-65c, 7 days, 2nd week. **Gross:** $6,500. (Average, $12,000)

"Parnell" $14,000 Hit in Providence

Providence, June 16.—"Parnell" hit the high spot for the week, taking in $14,000 at Loew's State, $2,000 up.

The Majestic, with "The Go-Getter" on a dual with "The Case of the Stuttering Bishop," was the only other house to reach par, catching $8,200, over by $1,200.

"Mountain Justice" and a stage revue brought $6,500 to Fay's, off $500.

Total first run business was $39,700. Average is $39,500.

Estimated takings for the week ending June 10:

"SILENT BARRIERS" (G.B.)
"HOTEL HAYWIRE" (Para.)
STRAND—(2,300), 15c-50c, 7 days. **Gross:** $5,000. (Average, $6,500)
"THE GO-GETTER" (W.B.)
"CASE OF THE STUTTERING BISHOP"
(W.B.)
MAJESTIC — (2,400), 15c-50c, 7 days. **Gross:** $8,200. (Average, $7,000)
"PARNELL" (M-G-M)
"THE FRAME-UP" (Col.)
LOEW'S STATE—(2,400), 15c-50c, 7 days. **Gross:** $14,000. (Average, $12,000)
"MOUNTAIN JUSTICE" (W.B.)
FAY'S—(1,600), 15c-50c, 7 days. Stage: "Variety Gambols," revue. **Gross:** $6,500. (Average, $7,000)
"THERE GOES MY BABY" (RKO)
"ELEPHANT BOY" (U.A.)
RKO ALBEE—(2,300), 15c-50c, 7 days. **Gross:** $6,000. (Average, $7,000)

THE ANSWER

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VOL. 41. NO. 142 NEW YORK, FRIDAY, JUNE 18, 1937 TEN CENTS

RKO to Have 56 Features Next Season

Short Subjects to Total 198 with Newsreel

Los Angeles, June 17.—RKO will release a total of 56 features during the 1937-'38 season, Ned E. Depinet, vice-president in charge of distribution, tomorrow will tell the delegates to the company's annual sales convention at the closing session at the Hotel Ambassador here.

In addition, there will be a total of 94 short subjects in 12 series, plus the customary 104 issues of Pathe News. During the current season, 88 short subjects were released.

Among the features, a number will be contributed by outside producers, including Sol Lesser, George Hirliman, Condor Pictures and Herbert Wilcox.

Among the leading players who will head the casts of the leading productions planned for the new season by RKO will be Fred Astaire, as a team and individually starred; Katharine Hepburn, Barbara Stanwyck, Lily Pons, Joe E. Brown, Bobby Breen, Wheeler and Woolsey, Irene Dunne,

(*Continued on page* 15)

Strike End Raises Production to 44

Hollywood, June 17.—With the striking crafts back at work, producers this week started 12 new productions and finished nine, leaving a total of 44 before the cameras, the largest number since April immediately before the strike. Twenty are in final stages of preparation and 67 are in the cutting rooms.

The starts are: M-G-M, "Big City;" Republic, "Love Ahoy" and

(*Continued on page* 24)

Government Station Aim of Celler Bill

Washington, June 17.—Backed by the F. C. C., Representative Celler of New York has introduced a bill here calling for the erection of a radio broadcasting station to be owned and operated by the Government and to be devoted for the most part to broadcasting short wave programs from this country to South and Central America.

The bill calls for an appropriation

(*Continued on page* 23)

More Radio—Pp. 23-24

Closed Shop For Studios Here Aug. 1

Actors' Guild Will Open Office in New York

A "closed" shop for talent employed in eastern studios on either regular or commercial productions will be placed in effect Aug. 1 by the Screen Actors' Guild, Kenneth Thomson, executive secretary of the guild, said yesterday. By that time, the guild expects to have signed all eastern talent engaged in picture work.

The guild's eastern office will be opened at 11 W. 42nd St. on Monday with Mrs. Florence Marston in charge. Mrs. Marston was formerly associated with the Authors' League and the Screen Writers' Guild.

Thomson said that the prevailing wage and hour scales here vary considerably from those to be imposed under the guild's contract. He cited,

(*Continued on page* 24)

ITOA to Fight Move To Games by Majors

With the restoration of games by major circuits, members of the I. T. O. A. yesterday unanimously adopted a resolution for the appointment of a committee to combat such moves by the affiliated theatres.

The resolution states that the I. T. O. A. at all times has been willing to conciliate differences with

(*Continued on page* 24)

For the Family

THE Roxy, which often mentions the fact that it caters to family trade, currently is playing an act called "Dance of the Lovers," done by Lela Moore.

When the dim lights on a park bench give way to the bright glare of arcs it looks to the audience as though a man in evening clothes is indulging in what is often described as "necking." No policeman appears and the act gains pace.

The left half of the figure is the man; the right is a blonde in a light blue evening gown. The woman's hand seems to be pushing the man's away from various parts of her anatomy, including her knee. They—or she—dance and the man seems to grip her around the waist and push her over backwards on the stage. The performance ends on the park bench with the girl seemingly looking up into the man's face from a horizontal position with her arms hanging limply.

The act is elaborately staged, but if the antics are art it is the type of art Minsky's former patrons enjoyed before license troubles developed.

Rain Stops, "Road Back" Starts with Big Display

By J. M. JERAULD

If Universal's opening of "The Road Back" had taken place an hour earlier, a large number of New York's prominent citizens would have appeared in sou'easters and oilskins. That might have taken the "gala" out of the premiere at the Globe.

The weather man gave P. D. Cochrane and J. R. Grainger a break. From 8:30 to 9 o'clock there wasn't a sprinkle, and the sidewalks dried. And the limousines arrived. Spectators gathered and some of them acquired sun tans.

Somebody at Universal had decreed that there should be light, and there was. The generators on the east side of Broadway sounded like machine guns and the arcs shooting across the sidewalk into the lobby met the glare of other arcs placed near the ticket collectors in the lobby. Even the policemen's noses became shiny and celebrities came in giving what seemed to be Nazi salutes. They were just protecting their eyes.

Musicians' union pickets and others tried their best to keep their signs above the heads of the crowd, but most of them had taken the road back to headquarters before 8:45.

There was so much light photographers didn't need bulbs. Grainger was photographed while he was trying

(*Continued on page* 2)

"The Road Back" is reviewed on page 2 today.

Loew's-Para. New Franchise Talks Resume

Expect Renewal Agreement to Run for 5 Years

Loew's is expected to enter into new deals with Paramount and United Artists calling for five-year franchises to replace the present 10-year agreements which expire with the last of this season's releases.

Conferences between Loew and Paramount executives have been resumed, following the coast convention of the distributor. Neil F. Agnew and Milton Kusell are representing Paramount, while C. C. Moskowitz and Eugene Picker are acting for the circuit. J. J. Unger, eastern and southern division sales head for Paramount, will again sit in at the sessions as soon as he returns from Cincinnati where he is holding a regional conclave.

Meetings between circuit officials and U. A. sales executives, namely, George J. Schaefer and A. W. Smith, Jr., have been suspended until the Chicago regional session is over.

Paramount to Test North Dakota Law

Paramount expects to file an application for an injunction to restrain the State of North Dakota from enforcing its circuit theatre divorce law before July 1, Austin Keough, Paramount vice-president and secretary, said yesterday.

The action will include a test of the constitutionality of the measure in that the application for the injunction will be based upon contentions that the state law violates the due process clause and other provisions of the Federal constitution. Papers in the

(*Continued on page* 18)

Small British Units Plan Quota Protests

London, June 17.—Independent producers and small distributors, recording units and minor studios are discussing an organized protest on the new proposals at a meeting to be held Monday.

Ken Nyman has issued a call for a fusion of all these elements with independent exhibitors for joint action against the cost clause, double quota reciprocity and other features threatening a product shortage and extinction of small interests.

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 June 18, 1937 No. 142

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

M-G-M Undecided on Harlow's "Saratoga"

While M-G-M is proceeding with the completion of "Saratoga," this decision does not make it necessarily conclusive that the final Jean Harlow film will be released with her in it, it was learned yesterday. Indications point toward this eventuality, but ultimate decision will be reached when the film is finished.

The late Miss Harlow's mother has asked that "Saratoga" be released. Metro reports the public, by hundreds of letters, feels identically about it.

Harlow Will Filed

HOLLYWOOD, June 17.—Jean Harlow left her entire estate to her mother, Mrs. Jean Bello, it was disclosed in her will filed in Probate Court. Her property was estimated to be worth between $100,000 and $1,000,000.

Rockettes Visit Mayor

Mayor F. H. LaGuardia will congratulate the 46 Music Hall Rockettes on their invitation to attend the Paris Exposition at his office at City Hall this afternoon. He will present an official letter to the Mayor of Paris. The girls will sail on the *Ile de France* tomorrow morning.

Insiders' Outlook

By RED KANN

COURAGE and intelligence and time and money have been poured into the making of "The Road Back" and the rewards now are about to be turned over to the public, the inescapable arbiter, for determination. Of this sequel to "All Quiet on the Western Front," it is fitting to observe at the outset that, now and at this time when a second World War appears well on its unholy way, Erich Maria Remarque's study of the aftermath of the first should have been told for the thinking it ought to precipitate and the arresting of future damage it might induce. It is not within the normal function of the producer of films to embark upon enterprises such as this with the social order in mind. Therefore and obviously, Universal made "The Road Back" with an eye to its profit ledger. For the task delivered, the hope must trail that this will be a commercially blessed effort. . . .

▼

With its faults, the picture has its merits. They are quite pronounced merits. The faults, we are inclined to credit to the book itself; to its episodic treatment and thus to its lack of a sustained and concentrated story. It is true Remarque saw no purpose in a highly personalized drama. The impact of his approach on the uncertainty and the hopelessness which followed in the wake of the war was impact sufficient that gathered intensity and power by the very force of the events themselves. Those circumstances were the drama. The small band of returned German soldiers who were implanted in the foreground were merely the human characters, symbolic of millions in the vanquished nations, who sloughed around in the mire of despair endeavoring futilely to find a way out of their morass. . . .

▼

The spirit and the concept of the book, then, have not been seriously contravened. You are constantly heart-warmed and acutely conscious of the horrors through which Ernst, Ludwig, Tjaden, Willy, Wessling, Albert, Giesicke and the others have passed. R. C. Sherriff and Charles Kenyon, in their treatment, and James Whale, in his direction have endeavored to focus each individual tragedy in highlight and, in a measure, they have been successful. Yet, accurately and properly, they made no attempt to overshadow the larger canvas with its political and its economic implications and its undeniable exploiting of the rank and file for the aggrandizement of the private few. . . .

▼

Thus and while sullen protest gathers momentum in the minds of these disillusioned boys, sent back to a peace which has no place for them, there is constantly in the foreground this larger and much more vital undertone finally let loose from its imprisonment in a stirring and dramatic courtroom scene. Albert is on trial for the murder of Bartscher, the profiteer. The incident deals with the love which this Albert, a veteran at an age when he might yet have been in school, has for Lucy. She has been trifling with him, taking her fun where she might find it which includes Bartscher. Albert sees them in the private dining room of the town's cafe and, trained in the business of killing men who had done him no wrong, calmly and with calculation shoots this one who has. . . .

▼

The trial goes against him. But before the conviction, Albert's war comrades testify in his behalf. The words placed in the mouths of these characters build into a smashing indictment of war at large, the political and economic motivations. "If you want to know who really is guilty, find the men who gave us the revolvers and sent us out to use them," thunders Ernst at one point. Killing private enemies to square private grievances shocks the court, yet judge and jury are asked what else might be expected from boys, hardly grown into men, who have been killing at will for the hollow glory of the Fatherland. . . .

▼

These and similarly sharply etched bits of drama run through this bitter disillusionment of the thrills of the battlefield. The audience at the Globe found mirth and some glee in those episodes designed to be humorous. This reviewer, however, found nothing of the sort. He divined that, by special and perhaps occasionally a strained effort, comedy was sought to be injected. It was comedy of an inherently ghastly strain, superinduced and whipped into a frenzy to ward off the next attack, the succeeding exploding shells and the ensuing sudden death on the front and it was comedy superimposed on a more quiet, but nonetheless agonizing, tragedy in the peace of the town these youngsters called home but in which they could find no place. . . .

▼

The dramatic content is not always well sustained. It rises and falls like an ebb tide, but when it gains in force it frequently well nigh engulfs in a smothering sweep. "The Road Back," it must be reported, is a motion picture with a social consciousness of a very large order. This, at once, stamps it as unusual and apart from the herd. Whether the public will find what it has to say too uncomfortably true or too thought-provoking to be concerned with while amusement-bent becomes the disquieting commercial approach on this attraction. For the truth of the matter is the film starts on a hopeless and defeatist key and maintains that integrity to its abrupt and inconclusive conclusion—inconclusive in that it points up the results without suggesting a cure for the cause. Nevertheless, this is a motion picture of girth and stalwart measure, earmarked with courage and, by all right, worthy of resounding success. . . .

"Road Back" Opens With Big Display

(*Continued from page* 1)

to find Mrs. Grainger in the glare. H. M. Warner stopped when the cameraman asked him to and Herb Crooker unwittingly cut off the view. It was a faux pas, but somebody pulled him one side.

Hope Hampton and Jules E. Brulatour took it in their stride. They've done it before.

When Kate Smith came in the boys readjusted their lenses. Jack Cohn, Jack Alicoate, P. D. Cochrane, Colvin Brown and party and others followed in rapid order. An excited woman thought she saw Dorothy Gish and dashed up for an autograph. The name wasn't Dorothy.

Paul Gulick's platinum locks caused hiliation in the lenses, so he went back and came in over again with one of Tom Mix's evening model sombreros.

Lobby Colorful

The lobby was done in red velvet drapes with colored scenes from the picture arranged here and there, and quite a few signs over doorways and elsewhere proclaimed that Universal had other features coming.

The music started about 9:10, and the film got under way about 10 minutes later. It was a large and enthusiastic audience, as the rural weeklies used to say, and a good time was had by all—that is, all who didn't linger around in front of the Kliegl lights waiting for celebrities to come in.

Bonded Storage Building

Bonded Film Storage Corp. is building 24 additional film vaults at its storage warehouse in Long Island City. This will increase the storage space to accommodate 48,000,000 more feet of film.

IT'S BEEN A GREAT RECORD BUT WE'RE NOT SATISFIED!

We could stand on that record, but we won't. In this business yesterday doesn't count. *We're looking ahead!* We know we have *not yet begun* to tap the full resources of our studio, the full abilities of our production brains. For the coming season, 20th Century-Fox, the Studio of Ideas, will give you not just a program of pictures, but a *program of progress!*

20th CENTURY FOX

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(2) A fair sales policy.

You know that no company has fulfilled these requirements more faithfully and effectively than 20th Century-Fox.

No one knows better than you what we did in 1936-37 . . . hit after hit . . . new personalities developed — Sonja Henie, Simone Simon, Tyrone Power, Winchell and Bernie, the Ritz Brothers. New showmanship ideas . . . out-of-the-beaten-track entertainment. Unusual story angles and fresh themes . . . the most daring and profitable run of musicals ever made by any one. You know, too, how these successes have rehabilitated many theatres and brought new prosperity to every theatre playing 20th Century-Fox pictures.

We don't have to tell you that those 1936-37 accomplishments will go doubled in spades for 1937-38.

You can rest content only when studio brains are restless . . . and the studio minds at 20th Century-Fox are always striking into unexplored story fields, always alert to the public's newest entertainment moods, always awake to modern show trends. They are never satisfied to follow, but enthusiastically assume the responsibility of leadership.

Now look at the following pages, outlining 20th's first-quarter releases for the new season. And remember that, thrilling as the line-up is, it represents only the beginning of 20th's greatest year!

20th's first great musical of the new season

"YOU CAN'T HAVE EVERYTHING"

with **ALICE FAYE · RITZ BROTHERS**
DON AMECHE · CHARLES WINNINGER
LOUISE HOVICK · RUBINOFF and his Violin

Anthony Martin, Arthur Treacher, Phyllis Brooks, Tip, Tap & Toe, Louis Prima and his band, Tyler Brooke. Directed by Norman Taurog. Associate Producer Laurence Schwab. Screen play by Harry Tugend, Jack Yellen, Karl Tunberg. From an original story by Gregory Ratoff. Music and lyrics by Mack Gordon and Harry Revel.

PETER LORRE
in

THINK FAST, MR. MOTO

With Virginia Field, Thomas Beck, Sig Rumann. Executive Producer Sol M. Wurtzel. Directed by Norman Foster. Screen play by Howard Ellis Smith and Norman Foster. Based on a Saturday Evening Post story by J. P. Marquand.

20th CENTURY FOX

1937-38
AUGUST · SEPTEMBER
OCTOBER

LORETTA YOUNG and DON AMECHE

in

LOVE UNDER FIRE

With Borrah Minevitch and his gang, Frances Drake, Walter Catlett, John Carradine, Sig Rumann, Harold Huber, Katherine DeMille, E. E. Clive. Directed by George Marshall. Associate Producer Nunnally Johnson. Screen play by Gene Fowler, Allen Rivkin and Ernest Pascal. Based on a play by Walter Hackett.

ONE MILE FROM HEAVEN

With CLAIRE TREVOR, Sally Blane, Douglas Fowley, Fredi Washington and BILL ROBINSON. Executive Producer Sol M. Wurtzel. Directed by Allan Dwan. Screen play by Lou Breslow and John Patrick. Based upon the original stories of Judge Ben B. Lindsey, Robin Harris and Alfred Golden.

20th CENTURY FOX

1937-38
AUGUST • SEPTEMBER
OCTOBER

SONJA HENIE
and
TYRONE POWER
in

THIN ICE

with
Arthur Treacher, Leah Ray, Raymond Walburn, Alan Hale, Sig Rumann, Joan Davis, George Givot, Melville Cooper. Directed by Sidney Lanfield. Associate Producer Raymond Griffith. Screen play by Boris Ingster and Milton Sperling.

SMITH BALLEW
in Zane Grey's

BOOTS AND SADDLES

(tentative title)
Produced by Sol Lesser

LANCER SPY

with

DOLORES DEL RIO
GEORGE SANDERS
PETER LORRE

and Virginia Field, Sig Rumann, Joseph Schildkraut, Lionel Atwill, Maurice Moscovitch, Holmes Herbert, Luther Adler. Directed by Gregory Ratoff. Associate Producer Samuel G. Engel. Screen play by Philip Dunne. From the novel by Marthe McKenna.

WILL ROGERS

in

HANDY ANDY

With Peggy Wood, Robert Taylor, Conchita Montenegro, Mary Carlisle, Roger Imhof. Directed by David Butler. Based on the play "Merry Andrew" by Lewis Beach. Produced by Sol M. Wurtzel. Reissued for your profit.

PIGSKIN PARADE OF 1937

(Tentative Title)

Another football season mop-up. Fully as musical, twice as nonsensical, thrice as thrilling as last year's "Pigskin Parade." And a cast picked for maximum marquee sock. Directed by George Marshall. Associate Producer Harold Wilson. Screen play by Karl Tunberg and Don Ettlinger. Music and lyrics by Lew Pollack and Sidney D. Mitchell.

JANE WITHERS
in

WILD AND WOOLLY

With DOUGLAS SCOTT, WALTER BRENNAN, Jackie Searl, Berton Churchill, Pauline Moore, Douglas Fowley, Robert Wilcox, Lon Chaney, Jr., Carl Switzer. Directed by Alfred Werker. Associate Producer John Stone. Song by Harry Akst and Sidney Clare. Screen play by Lynn Root and Frank Fenton.

20th CENTURY FOX
1937-38
AUGUST • SEPTEMBER
OCTOBER

DANGER-LOVE AT WORK

with

JACK HALEY • ANN SOTHERN • EDWARD EVERETT HORTON • MARY BOLAND

WALTER CATLETT, JOHN CARRADINE, ETIENNE GIRARDOT, E. E. CLIVE, Franklyn Pangborn, Bennie Bartlett, Margaret McWade, Margaret Seddon, Maurice Cass, Hilda Vaughn, Charles Coleman. Directed by Otto Ludwig Preminger. Associate Producer Harold Wilson.

Osa Johnson *presents*

Martin Johnson's last picture

BORNEO

PRODUCED BY MR. AND MRS. MARTIN JOHNSON

Edited by Truman Talley . . . narrated by Lowell Thomas, Martin and Osa Johnson and Lew Lehr ...this drama of Borneo's 'Isle of the Impossible" is far and away the most fascinating and amazing the Martin Johnsons ever made. Tree-climbing fish, balloon-throated monkeys, flying snakes, bird-nest soup caves, proboscis monkeys are but a few of its marvels . . . climaxed by the thrilling capture of the "Old Man of the Forest", most gigantic orang-outang ever trapped by man!

EDDIE CANTOR

in

ALI BABA GOES TO TOWN

Eddie Cantor, entertainment ace of screen, radio and stage, joins forces with the showmen of 20th Century-Fox to give exhibitors a picture that will knock audiences banjo-eyed. Everything that makes Eddie's shows top-flight money winners . . . and a lot of extra surprises. Associate Producer Laurence Schwab. Story by Gene Fowler. Music and lyrics by Mack Gordon and Harry Revel.

CHARLIE CHAN ON BROADWAY

starring

WARNER OLAND

With Keye Luke and a cast hand-picked for thrills. Based on Earl Derr Bigger's character, "Charlie Chan." Directed by Eugene Forde.

20th CENTURY FOX

1937-38
AUGUST • SEPTEMBER
OCTOBER

WARNER BAXTER
LORETTA YOUNG
VIRGINIA BRUCE

in

WIFE, DOCTOR AND NURSE

With Helen Westley and an exceptional cast. Directed by Walter Lang. Associate Producer Raymond Griffith. Original story by Kathryn Scola and Darrell Ware.

THE JONES FAMILY

in

TOO MUCH LIMELIGHT

with

Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason, Kenneth Howell, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Joan Marsh, Willard Robertson, Marjorie Weaver. Directed by Frank R. Strayer. Associate Producer Max Golden.

20th CENTURY FOX

1937-38
AUGUST · SEPTEMBER
OCTOBER

RELEASE SCHEDULE

AUGUST · SEPTEMBER · OCTOBER

Release date	PRODUCTION	CAST
Aug. 6	YOU CAN'T HAVE EVERYTHING	Alice Faye, The Ritz Brothers, Don Ameche, Charles Winninger, Louise Hovick, Rubinoff
Aug. 13	ONE MILE FROM HEAVEN	Claire Trevor, Sally Blane, Douglas Fowley, Fredi Washington, Bill Robinson.
Aug. 13	WESTERN GOLD (K-4)	Smith Ballew
Aug. 20	LOVE UNDER FIRE	Loretta Young, Don Ameche, Borrah Minevitch, Frances Drake, John Carradine, Katherine DeMille
Aug. 27	THINK FAST, MR. MOTO	Peter Lorre, Virginia Field, Thomas Beck, Sig Rumann
Aug. 27	HANDY ANDY *	Will Rogers, Peggy Wood, Robert Taylor, Conchita Montenegro, Mary Carlisle
Sept. 3	THIN ICE	Sonja Henie, Tyrone Power, Arthur Treacher, Leah Ray, Raymond Walburn, Alan Hale, Joan Davis
Sept. 10	WILD AND WOOLLY	Jane Withers, Douglas Scott, Walter Brennan, Jackie Searl, Berton Churchill, Pauline Moore
Sept. 10	BORNEO	Mr. and Mrs. Martin Johnson
Sept. 17	PIGSKIN PARADE OF 1937 (T)	A great cast to be announced
Sept. 24	LANCER SPY	Dolores Del Rio, George Sanders, Peter Lorre, Virginia Field, Sig Rumann, Joseph Schildkraut, Lionel Atwill, Maurice Moscovitch.
Oct. 1	ALI BABA GOES TO TOWN	Eddie Cantor and the best supporting cast he's ever had
Oct. 8	CHARLIE CHAN ON BROADWAY	Warner Oland, Keye Luke
Oct. 8	BOOTS AND SADDLES (T)	Smith Ballew
Oct. 15	DANGER—LOVE AT WORK	Jack Haley, Ann Sothern, Edward Everett Horton, Mary Boland
Oct. 22	THE JONES FAMILY in TOO MUCH LIMELIGHT	Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason, Kenneth Howell, George Ernest
Oct. 29	WIFE, DOCTOR AND NURSE	Warner Baxter, Loretta Young, Virginia Bruce

(T) Indicates tentative title
** Indicates Re-issue*

20th CENTURY FOX

Darryl F. Zanuck
in Charge of Production

A FEW OF THE HIGHLIGHTS FOR THE REST OF 1937-38!

EDDIE CANTOR in **"SARATOGA CHIPS,"** by Damon Runyon and Irving Caesar; **"HUDSON'S BAY COMPANY,"** one of the biggest pictures to be made by 20th; **WALTER WINCHELL** and **BEN BERNIE** in **"LOVE AND HISSES"**; **"MEET THE GIRLS,"** a comedy woven around the mad-cap antics of a millionaire family; **"LAST YEAR'S KISSES"**; **"DANCE, FOOL, DANCE,"** story of a racketeer who turns tap dancer and attempts to go straight only to become involved in a dancing school blackmail scheme; **THE DIONNE QUINTUPLETS** in **"MOTHER KNOWS BEST"**; The **RITZ BROTHERS** in **"MOONSTRUCK"** with Joan Davis; a second **SONJA HENIE** musical; **"KIDNAPPED,"** Robert Louis Stevenson's celebrated story of adventure; **SHIRLEY TEMPLE** in **"HEIDI,"** one of the greatest stories ever published, with a cast including Jean Hersholt, Arthur Treacher, Thomas Beck, Mady Christians, Helen Westley, Sidney Blackmer; **SHIRLEY TEMPLE** in **"SUSANNAH OF THE MOUNTIES,"** as a child adopted by the Canadian Northwest Mounted Police; a third **SHIRLEY TEMPLE** as yet untitled; **"THE GIANT SWING,"** by W. R. Burnett, author of "Little Caesar"; **TYRONE POWER, DON AMECHE** in **"IN OLD CHICAGO,"** the biggest and most lavish production in 20th's history; **IRVING BERLIN'S** cavalcade of music, **"ALEXANDER'S RAG-TIME BAND,"** with famous old songs and plenty of new ones; **"STANLEY AND LIVINGSTONE,"** epic story of Henry M. Stanley's life, with Osa Johnson leading a studio expedition over actual route taken by heroic Stanley; **LORETTA YOUNG, ALICE FAYE, LOUISE HOVICK, FRED ALLEN** in **"SALLY, IRENE AND MARY,"** one of 20th's biggest musical projects; **TYRONE POWER** and **LORETTA YOUNG** in **"SECOND HONEYMOON,"** worthy successor to "Love is News" and "Cafe Metropole"; **ANNABELLA** in **"JEAN,"** sensation of the London show season; **"JESSE JAMES,"** as big in scope as "The House of Rothschild" and "Lloyds of London"; **"FOUR MEN AND A PRAYER,"** Cosmopolitan Magazine novel, adventurous and colorful as "Beau Geste" and "Lives of a Bengal Lancer"; **"MR. NICKELBY SITS DOWN"**; **"CAREER IN C MAJOR"**; **"SPLINTER FLEET,"** telling one of the Great War's most thrilling and dramatic episodes.

20th will invest these valuable properties with the showmanship elements that have made this company your most dependable boxoffice friend.

20th CENTURY FOX

THE TRADE MARK THAT SELLS TICKETS!

RKO to Have 56 Features Next Season

(Continued from page 1)

Mitzi Green, Miriam Hopkins, Nino Martini, Charles Boyer and Bob Burns.

One of the high spots of the program will be Walt Disney's first feature in Technicolor, "Snow White and the Seven Dwarfs." Disney will release his "Mickey Mouse" and "Silly Symphonies" cartoons through RKO next season.

Among the important stage properties planned for production are "Stage Door," the George S. Kaufman-Edna Ferber play; "Having a Wonderful Time," by Arthur Kober, in which Jack Oakie will be importantly cast, and "Irene."

Herbert Wilcox's elaborate production, "Victoria the Great," made in England and starring Anton Walbrook and Anna Neagle, will be released by RKO. "New Faces of 1938" will continue the musical film series started this season.

Combine Astaire, Rogers, Berlin

The Astaire-Rogers team will appear in an Irving Berlin musical, which will be produced by Pandro Berman. Astaire will star individually in another Berman production, and Miss Rogers will star alone in "Irene," co-star with Katharine Hepburn in "Stage Door" and team with Charles Boyer in "Perfect Harmony." Miss Hepburn also will star alone in another Berman film.

Irene Dunne will star in two, the first to be "The Joy of Loving," with music, story and lyrics by Jerome Kern, Dorothy Yost and Herbert Fields, to be produced by Felix Young. Barbara Stanwyck will star in two. Lily Pons will star in "The Girl in a Cage," with Jack Oakie and Erik Rhodes, to be produced by Jesse Lasky, and Nino Martini will appear in "Music for Madame," for which Rudolph Friml will write the music and Gus Kahn the lyrics.

Miriam Hopkins will play in one, and Bobby Breen, under the banner of Sol Lesser, will star in three. Joe E. Brown will play in "Fit for a King," to be produced by David L. Loew and directed by Edward Sedgwick. Mitzi Green will appear in a Lew Brown and Ray Henderson musical, "Love Below Freezing," which Berman will produce.

More O'Brien Westerns

George O'Brien will continue his western series, with six to be produced by George Hirliman of Condor. Wheeler and Woolsey will co-star in one. Richard Dix will appear in one to be produced by Hirliman. Bob Burns, Jack Oakie, Victor Moore and Lucille Ball will play in "Radio City Revels," a musical revue which P. J. Wolfson will produce.

A comedy combination composed of Joe Penner, Parkyakarkus, Victor Moore, Gene Raymond, Harriet Hilliard, Helen Broderick and Eric Blore will appear in "The Life of the Party," a musical for which Herb Magidson and Allie Wrubel will do the music and which William Seiter will direct. Edward Kaufman will produce.

The 94 short subjects, exclusive of the 104 issues of Pathe News, in which it is planned to introduce innovations in style and treatment, will include: 18 Walt Disney "Mickey Mouse" and "Silly Symphonies" cartoons; 13 "March of Time;" two series of one-reel musicals, 13 from Condor and six from Atlas Pictures, to be produced by Milton Schwarzwald; 13 Bill Corum sports reel, from Condor; seven "Pathe Parade," 24 two-reel comedies in six series, six Edgar Kennedys. six Leon Errols, three Radio Flashes, three Headliners, three Smart Sets and three Radio Musicals.

S. Barret McCormick, director of advertising and publicity, told the convention that the company expects to triple its advertising budget nationally for next season as compared to the present year. Considerable newspaper space will be taken, McCormick said. The advertising and publicity personnel was increased 25 per cent during the year, he declared. He said he anticipated a budget of about $100,000 for the advertising of each of the major pictures on the new schedule.

Talks by Ralph Rolan, of March of Time, and Fred Ullman, of Pathe News, wound up the first day's session, which was followed by a cocktail party given by March of Time. A preview of "New Faces" followed the party.

Public relations as they affect sales promotion and educational work in the industry were discussed by Leon J. Bamberger, sales promotion manager.

What They're Down For

Los Angeles, *June 17.—The assignments for stars and producers thus far scheduled for the 1937-'38 season's product lineup of RKO, as revealed in tne production announcement to the convention here are as follows:*

Fred Astaire—Starred in one unnamed and co-starred with Ginger Rogers in one unnamed.
Lucille Ball—"Radio City Revels."
Eric Blore—"The Life of the Party."
Charles Boyer—Featured with Ginger Rogers in "Perfect Harmony."
Bobby Breen—Starred in three unnamed.
Helen Broderick—"The Life of the Party."
Joe E. Brown—Starred in "Fit for a King."
Bob Burns—"Radio City Revels."
Harry Davenport—"Fit for a King."
Richard Dix—Starred in one unnamed.
Irene Dunne—Starred in "The Joy of Loving" and one unnamed.
Joan Fontain—"Music for Madame."
Mitzi Green—Featured in "Love Below Freezing."
Katharine Hepburn—Starred in one unnamed and co-starred with Ginger Rogers in "Stage Door."
Harriet Hilliard—"The Life of the Party."
Halliwell Hobbes—"Fit for a King."
Miriam Hopkins—Starred in "She Married for Money."
Paul Kelly—"Fit for a King."
Charles Lane—"Fit for a King."
Helen Mack—"Fit for a King."
Melissa Mason—"Radio City Revels."
Nino Martini—Starred in "Music for Madame."
Victor Moore—"The Life of the Party" and "Radio City Revels."
Anna Neagle—Co-starred with Anton Walbrook in "Victoria the Great."
George O'Brien—Starred in six westerns.
Jack Oakie—Starred in "Having a Wonderful Time;" also to appear in "Radio City Revels" and "The Girl in a Cage."
Lily Pons—Starred in "The Girl in a Cage."
Parkyakarkus—"The Life of the Party."
Joe Penner—"The Life of the Party."
Gene Raymond—"The Life of the Party."
Frank Reicher—"Fit for a King."
Ginger Rogers—Starred in "Irene" and co-starred with Katharine Hepburn in "Stage Door"; co-featured with Charles Boyer in "Perfect Harmony."
Barbara Stanwyck—Starred in two unnamed.
Buster West—"Radio City Revels."
Anton Walbrook—Co-starred with Anna Neagle in "Victoria the Great."
Wheeler & Woolsey—Starred in one unnamed.

Producers

Pandro Berman—"Irene," "Stage Door," "Perfect Harmony," "Having a Wonderful Time," "Love Below Freezing;" also one each starring Astaire, Irene Dunne, Katharine Hepburn, so far unnamed, and one co-starring Ginger Rogers and Fred Astaire.
Maurice Cohen—"Going, Going, Gone" "Romance to the Rescue" and "The Sky's the Limit."
George Hirliman—Six George O'Brien westerns, and one Richard Dix picture.
Edward Kaufman—"The Life of the Party," "A Love Like That" and "Muddled Deal."
Jesse L. Lasky—"The Girl in a Cage" and "Music for Madame."
Sol Lesser—Three Bobby Breen pictures.
Al Lewis—"Tom and Jerry," "Don't Forget to Remember," and "Fight for Your Lady."
David L. Loew—"Fit for a King."
Lee Marcus—A series of Wheeler and Woolsey comedies.
Cliff Reid—"She Married for Money."
Robert Sisk—"Annapolis Salute," "Flight for Glory," "She Sang for Her Supper" and "Behold the Bridegroom."
William Sistrom—"Forty Naughty Girls."
Herbert Wilcox—"Victoria the Great."
P. J. Wolfson—"Radio City Revels."
Felix Young—"Joy of Loving."

Reflections from RKO

Los Angeles, June 17.—Whistling merrily the tune, "I'll Never Let You Go" (dedicated to Conventionites' wives, individually and collectively), **Jack Ellis** admitted that he was **Fred Astaire**'s collaborator on the number.

✚

Watch out for **Harold "Baby" Cohen**. Folks in the New Orleans exchange say he can do more with a five dollar bill than anybody on record if you give him one "on trial."

✚

Dapper **Ben Cammack**, general manager of South American sales, can now swing his Spanish in 21 accents. The same thing is called "raton" in Venezuela, "persiguidora" in Peru, "cuerpo Malo" in Chile, "goma" in Central America and "guayabo" in Columbia. It simply means "hangover."

✚

When is **Nicky Goldhammer**, Minneapolis branch manager, going to stop chewing paper? The only paper he won't tear up for a dainty morsel is a contract.

✚

Joe Rubenstein, Los Angeles, can get 20 per cent off on anything you want to buy.

✚

When **Arthur Goldsmith**, Cleveland, starts laughing the world laughs with him. It's that kind of a chuckle.

✚

Harry Leasim, Continental mogul, is no mean linguist, even though the King's English is spoken in his main domain. Harry spoke some mighty smart Spanish in driving bargains for Mexican souvenirs.

✚

Clair Hilligers, manager of the RKO office in Paris, took advantage of the trip to bring his wife and kiddies to Fort Worth, Mrs. Hilligers' home town.

Can Allow But $21,176,694 Of RKO Claims

Of the total of $55,000,000 of creditors' claims which were filed against RKO in the company's reorganization proceedings, not more than $21,176,694 can be allowed by the Federal court, O. C. Doering, of counsel to the RKO trustee, advised Special Master George W. Alger at a hearing on the company's reorganization plan yesterday.

Doering's estimate excludes the $9,100,000 Rockefeller Center claim, provision for the settlement of which is made in the reorganization plan. The trustee's attorney said that the claims allowed by the court to date total $6,102,162.

The taking of testimony in connection with the plan was completed yesterday and the hearing of arguments was begun, with Joseph M. Cohen, an associate accountant for the independent stockholders' protective committee, the first to be heard. Arguments will be resumed June 22 and concluded the following day. Thereafter, attorneys will have until July 15 in which to submit briefs in reply to the oral arguments, and until July 26 in which to submit reply briefs. Special Master Alger set Aug. 5 for the hearing of further evidence if that is necessary after he has heard the arguments and read the briefs.

Assets Reduction Told

The final testimony was offered by Anthony Belcer, an accountant, who was called by H. C. Rickaby, counsel for the Atlas Corp., the proponent of the RKO reorganization plan. Belcer testified that the value of RKO's assets was reduced by $24,474,941 by the revaluation undertaken for the company in 1932. Of this amount, he said, $16,372,072 was charged against reserve at the end of the year. Most of the adjustments were made on land valuations, he said. Belcer declined to make an upward revaluation of RKO's assets on the basis of improved conditions on the grounds that he had insufficient data at his disposal.

In opening the arguments on the plan, Cohen listed a number of changes which the independent stockholders' committee favored. These included a reduction of interest on the new RKO debentures from five and one-half per cent to four and one-half per cent; elimination of the privilege of converting debentures into common stock; the payment of unsecured creditors' claims in preferred stock only, rather than in preferred and common as provided in the plan, and payment of stockholders on a share-for-share basis, instead of the pro-

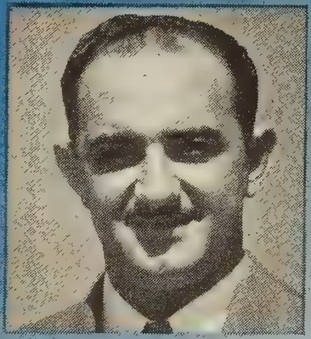
(Continued on page 18)

Again in

THE NAMES BEHIND MOVIETONE NEWS

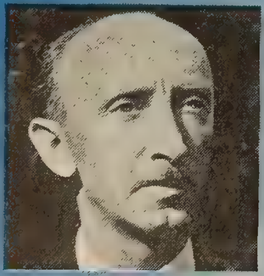
Movietone News, with its galaxy of specialists . . . backed by the greatest news-gathering and news-distributing organiza-

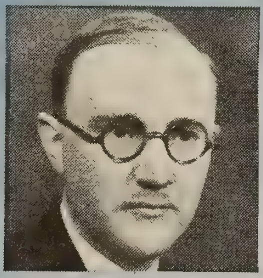
TRUMAN TALLEY
Producer


EDMUND REEK
General Manager

LEW LEHR
Humor

ED THORGERSON
Sports


SIR GORDON CRAIG
British General Manager


HARRY LAWRENSON
Foreign Editor

JACK HANEY
News Editor

BONNEY POWELL
Far Eastern Editor

MOVIETONE

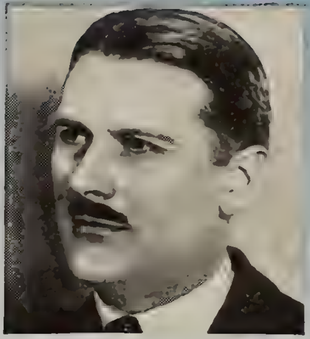
1937-38

WILL KEEP IT OUT IN FRONT!

tion in the industry . . . offers exhibitors the most complete and dramatic newsreel money can buy. And the public knows it!

LOWELL THOMAS
Chief Commentator

RUSSELL MUTH
European Editor



GERALD SANGER
British Producer

SIR MALCOLM CAMPBELL
British Editor

VYVYAN DONNER
Fashions

ARTHUR DE TITTA
Political Editor

JACK DARROCK
West Coast Supervisor

NEWS *Distributed by* 20th CENTURY FOX

Can Allow But $21,176,694 Of RKO Claims

(Continued from page 15)

posed one-half share of new common for each share of the old.

In support of the latter point, Cohen asserted that "RKO is in the best financial position it has ever been and has twice as much cash on hand than it ever had before."

He also asked that no new common stock be distributed under the plan until a fair basis of evaluating the equity of common stockholders can be found. He pointed out that the company's original stockholders had invested $23,000,000 in RKO, that that had been cut to one-fourth by the company's 1931 recapitalization plan, and that the reorganization plan now proposed to cut it to one-eighth of its original value.

Center Settlement Criticised

Cohen attacked the provisions for settlement of the Rockefeller Center claim as "unfair," and said that the claim should be fought out in court. He said that the proposal to issue 500,000 shares of new RKO common stock to Rockefeller Center in settlement of the claim would give the Center "one-fourth or one-fifth of the entire stock equity." Cohen challenged earlier opinions that the operations of the Music Hall and Center would "ever be profitable to RKO."

Alger observed in the course of the hearing that he "would rather be too conservative than too liberal with creditors' money. Too many companies which have been reorganized," he said, "are back in the courts again after a year or two. I won't allow that to happen in this case."

A Correction

Through a typographical error, Motion Picture Daily yesterday stated the adjusted balance sheet presented by Bernard Bercu of Gottheimer & Co. before Special Master George W. Alger revealed a net equity available for RKO common stockholders of $87,721,881 when the correct figure is $8,721,881. Bercu represents the Independent Protective Committee for common stockholders as accountant.

Executives Address Chicago U. A. Meet

Chicago, June 17.—Speeches by George J. Schaefer, L. Jack Schlaifer and A. W. Smith, Jr., opened the three-day session of United Artists at the Palmer House here today. Last year's business was discussed and the new season's product was outlined. Ninety-seven are in attendance at the meeting, 85 of whom are salesmen.

Tonight the delegates witnessed two reels each of "Walter Wanger's Vogues of 1937" and "52nd Street" and all of "Knight Without Armour."

Monroe Greenthal tomorrow will talk on advertising and publicity and in the afternoon individual sales conferences will be held with all managers and salesmen.

Friday evening as well as Saturday morning will be taken up by conferences.

"Solomon's Mines"

London, June 17.—"King Solomon's Mines," warmly received at its Phoenix Theatre premiere here tonight, is a spectacular adventure drama with plenty of love interest and a strong male appeal. The mass scenes, including warfare and the tribal dances of the Zulus, are done on an impressive scale and are effectively climaxed by a sequence depicting the collapse of a volcano crater. The veldt and mountain backgrounds are authentic.

Outstanding in the cast are: Paul Robeson, who sings excellently; Roland Young, supplying some good comedy, and Sir Cedric Hardwicke.

The story values and dialogue are distinctly inferior to the action which the direction maintains at a satisfactory pace. Production technique by G.B. is good. The film runs 80 minutes. Success for the picture in America seems quite probable. ALLAN

Music Hall to Hold UA Films Two Weeks

The Music Hall has dated three United Artists pictures for two-week runs during July and August. "Woman Chases Man" last Wednesday completed a seven-day engagement.

"Knight Without Armour" has been penciled in for the two weeks beginning July 8; "Walter Wanger's Vogues of 1938," Aug. 12; "The Prisoner of Zenda," Aug. 26.

Believe Coast Bill Dead

Sacramento, June 17.—Opposition of the film industry is believed to have induced Governor Merriam to decide not to sign the pari-mutuel dog racing bill.

Paramount to Test North Dakota Law

(Continued from page 1)

company's action have been in preparation for some time by Simpson, Thacher & Bartlett, outside attorneys for Paramount, and are nearly complete now. Preparation of the case is under the direction of Thomas D. Thacher, former U. S. Solicitor General.

Cincinnati Host to Paramount Regional

Cincinnati, June 17.—Approximately 50 branch managers, booking managers ad sales managers and salesmen from Washington, Philadelphia, Pittsburgh, Cleveland, Columbus and Cincinnati are here for the two-day Paramount regional sales convention opening tomorrow at the Netherland Plaza.

J. J. Unger, eastern division manager, flew here from the Dallas convention and goes via air to Boston from here for his third regional. Others here are Herman Lorber, New York, Unger's assistant; Alex Moss, New York; Harry Goldstein, district manager, Cleveland, and Percy Block, district manager for Philadelphia. M. R. Clark, manager at Columbus, Ohio; Eddie Fontaine, Washington manager; John Hinnelein, manager at Cleveland; Dave Kimmelman, manager at Pittsburgh, and J. J. Oulahan, manager at Cincinnati, came here direct from the national convention on the coast.

Warner Meet Tomorrow

New Orleans, June 17.—The third of four Warner regional meetings will be held here at the Roosevelt on Saturday. A. W. Schwalberg, supervisor of exchanges, and I. F. Dolid, assistant Vitaphone sales manager, will conduct the meeting. Salesmen and bookers from the entire southern territory will attend.

Looking 'Em Over

"Rythm in the Clouds"

(Republic)

Another in the seemingly endless stream of stories centering in and about the broadcasting field, this picture may be classified as unpretentious, light entertainment, good for a few laughs, containing a tuneful song or two, and of the type which in all probability will be found enjoyable by audiences in the smaller locations.

It lacks name value for selling purposes, but the cast works hard and is adequate, headed by Patricia Ellis and Warren Hull, and supported in particular by William Newell, Richard Carle, Charles Judels and Suzanne Kaaren. John H. Auer directed.

Miss Ellis, starving song writer, receives a letter from David Carlyle, famous songsmith, and by a slight alteration, occupies his Park Ave. apartment during his absence. She and the next tenant, Hull, popular lyric writer, engage in a noise-making feud. When a radio agency calls asking for Carlyle's music, she sends her own, with his name added. It is accepted, Hull is commissioned to write the lyrics, and the contact man of the agency, Newell, is at his wit's end trying to keep the two apart.

Eventually they meet, fall in love, then out of it when each learns that the other is the "one next door." The situation is further complicated when Miss Kaaren, a singer, finds Miss Ellis living in the apartment of her fiance, Carlyle. But fast thinking by Hull saves the day and the romance.

Production Code Seal No. 3,354. Running time, 65 minutes. "G."

Short Subjects

"Wild West Days"

(Universal)

Action, gunplay, suspense and vigorous drama—required ingredients of serials—are not lacking in this segmented tale of the west. The basic story concerns the efforts of a rustling gang to drive a cattleman off his property in order to have a clear path to the border. Platinum, somehow or other, is discovered on the land—it probably was planted there by the authors—and more complications arise. Naturally there is bitter conflict. Johnny Mack Brown, George Shelley, Robert Kortman, Frank Yaconelli, Lynn Gilbert, Frank McGlynn, Russell Simpson, Walter Miller and Chief Thunderbird are in the cast. It is substantial serial stuff that will please the children on the weekend matinees. Production Code Seal No. 3,062. Running time, each chapter, approximately 20 mins. "G."

"The Morning, Noon and Night Club"

(Fleischer-Paramount)

Popeye and Olive are adagio dancers in this cartoon. There is the usual interference by Bluto and the whirlwind and thrilling fisticuffs which eventually culminate the entertaining proceedings. Production Code Seal No. 01,399. Running time, 7 mins. "G."

"Hong Kong"

(Fitzpatrick-M-G-M)

Handsomely composed scenes of the British possession. It is done in beautiful Technicolor. There are fine shots of the resorts on Repulse Bay and closeups of the pretty "Miss Hong Kong." Thoroughly delightful. Production Code Seal No. 01,556. Running time, 8 mins. "G."

Newman to Albany

Arthur Newman, former salesman at the local Grand National exchange, has been named manager of the company's Albany branch. He succeeds Cleve Adams, who has been transferred to New Orleans. Newman is now in his new post.

Wall Street

Fractional Board Changes

	High	Low	Close	Net Change
Columbia	28½	28½	28½	— ⅝
Consolidated	2⅞	2⅞	2⅞	— ⅛
Eastman	170	169½	169½	—1
Gen. T. Equip.	20⅞	20¾	20¾	— ½
Loew's, Inc.	76½	74⅛	76¼	— ¼
Paramount	18½	16¾	18½	+ ⅝
Paramount 2 pfd.	16¾	16	16¾	+ ½
Pathe Film	7	6⅜	7	+ ½
RKO	7⅛	6⅞	7⅛	+ ⅛
20th Century-Fox	34¼	33	34⅛	— ⅛
Warner Bros.	12⅝	11⅞	12½	+ ⅛

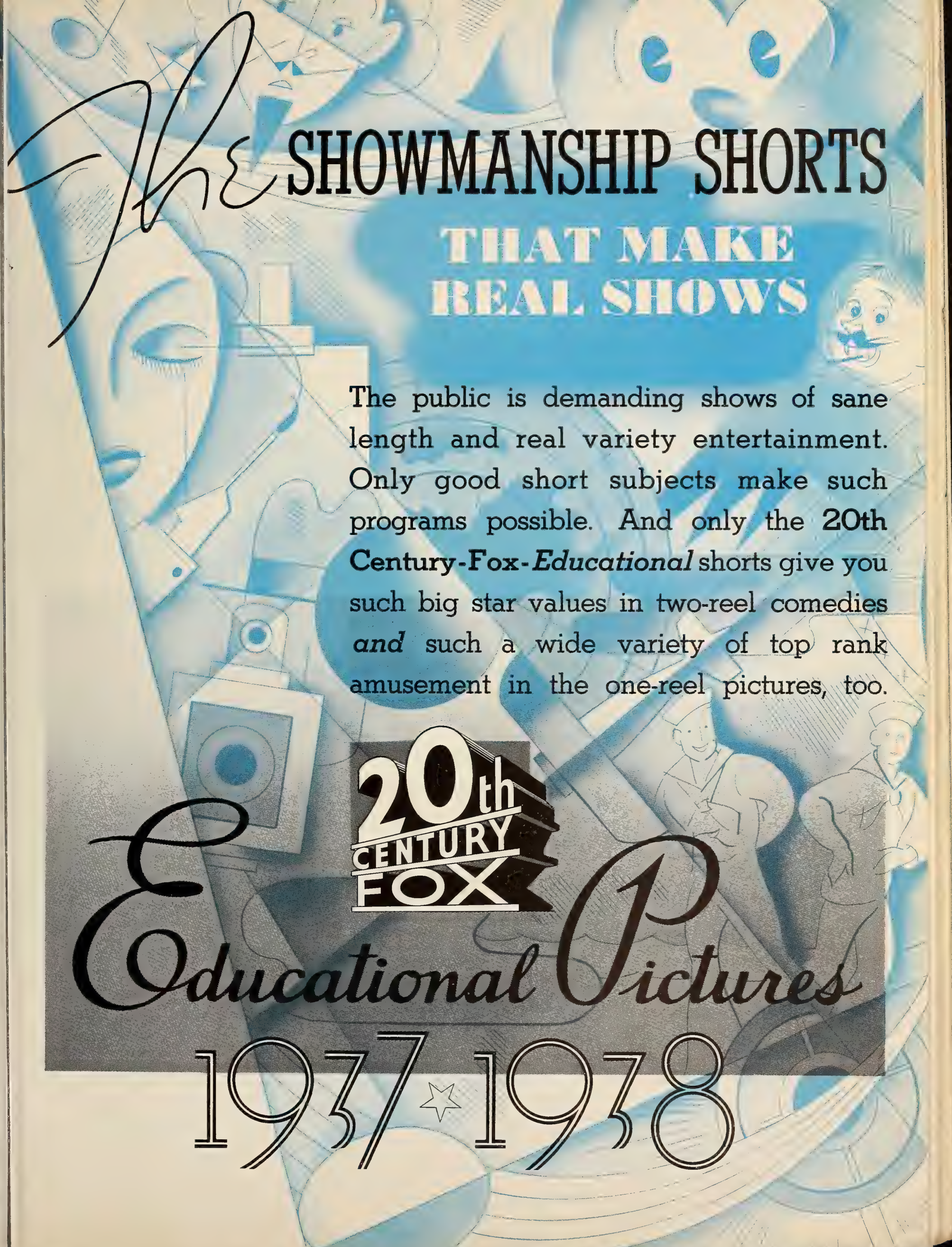
Curb Rises Lightly

	High	Low	Close	Net Change
Grand National	2⅛	1⅞	2⅛	+ ⅛
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	27	25⅛	26½	+ ¾
Trans-Lux	4¼	4¼	4¼	.....

Bonds Drop

	High	Low	Close	Net Change
Keith B. F. 6s '46	97¾	97¾	97¾	— ¼
Loew's	99½	99⅛	99⅛	— ⅛
Paramount Pict. 6s '55	100	100	100	.....
Warner Bros. 6s '39 wd	94½	94	94½	— ¼

(Quotations at close of June 17)



The SHOWMANSHIP SHORTS

THAT MAKE REAL SHOWS

The public is demanding shows of sane length and real variety entertainment. Only good short subjects make such programs possible. And only the **20th Century-Fox-*Educational*** shorts give you such big star values in two-reel comedies *and* such a wide variety of top rank amusement in the one-reel pictures, too.

20th CENTURY FOX

Educational Pictures

1937 ☆ 1938

42 BIG NAME TWO-
THE INDUSTRY'S TOP VALUE IN

WILLIE HOWARD

BUSTER WEST and TOM PATRICOLA

JEFFERSON MACHAMER AND HIS *Gags and Gals*

NIELA GOODELLE

Presented by
E. W. HAMMONS

It's laugh insurance when you book these stars. It's good showmanship when you play them.

-REEL COMEDIES...

Stars-and-Laughs!

Here is the biggest bet in show-building fun featurettes . . . *Educational's* world-famous star comedies. Always a name to give you extra box-office ammunition. And always those big laughs that keep the show pepped up and send the customers away happy.

Educational Pictures
"THE SPICE OF THE PROGRAM"

58 ONE-REEL *Featurettes*

Fun or thrills or song or beauty or novelty . . . whatever will best give that added punch to your program, you'll find it here.

10

SONG AND COMEDY HITS

Good music and good humor with popular screen, stage and radio stars.

Educational Pictures

6

ADVENTURES of the NEWSREEL CAMERAMAN

Produced by Truman Talley
Edited by Lew Lehr
20TH CENTURY-FOX

10

TREASURE CHEST PRODUCTIONS

A wealth of novelty and human interest.

Educational Pictures

6

Along the ROAD to ROMANCE on the MAGIC CARPET of Movietone

Produced by Truman Talley
Edited by Lew Lehr
Narrated by Ed Thorgersen
20TH CENTURY-FOX

26

TERRY-TOONS

Featuring
KIKO, THE KANGAROO
Ozzie Ostrich, Farmer Al Falfa and Puddy the Pup
Produced by Paul Terry
Educational Pictures

20th CENTURY FOX

Educational Pictures
"THE SPICE OF THE PROGRAM"
REG. U.S. PAT. OFF.

DISTRIBUTED IN U. S. A. BY 20TH CENTURY-FOX FILM CORPORATION

Printed in U. S. A.

Seven Firms Win Approval From F.C.C.

By CLARENCE LINZ

WASHINGTON, June 17.—The F. C. C. has granted operating permits to seven broadcasting stations, as follows:

KTAT, Fort Worth, 1,240 kilocycles, 1,000 watts; WNOX, Knoxville, 1,010 kilocycles, 1,000 watts night, 5,000 watts day; WISN, Milwaukee, 1,120 kilocycles, 250 watts night, 1,000 watts day; KFVD, Los Angeles, 1,000 kilocycles, 1,000 watts; WBBZ, Ponca City, Okla., 1,200 kilocycles, 100 watts night, 250 watts day; KLRA, Little Rock, Ark., 1,390 kilocycles, 1,000 watts night, 5,000 watts day, and KSAL, Salina Kan., 1,500 kilocycles, 100 watts night, 250 watts day.

The commission also granted construction permits for new stations to the Owensboro Broadcasting Co., Owensboro, Ky., 1,500 kilocycles, 100 watts; Harold M. and Mrs. Eloise Finley, La Grande, Ore., 1,420 kilocycles, 100 watts night, 250 watts day, and the Okmulgee Broadcasting Corp., Okmulgee, Okla., 1,210 kilocycles, 100 watts, daytime only, and authorized KOBH, Rapid City, S. D., to increase day power to 250 watts; WJAR, Providence, to increase day power to 5,000 watts, and WAPO, Chattanooga, to increase day power to 250 watts.

Alaskan Plea Denied

An application from Edwin A. Kraft for a new broadcasting station at Petersburg, Alaska, was denied.

At its weekly meeting, the broadcast division ordered hearings held on the applications of the Capitol Broadcasting Co., Raleigh, N. C., for a 1,210-kilocycle station, 100 watts night, 250 watts day; Gerald A. Travis, La Porte, Ind., for a 1,420-kilocycle, 250 watt daytime station; J. T. Griffin, Oklahoma City, for a 1,310-kilocycle station, 100 watts night, 250 watts day; the Hampden-Hampshire Corp., Holyoke, Mass., for a 1,420-kilocycle station, 500 watts night, 1,000 watts day, and WFBL, Syracuse, for increase of night power to 5,000 watts and WJAX, Jacksonville, Fla., for increase of night power to 5,000 watts experimentally until Sept. 1, 1937.

The commission has received examiners' reports recommending the granting of an application for a new station in Coeur d'Alene, Idaho, and denial of an application for a new station in Youngstown, O.

WBIL Starts Operations

WBIL, the new local station resulting from the purchase of WLWL from the Paulist Fathers by Arde Bulova, was placed in operation last night.

John Iraci, president of the International Broadcasting Corp., which owns WOV, will be the director of WBIL. The new station is operating from the WOV studios at 132 West 43 Street.

Plan Kurtzman Dinner

ST. LOUIS, June 17. — Friends of Charles E. Kurtzman, head of the Kurtzman Agency, who plans to move to New York, will give him a testimonial dinner before he departs. Details have not been settled.

Guild May Oppose "Guests" On Radio Without Payment

The Screen Actors' Guild may move in the near future to prohibit its members from appearing on "guest" radio programs without pay, Kenneth Thomson, executive secretary of the Guild, said yesterday. The majority sentiment within the Guild, he said, already favors such a course.

If the move occurs, indications are that the Guild would set a minimum compensation as a requisite to each radio appearance of its members. The minimum would probably compare with that set by Actors' Equity Ass'n, with which the Guild is affiliated, and which requires that Equity members receive the equivalent of one-eighth of a week's salary for an appearance on a "guest" air program. The Guild's move would hit directly at the "Hollywood Hotel" program, which uses more guest stars than any other Hollywood program.

Thomson said that the Guild would cooperate in Hollywood with Actors Equity in the organizing of radio talent, a drive which is expected to get under way this summer. The Guild would require its members who appear on the air to become members of either Equity or its radio affiliate, if one is organized.

Frank Gillmore, Equity president, refers to the organizing of radio talent in the current issue of the organization's magazine, *Equity,* as "the most immediate" problem before the organization and "sufficient in itself to occupy the entire time and attention of the Equity staff." Gillmore expresses the hope that the organizing can be accomplished through negotiations with the broadcasters, but adds that "if they challenge Equity's right to represent their artists, other steps must be taken, and Equity is aware of them and is prepared to take them when that time comes."

Thomson admitted that exhibitors have little to hope for in the way of banning Hollywood stars from the air through the intercession of producers. He said that the Guild would advise any member not to sign a contract with a studio which prohibited radio appearances and that, where they are permitted by contract, producers are powerless to interfere. He said that while only about 25 per cent of Hollywood's contract players have insisted upon the right to appear on the air, the 25 per cent includes the outstanding stars who are sought for radio programs and who are heard regularly on the air.

Jan Peerce's Agent Suing on 1927 Pact

A suit for damages of $100,000 was filed in N.Y. Supreme Court yesterday against Jan Peerce, singer, by Nat D. Kane, who accuses Peerce of having violated a contract made in 1927. Kane charges that the contract called for the services of himself and Emilio A. Roxas as Peerce's personal representatives for 15 years and that the defendant later "disappeared" and thereby broke the contract in 1928.

For their services it is alleged the plaintiff and Roxas were to get 15 per cent of Peerce's earnings from every source for 10 years and seven per cent for the remaining five years. Peerce, who signed the contract as Jacob Perelmugh, is charged not only with having "disappeared" but also with having changed his name to Jan Peerce so that the plaintiffs would not know his whereabouts or what he was doing. Roxas, it its alleged, released Peerce from liability to him on Aug. 9, 1933.

Peerce today will ask Justice Louis A. Valente to order the plaintiff to supply a bill of particulars in support of the allegations contained in his complaints. In a cross motion the plaintiff will request the court to direct Peerce to submit to an examination before trial concerning his adoption of the name Peerce and explain what singing engagements he has had since 1928.

Wales to Handle Register

The Wales Advertising Co., Inc., has been named to handle advertising and publicity for the National Radio Registry, publisher of the *National Radio Register,* a new guide to radio personnel, to be distributed monthly to advertising agencies, stations, and program builders throughout the nation.

The first issue of the *Register* will be ready next week.

Government Station Aim of Celler Bill

(*Continued from page* 1)

of $700,000 for the erection of the station, and $50,000 annually for operation. Under Celler's plan the station would be constructed by the Navy Dept., and its programs would be educational and would carry no advertising.

In endorsing the bill, Commissioner George Henry Payne of the F. C. C. pointed out that Germany and Italy had short wave stations which send programs to South and Central America on a band powerful enough to drown out broadcasts from this country. The Government owned station, if the bill is passed, will be powerful enough to compete with if not drown out the European stations.

Other F. C. C. officials cited that the five short wave frequencies which had been assigned to the United States at the international conference agreement in Madrid four years ago have never been used, and fear that an attempt to reallocate them to other countries will be made at next year's international conference in Madrid.

Summer Sports Get Heavy Mutual Play

Mutual, not to be outdone by other networks in bringing sports to the air, will inaugurate a broad summer schedule of track and field broadcasts, beginning with the running of the Princeton Invitation Saturday at 5:15 P. M.

At 8 P. M., E. D. S. T. the same evening, Mutual will present a description of the N. C. A. A. in Berkeley, Cal., through the Don Lee network.

Other track and field events in the Mutual schedule include the Pacific

(*Continued on page* 24)

Sight, Sound Broadcast Is Used for Fair

By sound and sight yesterday, RCA and NBC announced their participation in the New York World's Fair. The program marked the first television show to be broadcast on a sound network.

A nationwide audience heard the broadcast over the NBC-Blue network. A hundred or so newspapermen heard and saw the broadcast in the Radio City premises. The sound broadcast was flawless, naturally. The television broadcast was far from being a glittering success, although it was quite impressive.

The televised program marked the first semi-public showing of the 441-line definition. Previous television demonstrations were conducted with the 343-line definition. While the increased lineage afforded a much clearer picture than was obtainable with the old 343-line definition, the images still blurred at frequent intervals, and the flicker which has plagued television engineers in past demonstration was again very much in evidence.

Sarnoff, Lohr Present

Those who participated in the broadcast included David Sarnoff, president of RCA; Lenox R. Lohr, president of NBC, and Grover Whalen, president of the New York World's Fair. Betty Goodwin of NBC was mistress of ceremonies.

The ceremony was televised in the television studio of NBC, where representatives of the press both saw and heard the participants, and was transmitted from NBC's television station in the Empire State tower. It's visible radius was 50 miles.

By terms of the agreement, RCA will erect a building in the center of the World's Fair grounds which will house a complete exhibition of radio. Sound and sight broadcasts will originate from the premises for the duration of the fair.

Lohr will have charge of the RCA World Fair participation. Before joining NBC he was head of the Chicago Century of Progress.

No mention was made of the size of the proposed RCA building, nor was it stated how much money would be expended for its construction and maintenance. Major Lohr, however, informed MOTION PICTURE DAILY that a safe estimate of the cost would be in the neighborhood of $1,000,000.

G. L. K. Smith to Be on WINS

A series of broadcasts featuring Gerald L. K. Smith will be heard over WINS and the New York Broadcasting System beginning today at 9 P. M., E. D. S. T. The broadcasts will be sponsored by the Committee of 1,000,000, organization headed by Mrs. Raymond Havemeyer.

Report Tests with Trailers

The American Tobacco Co., for Lucky Strike cigarettes, are said to be experimenting with one-minute film trailers, it is reported. Lord & Thomas is the agency.

More Radio—Page 24

Radio Personals

ANNOUNCERS Dan Russell and Gene Hamilton left yesterday for Mexico for two weeks . . . Marvin D. Rae, Jr., of NBC's Merchandising Division, is soldiering with the 101st Cavalry at Pine Camp, N. Y. He returns June 28 . . . Jessica Dragonette's "Beauty Box Theatre" vehicle June 23 will be "Sari". . . Lily Pons signs off June 23 . . . NBC's photo division developed 85 prints of the picture showing the signing of contracts for NBC's World Fair participation in less than an hour . . . Joe Jacobs, manager of Max Schmeling, will broadcast his opinions of Braddock and Louis on the Kellogg Co.'s sports program over the Yankee network tonight . . . Freddie Lightner will be the first guest on the new Jane Froman show . . . Guests on the "For Men Only" program for Monday include Col. John Reed Kilpatrick of Madison Square Garden, Louis Sobol, Broadway columnist, and Mary Martin, Main Stem showgirl. The series is heard over WHN and the "WLW Line" . . .

DOUGLAS MESERVEY, who joins NBC's program in an executive capacity July 1 left for the coast yesterday to vacation before assuming his new duties . . . Don Shaw, McCann-Erickson radio director, arrived here after a business trip west . . . Patricia Ryan, NBC contralto and commedienne, will be screen tested by Warners . . . "Let's Visit," Mutual offering, will emanate from the Park Central Hotel Monday . . . Sam Ross, NBC artist service sales representative, returned yesterday from Chicago . . .

+

Jessica Dragonette will receive a medal from the Fashion Academy for being radio's best dressed artist. Other winners are Lily Pons, opera, and Carole Lombard, films . . . Richard Leonard, NBC production director has become the father of a baby boy . . . And Philip Merryman, NBC station representative in charge of engineering activities, is the father of a baby girl . . .

Summer Sports Get Heavy Mutual Play

(Continued from page 23)

Coast Conference vs. Big Ten meet, June 26, from Los Angeles; World Labor Athletic Carnival from Randall's Island, July 11, and the Oxford-Cambridge vs. Princeton-Cornell meet at Princeton, July 17.

Dave Driscoll of WOR's special events division will handle the eastern events. Doug Montell, west coast sports announcer, will handle the California contests.

Gets Air "Hamlet" Role

Mary Forbes, mother of Ralph Forbes, screen player, has been selected to play the queen in "Hamlet," in NBC's first Shakespearean production starring John Barrymore, this Monday at 9:30 P. M., E.D.S.T. on the Blue.

To Air Tibbett from London

Lawrence Tibbett will be heard in Eugene Goossen's opera, "Don Jaun of Manara," during an international broadcast of a portion of the opera from London, June 24, from 3 to 3:30 P. M., E. D. S. T., over the NBC-Blue.

Re-Sign "Castles of Romance"

The Harvey Whipple Co., sponsors of "Castles of Romance," which recently went off the air for the summer, have signed to bring back the series for eight weeks, beginning Sept. 7, over WJZ only. The series features Alice Remson, George Griffin and Al & Lee Reiser. Willard G. Myers is the agency.

To Present New NAB Head

Whoever is elected president of the National Ass'n of Broadcasters, to be chosen during the NAB convention in Chicago next week, will be presented over the CBS network June 23, from 10:45 to 11 P. M., E.D.S.T.

Bob Howard Going to WHN

Bob Howard, who has just arrived from England where he was a featured artist with the BBC will begin a series via WHN Monday evening from 12:00 to 12:15 A. M., and nightly thereafter.

Report Mutual Will Locate at Hollywood

HOLLYWOOD, June 17.—Mutual may move its offices to Hollywood from Los Angeles if General Manager Lewis Allen Weiss' plans carry through. Weiss has gone to the N. A. B. convention in Chicago, and later will go to New York to confer with Mutual heads over the erection, or leasing, of Hollywood quarters.

In San Francisco over the weekend, Weiss reportedly arranged for the bringing of three Mutual shows here. They are "Feminine Fancies," "The Merrymakers" and Benay Venuta. The first two probably will start airing from the Los Angeles outlet, KHJ, around June 28, with the Venuta program coming here probably in the fall.

Weiss' trip east is also for the purpose of bringing additional shows west. If more shows emanate from this part of the coast, it will be necessary to enlarge the Mutual quarters.

Reports are out that Weiss is dickering for the present NBC lease on the Melrose Ave. building, which will be evacuated when NBC builds its own place.

Crosley Signs with Union

CINCINNATI, June 17.—The manufacturing plant of the Crosley Radio Corp. today signed with the A. F. of L., through the Electrical Workers' Union. Approximately 2,900 employes are affected by the agreement, which provides for a closed shop, an eight-hour day, 40-hour week, and wage increases of from five to eight cents per hour, plus time and a half for overtime and double pay for Sundays and holidays. The arrangement also provides for vacations with pay, a minimum starting wage of 50 cents per hour and preference to residents.

School Takes "Tune Twisters"

Refrigeration and Air Conditioning Correspondence School will sponsor the "Tune Twisters" in a one-time broadcast over WJZ this Sunday from 10:30 to 10:45 A. M., E.D.S.T. The agency is the National Classified Advertising Co., Youngstown, Ohio.

Closed Shop For Studios Here Aug. 1

(Continued from page 1)

as an example, wages of $10 and $5 per day, with no hour limitations or pay for overtime, which he said an eastern producer had admitted paying to dress extras. The guild scale for an eight-hour day for a dress extra is $16.50 net, the agency commission, if any, to be paid by the producer.

Pictures made in a non-Guild or "unfair" studio after Aug. 1, probably could not be exhibited in any large city in America, Thomson said, due to an understanding reached by the guild with George Browne, I. A. T. S. E. head, on the coast. The principal studios affected here are the Eastern Service Studio, Astoria; Vitaphone, Brooklyn, and the old Biograph studio in the Bronx. All smaller plants within a 300-mile radius of New York are affected, however.

The guild's dues will be raised from $15 a year to the Actors' Equity level of $18 a year after Aug. 1, Thomson said. The initiation fee will remain at $25.

Coast Labor Huddle Monday

HOLLYWOOD, June 17.—Negotiations by painters and scenic artists on wage scales and working conditions with producers, scheduled originally to open today, have been postponed to Monday by both sides by mutual agreement to permit Pat Casey to rest up. No negotiations will be made on makeup men until their affiliation is decided upon by the election which is scheduled to be held within two weeks.

Indianapolis Agreement Signed

An agreement has been reached between major distributors and exchange union representatives covering the Indianapolis territory. Yesterday a meeting was held on Kansas City with the hope that deals for Cincinnati, Charlotte and Oklahoma City would be completed by tonight.

All deals are retroactive from the date when negotiations start.

Strike End Raises Production to 44

(Continued from page 1)

"SOS Coast Guard;" RKO, "Music for Madame;" Selznick International, "Nothing Sacred;" 20th Century-Fox, "Wife, Doctor and Nurse," "In Old Chicago" and "Charlie Chan on Broadway;" Warners, "Prairie Thunder," "Submarine D 1" and "The Great Garrick."

Columbia finished none, had two shooting, two preparing and seven editing; Goldwyn had none, two, one, none; M-G-M, two, five, none, three; Paramount, one, six, five, 10; Republic, one, two, five, four; RKO, one, four, two, six; Roach none, none, none, one; Selznick International, none, one, one, one; 20th Century-Fox, two, eight, two, five; Universal, none, six, none, none; Wanger, one, one, one, one; Warners, one, seven, one, 29.

Short subject activities are still quiet. RKO started one, Columbia started one and finished one; M-G-M finished two and started one.

Kuykendall Attacks Chain Legislation

The pressing of legislation to impose a tax on chain theatres, as proposed by Allied States, may react to the disadvantage of all exhibitors, by calling the attention of legislators to the possibilities of increased taxes for all theatres, Ed Kuykendall, M. P. T. O. A. president, said yesterday.

"The special tax will not put the chain theatres out of business," he said, "and will only tend to center taxing attention on all theatres."

Kuykendall also hit at Allied's theatre "divorce" legislation, asserting that he "has no faith in its ever being of any benefit to anyone, while it tends to invite state and Federal regulation in this industry. The North Dakota theatre divorce law has a long way to travel through the courts before it is actually put in force."

"If out of this session of Congress there comes an investigation of the industry, unnecessary as we feel such an investigation to be, the M. P. T. O. A. will participate in it in order to aid in giving the real theatre owner a voice in the drafting of any legislation which might result from such an investigation," Kuykendall said.

Kuykendall leaves New York today for his home at Columbus, Miss.

ITOA TO Fight Move To Games by Majors

(Continued from page 1)

major circuits, and that all efforts having failed, it is now time to take action.

Major circuits discontinued games for several months in the hope that independent operators would follow. With independent exhibitors increasing the practice in a number of instances, business at circuit houses is said to have dropped 45 per cent.

When the major theatre interests found that members of the I. T. O. A. definitely refused to eliminate games, action was taken to reinstate Screeno and Bank Night in theatres where they had been dropped.

Although there is no indication when the committee will be set up, it is expected that Harry Brandt, president of the I. T. O. A., will head the group.

Screeno to 4 Loew Spots

Loew's will revive Screeno in four local theatres, starting tomorrow. The houses will be the Canal, east side, and the Breevoort, Palace and Warwick, Brooklyn.

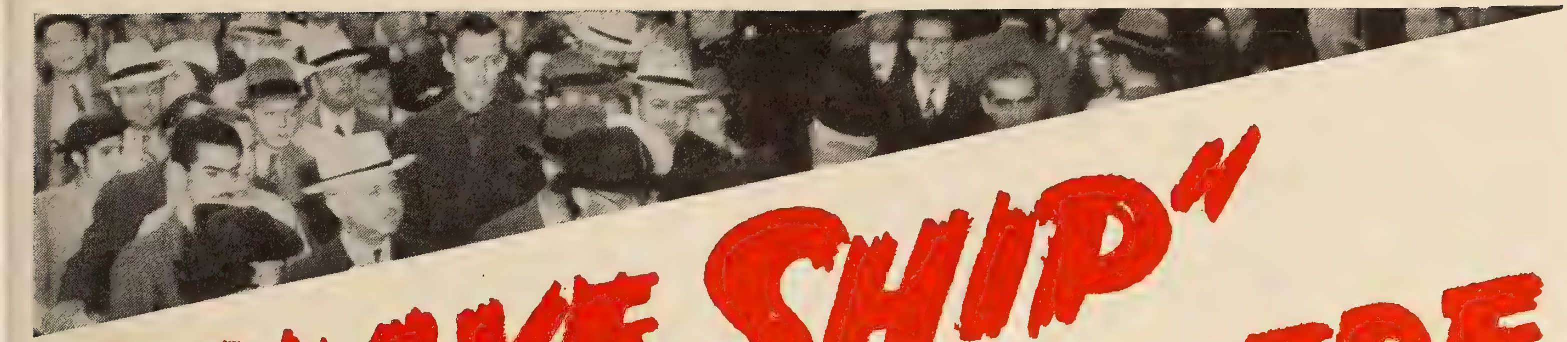
On the following Monday, Tuesday and Wednesday, the balance of the circuit will reinstate games. Bank Night will be played at the Valencia and Paradise one night a week in addition to Screeno.

Interstate Drops Game

SAN ANTONIO, June 17.—The Interstate Circuit here suddenly called off Bank Night, following the ruling of the state court against the game, after having advertised that it would be held as usual, pending an appeal of the court's decision calling it a lottery and illegal.

Study A. T. & T. Accounts

WASHINGTON, June 17.—Depreciation accounting methods of A. T. & T. took up most of today's testimony at the resumption of the F. C. C. investigation of the company's affairs.



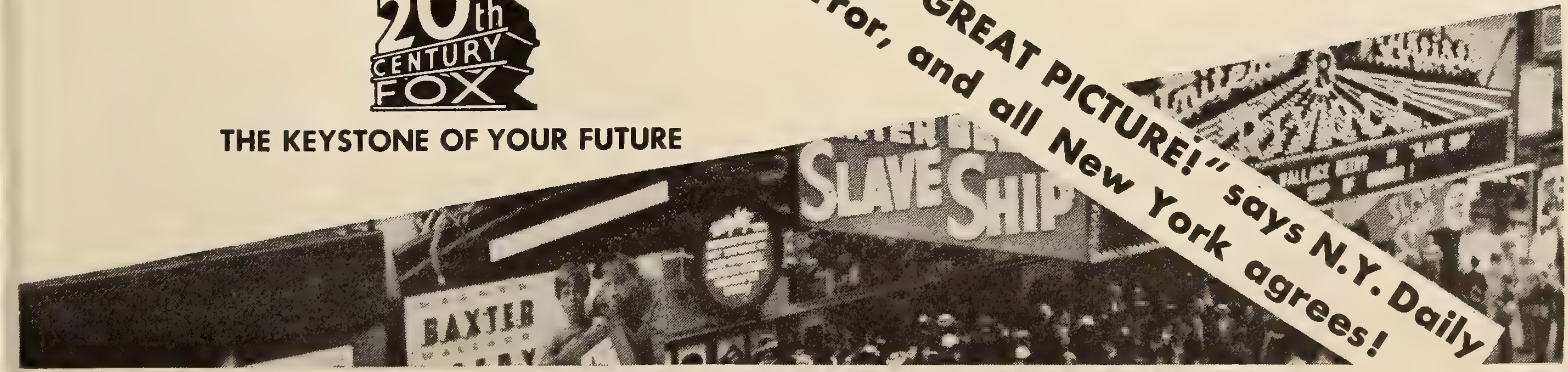
"SLAVE SHIP" WORLD PREMIERE AT RIVOLI OFF TO RECORD-BREAKING START

LINES 10 DEEP STORM DOORS AT NEW YORK OPENING! 2,092 (ENTIRE CAPACITY OF THEATRE) AWAIT SECOND SHOWING. SENSATIONAL PACE INCREASES ON SECOND DAY!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

"IT IS A GREAT PICTURE!" says N.Y. Daily Mirror, and all New York agrees!



"Star Born" Holds Up 5th Seattle Week

SEATTLE, June 17. — Hot weather and holdovers hit grosses last week, but "A Star Is Born" held up to $4,400 in its fifth week at the Liberty, the best comparative showing downtown.

"This Is My Affair" and "Hotel Haywire" took $5,900 at the Paramount, failing to reach par. After getting $6,600 at the Fifth Avenue, "I Met Him in Paris" and "Her Husband Lies" were moved to the Music Box.

Total first run business was $35,350. Average is $36,500.

Estimated takings for the week ending June 11:

"MAKE WAY FOR TOMORROW" (Para.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days. **Gross:** $3,250. (Average, $4,000)

"I MET HIM IN PARIS" (Para.)
"HER HUSBAND LIES" (Para.)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days, 2nd week. **Gross:** $6,600. (Average, $7,000)

"A STAR IS BORN" (U.A.)
LIBERTY—(1,800), 25c-35c-40c-55c, 7 days, 5th week. **Gross:** $4,400. (Average, $5,000)

"ROMEO AND JULIET" (M-G-M)
MUSIC BOX—(950), 40c-50c-65c, 7 days. **Gross:** $3,100. (Average, $4,000)

"CLOISTERED" (Best)
"GREAT HOSPITAL MYSTERY" (20th-Fox)
MUSIC HALL—(2,275), 50c, 7 days. **Gross:** $3,400.

"KID GALAHAD" (W.B.)
"OH, DOCTOR" (Univ.)
ORPHEUM—(2,450), 30c-40c-55c, 7 days, 2nd week. **Gross:** $5,200. (Average, $6,000)

"FAIR WARNING" (20th-Fox)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville headed by Swedish Bell Ringers. **Gross:** $3,700. (Average, $4,500)

"THIS IS MY AFFAIR" (20th-Fox)
"HOTEL HAYWIRE" (Para.)
PARAMOUNT — (3,050), 30c-40c-55c, 7 days. **Gross:** $5,900. (Average, $6,000)

"Everybody Dance" Big Portland Draw

PORTLAND, June 17. — "Everybody Dance," with a Major Bowes unit on the stage at the Rivoli, more than doubled normal with a gross of $8,400.

There were two other strong attractions in town. "I Met Him in Paris," on a dual with "King of Gamblers," went to $9,000, up by $4,000, at the Paramount, and "A Star Is Born," in its third week at the United Artists, garnered $6,300 over the line by $1,300.

Total first run business was $42,100. Average is $25,700.

Estimated takings for the week ending June 12:

"THE HIT PARADE" (Republic)
"OH, DOCTOR" (Univ.)
BROADWAY — (1,912), 30c-35c-40c, 7 days. **Gross:** $6,900. (Average, $5,000)

"CAFE METROPOLE" (20th-Fox)
"GIRL LOVES BOY" (G. N.)
BLUE MOUSE—(1,700), 30c-35c-40c, 7 days, 2nd week. **Gross:** $2,000. (Average, $1,700)

"TURN OFF THE MOON" (Para.)
"THIS IS MY AFFAIR" (20th-Fox)
ORPHEUM—(1,700), 30c-35c-40c, 7 days. **Gross:** $7,500. (Average, $5,000)

"EVERYBODY DANCE" (G. B.)
RIVOLI—(1,060), 25c-30c-35c, 7 days. Stage: Major Bowes unit. **Gross:** $8,400. (Average, $4,000)

"I MET HIM IN PARIS" (Para.)
"KING OF GAMBLERS" (Para.)
PARAMOUNT—(3,008), 30c-35c-40c, 7 days. **Gross:** $9,000. (Average, $5,000)

"A STAR IS BORN" (U. A.)
UNITED ARTISTS—(945), 30c-35c-40c, 7 days, 3rd week. **Gross:** $6,300. (Average, $5,000)

Purely Personal

IRWIN ZELTNER of Loew's publicity department will leave for the coast July 11 on a vacation and business trip. He expects to be gone about three weeks. It will be his first trip to Hollywood in 10 years.

•

SEYMOUR R. MAYER, former manager of Loew's Pitkin, promoted to district manager, will be tendered a testimonial dinner-dance June 29 at the Temple Petach Tikvah, Brooklyn.

•

BILL BUTLER, guitar player, left New York yesterday to join TEX RITTER, Grand National player, on a personal appearance tour which will open Sunday in Hominy, Okla.

•

C. K. STERN of M-G-M will leave next week for Long Lake, 50 miles from Tupper Lake, N. Y., where he will spend about three weeks polishing up his golf.

•

MARGARET TALLICHET, who appeared in "A Star Is Born," will be the guest star on "The Movie Pilot" program over WEAF tonight at 7:30.

•

HERBERT J. OCHS, Warners' western and southern sales manager, has brought his family up from Atlanta. They will take up residence in Rye.

•

FRANK NEWMAN, SR. and JOHN HAMRICK have arrived from Seattle for conferences with SPYROS SKOURAS. They will remain a few days.

•

T. J. HOLT, vice-president and general manager of Shanghai United Amusements, Shanghai, is stopping at the Waldorf-Astoria.

•

LILLIAN JEFFREY, JOE VOGEL's secretary, will return next week from London where she has been vacationing.

•

GEORGE HIRLIMAN and ARTHUR LIEBERMAN of Condor Pictures arrived from Hollywood yesterday.

•

COOKE and BROWNE, dance team, left for the coast Wednesday to appear in "52nd Street."

•

FLOYD GIBBONS starts work today on a series of shorts at the Vitaphone studios in Brooklyn.

•

JACK RUBIN of RKO flew to the coast yesterday.

Selznick Casts 3 More

HOLLYWOOD, June 17.—David O. Selznick has added three newcomers to the cast of "The Adventures of Tom Sawyer." The trio are Alicia Rhett, member of the "Footlight Players" in Charleston, S. C.; Bebe Anderson, Birmingham, society girl, and Matthew Ferguson, an athlete.

Previously, Selznick had signed Tommy Kelly, 12-year old Bronx boy, for the title role.

Rogers-Jaffe Married

HOLLYWOOD, June 17.—Rosamond Jaffe, niece of B. P. Schulberg, and Henry Rogers, publicist, were married here last night. The ceremony was performed by Rabbi Herry Merfel in the home of the bride's parents.

Record Gross

Estherville, Ia., June 17.—There's going to be a lot of wine in Estherville this summer.

When the local Chamber of Commerce wanted something done about the dandelions in the city, which were running riot, H. N. Schrodt, manager of the Grand, offered free admission on Saturday morning to every child bringing in two bushels of dandelions. In three days he took in at the "box-office" 1,025 bushels, one lad toting in 282 bushels.

And Schrodt is wondering what to do next.

Chase Profited on Fox-GTE Investment

The Chase National Bank actually made a profit of about $2,000,000 from its General Theatres Equipment and Fox Film investments, instead of the $55,000,000 loss figured in 1934, according to Supreme Court Justice Jeremiah T. Mahoney.

Judge Mahoney was named as a referee to decide whether a settlement of $2,500,000 should be accepted in a stockholders' suit against Albert H. Wiggin, formerly president, and the estates of two former directors.

Acceptance of the proposed settlement was recommended by Judge Mahoney.

Carr Widens "U" Deal

HOLLYWOOD, June 17.—Trem Carr has a deal with Universal to produce an indefinite number of pictures outside of the six John Wayne films under contract. The deal is merely an agreement whereby, if Universal approves stories purchased by Carr, he will produce them on a single picture basis.

First on the outside series will be Channing Pollock's "Synthetic Gentleman,'' retitled "Welcome Imposter." Carr also has purchased "Mayhem in the A. M.," original mystery story by George Waggner, for the second.

Graham to Head Dealers

CHICAGO, June 17.—Election of officers by the Independent Theatre Supply Dealers' Ass'n will be held Sunday at the Medinah Club. It is expected that Harry W. Graham of Graham Bros. Supply Co., Denver, will be reelected president.

The first of the four-day session will begin tomorrow when delegates from all over the country will convene here. Increase in prices and standardization of equipment will be among the chief topics to be discussed.

Alice Faye Gets Role

HOLLYWOOD, June 17. — Twentieth Century-Fox has named Alice Faye to the feminine lead opposite Tyrone Power and Don Ameche in "In Old Chicago," in the role which was to have been taken by the late Jean Harlow.

Paul Burger Rites Today

HOLLYWOOD, June 17. — Funeral services for Paul Burger, late writer for 20th Century-Fox, will be held tomorrow with interment at Forest Lawn Memorial Park Cemetery, Glendale.

Ascap Now Is Barred By Five State Laws

Ascap is now barred from operating in five states, with bills having that effect being enacted by Michigan and Florida, it was admitted yesterday at Ascap headquarters. Washington, Nebraska and Montana enacted similar measures earlier.

Suits contesting the validity of the laws in all five states have either been filed or are in preparation by Schwartz & Frohlich, counsel to Ascap. A hearing has been held on the action to enjoin Montana from enforcing the law there and a decision is being awaited. An action to enjoin Washington from enforcing an anti-Ascap law has been filed and set for hearing June 29 in Seattle. Similar actions have been filed in Nebraska and Michigan, but hearing dates have not yet been set.

An action contesting the Florida law is in preparation and will be filed at Tallahassee within the next week or 10 days.

Knighters Expecting About 100 on Links

From 75 to 100 golfers are expected to be on hand for the second annual tournament to be held by the Monday Knighters on June 29 at Elmsford Country Club, White Plains.

Prizes will be distributed to each entrant, Harry Shiffman, in charge of arrangements, stated yesterday. These will be in addition to awards for best scores.

Toots Shor of the Tavern will furnish 400 bottles of beer for the contestants. There will also be swimming and tennis contests with prizes to be given to the best athletes in each division. A five-piece orchestra will supply the entertainment. Speeches have been ruled out.

AFM Meet Considers Recording, Dubbing

LOUISVILLE, June 17.—The American Federation of Musicians at today's session of its meeting being held here discussed the regulation of recordings and sound track dubbings. The delegates were addressed on the subject by James Petrillo, president of the Chicago local.

The executive board received 15 resolutions ragarding recordings. If the board is unable to work out a solution within 30 days following the convention, an additional convention is to be called for the sole purpose of deciding the question.

All present officers today were reelected with the exception of treasurer. The latter office will be filled tomorrow.

G.B. Meet July 9-11

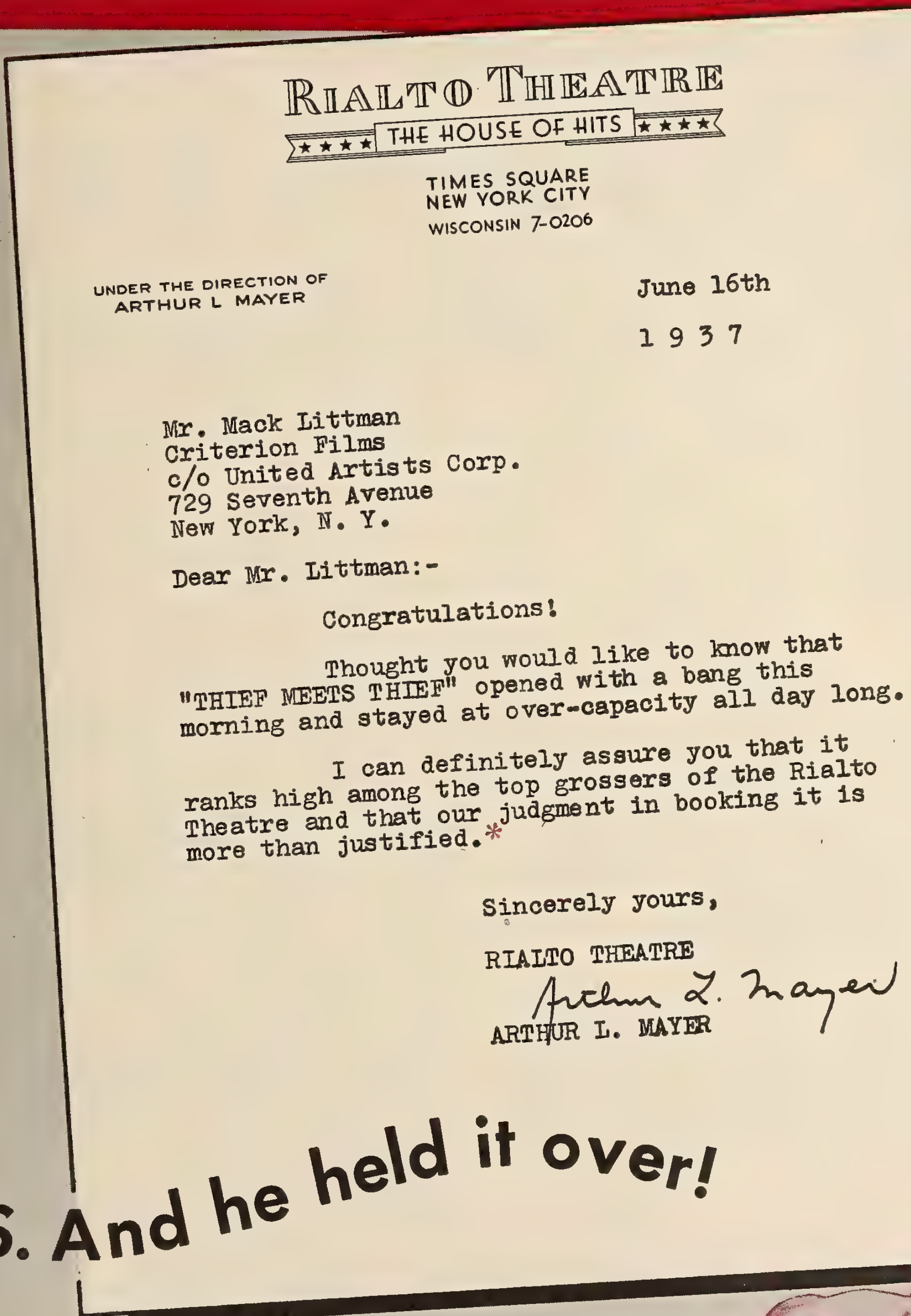
G.B. has again postponed its annual sales convention. Scheduled for June 25-27, the new dates are July 9-11 at the St. Moritz. From 75 to 100 delegates are expected to attend.

The reason for the postponement, according to G.B. executives, is that sales executives are awaiting the arrival of several new pictures which are to be screened for the field force.

George W. Weeks, general sales manager, arrived from the coast early this week after attending the 20th Century-Fox annual sales meetings. Pictures to be screened include "Gangway" and "Non Stop New York."

'WHEN THIEF MEETS THIEF'

. . . exhibitors rejoice like this:



RIALTO THEATRE
THE HOUSE OF HITS

TIMES SQUARE
NEW YORK CITY
WISCONSIN 7-0206

UNDER THE DIRECTION OF
ARTHUR L MAYER

June 16th
1937

Mr. Mack Littman
Criterion Films
c/o United Artists Corp.
729 Seventh Avenue
New York, N. Y.

Dear Mr. Littman:-

Congratulations!

Thought you would like to know that "THIEF MEETS THIEF" opened with a bang this morning and stayed at over-capacity all day long.

I can definitely assure you that it ranks high among the top grossers of the Rialto Theatre and that our judgment in booking it is more than justified.*

Sincerely yours,

RIALTO THEATRE
Arthur L. Mayer
ARTHUR L. MAYER

***P. S. And he held it over!**

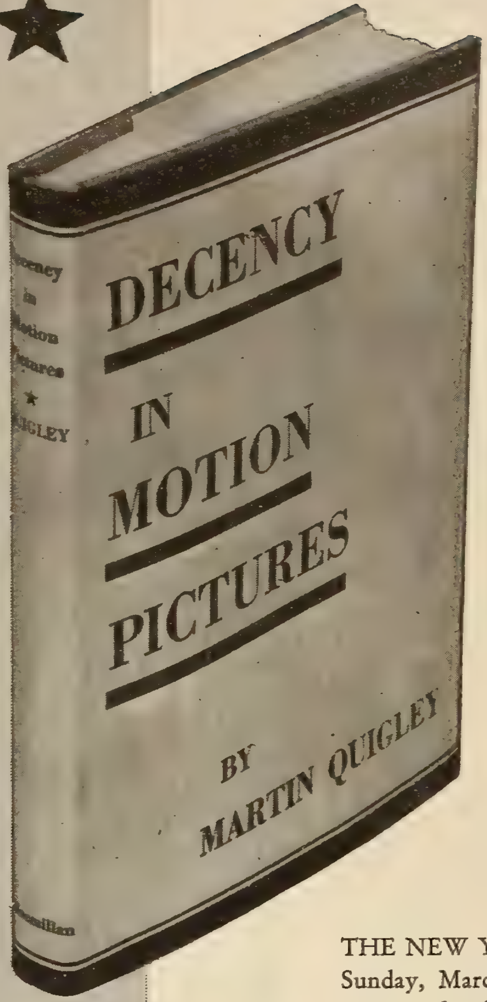
Starring **DOUGLAS FAIRBANKS Jr.**

VALERIE HOBSON • ALAN HALE

Directed by **RAOUL WALSH**

Produced by **MARCEL HELLMAN**

Released thru **UNITED ARTISTS**



Comment on
DECENCY
IN MOTION PICTURES

by

MARTIN QUIGLEY

THE NEW YORK TIMES
Sunday, March 14, 1937

Here, briefly, is the story of the motion pictures' "reform from within," as modestly told by the man who had most to do with giving that reform its effective instrument.

This little book contains much clear information on a subject of wide interest.

KINEMATOGRAPH WEEKLY
(London) March 25, 1937

Mr. Quigley has throughout the book told his story, explained the Industry's developments, and recorded the tendencies both downward and upward with a creditable dispassionateness, endeavoring to record fairly, and succeeding.

DAILY CINEMA
(London) April 7, 1937

During the week-end I had an opportunity of which I availed myself to run through Martin Quigley's "Decency in Motion Pictures" to which I referred when I received it. It is a very finely written and decent little work, very sincere and indeed constructive.

LA CINEMATOGRAPHIE FRANCAISE
(Paris) March 26, 1937

It would be to the advantage of many French producers to read the book just published in America and written by Mr. Martin Quigley, Editor-in-Chief and Publisher of the Motion Picture Herald and Motion Picture Daily, "Decency in Motion Pictures."

MR. JACK WARNER Vice-President
Warner Bros. Pictures, Inc.

Am sure a book of this kind will do a great deal to enlighten the theatre-going public on the sincere efforts being made by the motion picture industry to make good entertainment.

L'OSSERVATORE ROMANO
(Vatican City) April 11, 1937

The name of Martin Quigley is too well known in the international cine editorial world to be described in connection with his latest publication, "Decency in Motion Pictures."

He deserves instead a word of congratulation for his well-known activity, developed

The MACMILLAN COMPANY

with the intelligent and tenacious work of learned men on behalf of various problems connected with motion pictures and specially those interested in the moral side of the motion picture production.

Already his firm activity was appreciated favorably at the time that the code of ethics was compiled and accepted by all producers of the United States of America. Today in this new publication he tells the precedents that caused the formation of the Legion of Decency of America, and therefore, we can say that he has made an historical document in the field of the cinema across the sea.

MR. W. G. VAN SCHMUS

Managing Director

Radio City Music Hall, New York

Please accept my thanks, which I expressed to you orally the other day, for your very interesting, stimulating book. It is a fair statement of facts, readable and convincing.

I hope you will make further contributions of this sort so that people may have a clearer understanding of the better side of the motion picture industry.

UNIVERSE (London) April 9, 1937

Mr. Quigley surveys conditions that obtained in the cinema before the adoption of the now famous code, discusses the work of the Legion of Decency and finally prints the code in full. It is not a large book but a very important one, remarkable, incidentally, for the modesty of the author, who has effaced himself throughout.

MRS. JAMES LOORAM

National Legion of Decency

New York City

We have read "Decency in Motion Pictures" very carefully with great interest and hasten to congratulate you upon this most informative and impartial treatise on one of the most important accomplishments of history.

For a long time we have felt the need of such a book so that those within and without the industry might have a better understanding of the entire problem of the screen's responsibility. Besides its value to the industry and to all groups sincerely interested in the advancement of the screen, your book furnishes a complete answer to those thousands of students who have selected the topic of Motion Pictures for their Masters Thesis and have desired a well informed and intelligent opinion concerning the morals of the screen. We have already recommended this fine document to many who have written to us for such information and we will be happy to continue to do so.

WORLD FILM NEWS

(London) May, 1937

The author of this book is Martin Quigley, controller of the most powerful section of the American film press, and artificer of many of the great changes which have come over the motion picture industry during the past ten years. In 1925 when still editor of the Exhibitors Herald in Chicago, he was unique among trade journalists and film men in preaching the social responsibility of the cinema.

The book describes the "obligations, functions, standards and responsibilities," and rates the "tardiness of social leadership" in the world of cinema. There is an analysis of why a number of pictures represent wrong ethical standards and there is a publication in detail of the Production Code.

The best thing about this useful book is its indication of the fact that the most progressive forces in cinema have invariably come from within the industry. It is a necessary corrective to the many gratuitous busy bodies who have only recently discovered cinema, to be told that there have been reformers in the industry since 1900.

THE SIGN April, 1937

This book is not merely a case history, neither is it a hysterical condemnation nor a stupid attempt to whitewash blunders and devious schemings. It is a clear narration of cold facts marshalled in splendid form and proving that the motion pictures can perform a social service and provide a cultural uplift "mighty in proportion and far-reaching in effects." It is not a book for popular consumption but rather one for those interested from a professional, historical or ethical standpoint. Mr. Quigley's ability and right to speak authoritatively are apparent from his years spent in official capacity and especially by virtue of his great work in framing the Code of 1930.

THE HON. RICHARD NORTON

Pinewood Studios, Limited

Bucks, England

You know I feel that we in this country owe you a debt of thanks for all your sane work in this direction and all long-sighted people should appreciate it.

SIGHT AND SOUND

(London) May, 1937

The Production Code under which the American film industry has operated since 1930 and to which, therefore, most of the films seen in this country are subject, was accepted by the industry—but not effectively until after the Decency Campaign of Spring 1934—as a means of preventing externally imposed systems of censorship. The Code has been conspicuously successful in obtaining reasonable adjustment of films to right moral standards, we are told, and the screen's "successes have latterly amounted to the outstanding moral accomplishment of the modern world." But agitation for "unworkable and unpractical proposals" still apparently continues and it is in order to counter these and to see that the Code receives the support of public opinion which its success deserves that Mr. Quigley, who was partly responsible for the Code, has written these notes on it and the philosophy which underlies it.

MR. M. NEVILLE KEARNEY

Federation of British Industries, London

The American Film Industry and public are indeed lucky to have so able, unbiased and clear-minded an advocate as yourself in dealing with a matter that is of very high social importance.

FREDERIC M. THRASHER

Associate Professor of Education

New York University

I have read it with interest and shall be pleased to recommend it to my students.

THE TALENT REPORTER

(London) April, 1937

The editors of "The Talent Reporter" whole-heartedly recommend to all those interested in U. S. A. motion picture production codes, a book written by Martin Quigley, entitled "Decency in Motion Pictures." It is a book to read and refer to constantly.

THE BROOKLYN TABLET

March 20, 1937

In "Decency in Motion Pictures" written by Mr. Quigley and published by the Macmillan Company, the reading public is given one of the most complete, lucid, intelligent and altogether unbiased treatises that has been written to date on the subject. Its value to all interested in the subject of motion pictures from either a trade or an audience viewpoint cannot be overestimated. As one of the ablest and most far-sighted executives in the industry the author for many years, in his editorial columns, has warned the industry of the gathering storm clouds and as one who had much to do with the formation and adoption of the Production Code, Mr. Quigley's book bears the stamp of authenticity and of the integrity of the man who is better informed on the subject than perhaps any other man in the industry.

AT ALL BOOKSTORES - $1.00

The MACMILLAN COMPANY, New York

"Galahad" and Goodman High In Washington

WASHINGTON, June 17.—"Kid Galahad," with Benny Goodman and his band on the stage, turned in the best showing of the week, $22,000, at the Earle. This topped normal by $3,600.

Running a close second was "Night Must Fall" at Loew's Capitol, with Benny Meroff and his orchestra heading a stage show. The $22,000 take was up by $1,100.

"Cafe Metropole," doing a return engagement at Loew's Columbia, took $4,000 to top the average by $400.

Total first-run business was $67,900. Average is $76,700.

Estimated takings, exclusive of tax:

Week Ending June 8:

"THERE GOES MY GIRL" (RKO)
RKO-KEITH'S—(1,836), 25c-55c, 7 days. **Gross:** $6,000. (Average, $10,600)

Week Ending June 10:

"KID GALAHAD" (W. B.)
EARLE—(2,218), 25c-77c, 7 days. Stage: Benny Goodman & Orchestra, with Gene Krupa, Teddy Wilson, Lionel Hampton, Peg La Centre, Novak & Fay, Dale Winthrop. **Gross:** $22,000. (Average, $18,400)

"NIGHT MUST FALL" (M-G-M)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Benny Meroff & Orchestra, with Jack Marshall, Florence Gast, Larry Powell, Miss Sonia, the Waltzers, the New Orleans Jibers. **Gross:** $22,000. (Average, $20,900).

"CAFE METROPOLE" (20th-Fox)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days (return engagement). **Gross:** $4,000. (Average, first run, $3,600)

"THIS IS MY AFFAIR" (20th-Fox)
LOEW'S PALACE—(2,370), 35c-55c, 7 days, 2nd week. **Gross:** $7,500. (Average, first week, $15,900)

"HER HUSBAND LIES" (Para.)
METROPOLITAN — (1,591), 25c-40c, 7 days. **Gross:** $4,400. (Average, $4,300)

Week Ending June 12:

"ECSTASY" (Eureka)
BELASCO—(1,140), 25c-65c, 7 days (second return engagement). **Gross:** $1,900. (Average, first run, $3,000)

"Captain's Kid" Is Best Oklahoma Bet

OKLAHOMA CITY, June 17.—Summer hit grosses in a big way with the result that "The Captain's Kid," on a dual with a reissue of "Manhattan Melodrama" at the Criterion, was the only attraction to make an impression. The take for four days was $2,600. Normal for seven days is $5,000.

"Turn Off the Moon" and "Murder Goes to College" reached a par $2,500 at the Liberty.

Total first run business was $13,350. Average is $16,500.

Estimated takings for the week ending June 12:

"KID GALAHAD" (W. B.)
CRITERION—(1,700), 10c-35c-55c, 7 days. **Gross:** $4,500. (Average, $5,000)

"THE HIT PARADE" (Republic)
MIDWEST—(1,500), 10c-35c-55c, 6 days. **Gross:** $3,000. (Average, $4,000)

"TURN OFF THE MOON" (Para.)
"MURDER GOES TO COLLEGE" (Para.)
LIBERTY—(1,500), 10c-20c-35c, 7 days. **Gross:** $2,500. (Average, $2,500)

"MANHATTAN MELODRAMA" (M-G-M) (Reissue)
"THE CAPTAIN'S KID" (F. N.)
WARNER—(1,800), 10c-20c-35c, 4 days. **Gross:** $2,600. (Average, 7 days, $5,000)

"KING OF GAMBLERS" (Para.)
"BACK TO NATURE" (20th-Fox)
WARNER—(1,800), 10c-20c-35c, 3 days. **Gross:** $750. (Average, 7 days, $5,000)

"My Girl" and Show the Best In Cleveland

CLEVELAND, June 17.—Bill Robinson on the RKO Palace stage with "There Goes My Girl" on the screen were the top draws of the week. The combination show grossed $17,000. This was $2,000 better than the summer house average of $15,000.

"Kid Galahad," playing a second week at Warner's Hippodrome, came through with a take of $8,500. Average for the first week of a run is $10,000. "Parnell" made a fair showing at Loew's State where the take was $14,000, just $1,000 under the $15,000 average.

Total first run business was $50,500. Average for the summer is $50,000.

Estimated takings for the week ending June 11:

"CHARLIE CHAN AT THE OLYMPICS" (20th-Fox)
ALLEN — (3,000), 30c-35c-42c, 7 days. **Gross:** $6,000. (Average, $5,000)

"PARNELL" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $14,000. (Average, $15,000)

"I MET HIM IN PARIS" (Para.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. **Gross:** $5,000. (Average, $5,000)

"THERE GOES MY GIRL" (RKO)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Bill Robinson as vaudeville headliner. **Gross:** $17,000. (Average, $15,000)

"KID GALAHAD" (W. B.)
WARNER'S HIPPODROME — (3,500), 30c-35c-42c, 7 days, 2nd week. **Gross:** $8,500. (Average, $10,000)

"My Affair" Beats Indianapolis Lull

INDIANAPOLIS, June 17.—"This Is My Affair" broke through the heat here for a $5,400 smash at the Apollo, $1,400 over the line. It was held.

The only other first run to do above average was "The Go-Getter" at the Lyric, where "Park Avenue Revue" was on the stage. The Lyric's average is $8,000 and the take was $8,200.

Total first run business was $24,300. Average is $23,500.

Estimated takings for the week ending June 11:

"THIS IS MY AFFAIR" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days. **Gross:** $5,400. (Average, $4,000)

"I MET HIM IN PARIS" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days, 2d week. **Gross:** $3,700. (Average, $4,500)

"THE HIT PARADE" (Republic)
"THUNDER OVER THE CITY" (Col.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $7,000. (Average, $7,000)

"THE GO-GETTER" (W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: "Park Avenue Revue." **Gross:** $8,200. (Average, $8,000)

Hit School Operators

DES MOINES, June 17.—The Iowa Ass'n. of State Employes and Projectionists plans an educational campaign discouraging the operation by pupils of school projection machines, as untrained operators do not know what to do in the event of fire.

Screen Ads Tax Exempt

KANSAS CITY, June 17.—The Kansas tax commission has ruled that screen advertising is "advertising," and is therefore exempt from the new two per cent sales tax. The same ruling applies to radio advertising.

Go Into Reverse

The usual procedure is to base a film on a stage play. Ah, but this is the film business. So the procedure is reversed.

Warners and Mervyn LeRoy think so highly of "They Won't Forget" that plans are afoot to launch a stage version of the film.

"Affair" Gets Kansas City's Top, $10,500

KANSAS CITY, June 17.—"This Is My Affair" and a stage show at the Tower, took $10,500, up $3,500. The same film did $4,000 during the same period for the Uptown, which is average, and it was held at the latter house for a second stanza.

"Parnell" took the big money, $13,200, and whipped par at the Midland by $1,700. "Kid Galahad" was good for $8,700 at the Mainstreet, $700 over average, and was shifted to the Newman for a second week.

Total first run business was $41,900. Average is $37,500.

Estimated takings:

Week Ending June 10:

"KID GALAHAD" (W. B.)
MAINSTREET — (3,100), 25c-40c, 7 days. **Gross:** $8,700. (Average, $8,000)

"PARNELL" (M-G-M)
MIDLAND — (4,000), 25c-40c, 7 days. **Gross:** $13,200. (Average, $11,500)

"I MET HIM IN PARIS" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days, 2nd week. **Gross:** $5,500. (Average, $7,000)

"THIS IS MY AFFAIR" (20th-Fox)
TOWER—(2,200), 25c-40c, 7 days. Stage: Pinky "Squash" Lee, Bob Starr, Chickie Dodge, Ruth Petty, and Maxine & Bobby. **Gross:** $10,500. (Average, $7,000)

"THIS IS MY AFFAIR" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 7 days. **Gross:** $4,000. (Average, $4,000)

"Galahad" Strong In Spokane Slump

SPOKANE, June 17.—"Kid Galahad," on a dual with "Nobody's Baby," pulled $5,700 in seven days at the Fox, $500 over par, as the only bright spot in grosses last week.

"Romeo and Juliet," back for the first time at regular prices, dropped out after four days at the State with a gross of $2,200.

"Night Must Fall," on a dual with "23½ Hours' Leave," was strong at the Orpheum.

Total first run business was $11,100. Average is $13,200.

Estimated takings for the week ending June 10:

"KID GALAHAD" (W. B.)
"NOBODY'S BABY" (M-G-M)
FOX—(2,300), 25c-40c, 7 days. **Gross:** $5,700. (Average, $5,200)

"ROMEO AND JULIET" (M-G-M)
STATE—(1,000), 30c-40c, 4 days. **Gross:** $2,200. (Average, 7 days, $4,800)

"NIGHT MUST FALL" (M-G-M)
"23½ HOURS LEAVE" (G. N.)
ORPHEUM — (1,200), 20c-30c, 4 days. **Gross:** $2,600. (Average, $2,200)

"BOY LOVES GIRL" (M-G-M)
"CHINA PASSAGE" (RKO)
ORPHEUM — (1,200), 20c-30c, 2 days. **Gross:** $600. (Average, 3 days, $1,000)

"Parnell" Up In Pittsburgh With $12,500

PITTSBURGH, June 17. — The heat continued to knock grosses down again last week and only one attraction bettered par. That was "Parnell" at the Penn. It took $12,500.

At the Stanley, the management took a chance on a local radio amateur hour on the stage with "The Go-Getter" on the screen, but the experiment didn't work out well and the lowest gross here in some time, around $14,500, was the result. In its second week, "Cafe Metropole" dropped to $4,100 at the Fulton.

Total first run business was $40,250. Average is $44,000.

Estimated takings for the week ending June 10:

"SILENT BARRIERS" (G.B.)
"WALT DISNEY REVUE" (U.A.)
ALVIN—(2,000), 25c-40c, 7 days. **Gross:** $4,100. (Average, $5,500)

"CAFE METROPOLE" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days, 2nd week. **Gross:** $4,100. (Average, $4,500)

"PARNELL" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $12,500. (Average, $11,000)

"THE GO-GETTER" (W.B.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Wilken's WJAS Amateur Revue with Briand McDonald, Jerry Mayhall and Jack Logan. **Gross:** $14,500. (Average, $18,000)

"ELEPHANT BOY" (U.A.)
"NOBODY'S BABY" (M-G-M)
WARNER—(2,000), 25c-40c, 8 days. **Gross:** $4,750. (Average, 7 days, $5,000)

"Parnell" $7,500 Hit in Louisville

LOUISVILLE, June 17. — "Parnell," on a dual with "League of Frightened Men," was the big noise of the week at Loew's State. The gross of $7,500 was over par by $2,000. Both pictures were moved to the Brown for a hold-over week.

The combination of "I Met Him in Paris" and "Hotel Haywire" was a moneymaker at the Rialto, reaping $6,500, $2,000 to the good on a par of $4,500. The bill was moved over to the Strand for a second downtown week.

Total first run business was $26,700. Average is $23,000.

Estimated takings for the week ending June 10:

"THIS IS MY AFFAIR" (20th-Fox)
"MARCH OF TIME" (RKO)
BROWN—(1,500), 15c-25c-40c, 7 days, 2nd downtown week. **Gross:** $2,200. (Average, $2,500)

"SEVENTH HEAVEN" (20th-Fox)
"TIME OUT FOR ROMANCE" (20th-Fox)
"READY, WILLING AND ABLE" (W.B.)
"WE'RE ON THE JURY" (RKO)
KENTUCKY—(900), 15c-25c, 7 days, split week. **Gross:** $1,900. (Average, $1,700)

"PARNELL" (M-G-M)
"LEAGUE OF FRIGHTENED MEN" (Col.)
LOEW'S STATE—(3,000), 15c-25c-40c, 7 days. **Gross:** $7,500. (Average, $5,500)

"KID GALAHAD" (W. B.)
MARY ANDERSON—(1,000), 15c-25c-40c, 7 days, 2nd week. **Gross:** $3,900. (Average, $3,500)

"THE BRIDE WALKS OUT" (RKO)
"CHANCE AT HEAVEN" (RKO)
"STAR FOR A NIGHT" (20th-Fox)
"MARY OF SCOTLAND" (RKO)
OHIO—(900), 15c, 7 days, split week. **Gross:** $1,500. (Average, $1,800)

"I MET HIM IN PARIS" (Para.)
"HOTEL HAYWIRE" (Para.)
RIALTO — (3,000), 15c-25c-40c, 7 days. **Gross:** $6,500. (Average, $4,500)

"THERE GOES MY GIRL" (RKO)
"BEHIND THE HEADLINES" (RKO)
STRAND — (1,500), 15c-25c-40c, 7 days. **Gross:** $3,200. (Average, $3,500)

THE WINNER!

"DAY AT THE RACES"

(Hot-weather Release!)

BEATS

"NIGHT AT THE OPERA"

(Thanksgiving Holiday Release)

—and it's just one of M-G-M's multi-million-dollar line-up of sensational Summer Releases!

"DAY AT RACES" TOPS "Night at the Opera" "San Francisco" and other Big Hits at CAPITOL, N. Y.

SUMMER On BROADWAY!

But the crowds pack the Big Capitol all day long!

QUICK! EXTRA TIME!

If you haven't done so already do it NOW! Arrange for PLENTY of EXTRA TIME! Word-of-mouth sweeps every town it plays! THE BEST MUSICAL COMEDY of YEARS! Here are just a few of the HOLD-OVERS as we go to press:

Milwaukee, Wis.
Kansas City, Mo.
Houston, Texas
Nashville, Tenn.
New Orleans, La.
Philadelphia, Pa.
Pittsburgh, Pa.
Reading, Pa.
Buffalo, N. Y.
Cleveland, O.

GROUCHO! CHICO! HARPO! LEO'S TRIO TERRIFICO!

IT'S FUN TO BLOW BUBBLES!

—but when they talk about NEXT year ask 'em "WHAT ABOUT NOW!"

M-G-M's Summer Plan, releasing Millions of Dollars of Giant Pictures for your hot-weather screen, is the Talk of the Industry! "Day at the Races" is off to a flying start! "Captains Courageous" "Broadway Melody of 1938" "Parnell" "Good Earth" "Emperor's Candlesticks" are just a few of M-G-M's Big Ones during June, July and August. The public doesn't care about "Seasons". They only know one thing. *Faith in M-G-M all year 'round!*

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
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VOL. 41. NO. 143 NEW YORK, SATURDAY, JUNE 19, 1937 TEN CENTS

Two Exchange Unions Agree To New Terms

Cincinnati and Oklahoma City Make Total Nine

Discussions on contracts for exchange employes unions in Oklahoma City and Cincinnati were completed this week between executives of the film companies and union delegations from those cities, it was stated yesterday. This makes nine territories set, the other seven being Boston, Philadelphia, Buffalo, Cleveland, Washinington, Pittsburgh and Charlotte.

Home office distribution executives informally went over details in connection with contracts for Indianapolis and Kansas City, but completion of these situations has been put over until next week.

Although several more key centers were expected to be cleaned up this week, negotiations on basic minimum

(Continued on page 3)

Fleischer Strike Is Put Up to the NLRB

Following the hearing of arguments in connection with the strike of employes of the Max Fleischer studio called by the Commercial Artists & Designers Union by the National Labor Relations Board here, the case was sent to N.L.R.B. headquarters in Washington for a decision yesterday.

The principal point to be ruled upon is whether the Fleischer animators should belong to a union apart from that of the mechanical employes of the studio, according to Louis Nizer, Fleischer's attorney. Nizer said that the company had never opposed the holding of an election to determine whether or not the C.A.D.U. represented a majority of its employes.

Now Want Filmland

Culver City, June 18.—This city's drive to garner part of the fame that is Hollywood's by changing its name to a combination of "Hollywood" and "city" has switched, and voters will be asked to approve "Filmland" as the new name for the town.

That became known today when directors of the Chamber of Commerce were reported to have compromised in the fight to include Hollywood in the town's name.

Passman President Of General Register

Capt. P. C. Passman has been appointed president of General Register Corp. and Percy Phillipson, who formerly occupied that post, has been appointed chairman of the board and will continue to take an active part in the operations of the company. Passman has been identified with the

(Continued on page 3)

Columbia Men Going To Coast Wednesday

Columbia home office representatives and salesmen and branch managers from the east and New England will leave for the coast next Wednesday for the annual sales sessions which will get under way at the Ambassador the week of June 27.

Preliminary estimates are that about 250 will attend. Home office executives are now completing arrangements for the general and individual meetings.

Theatres Ask Quota Rights on Pictures

By BRUCE ALLAN

London, June 18.—Independent exhibitors, meeting here Monday, will pass a resolution asking quota rights to all films booked in 150 theatres. The Board of Trade time limit on suggestions relative to the proposed new Films Act will expire on Monday, but the Cinematograph Exhibitors' Ass'n. has been given an extension in view of the meeting of its quota committee on Monday at Harrowgate.

The trade press is carrying protests against the cost clause from the technicians, laboratories and shorts producers in which the extinction of the small interests is foreseen if the clause is retained. Observers here believe that the Board of Trade must heed the swelling protest or face the possibility of inconvenient opposition to the Films Act in the House of Commons.

Boasberg Stricken By a Heart Attack

Hollywood, June 18.—Al Boasberg died today of a heart attack. He was 45.

Boasberg had been a gag man and title and scenario writer for years, his work dating back to silent film days. He was born in Buffalo. His first work in films was for Buster Keaton.

In recent years he had done dialogue and gags on some of the most important pictures of major producing companies.

He is survived by his widow, one

(Continued on page 4)

Wisconsin's Music Tax Bill Is Signed

Milwaukee, June 18.—The Cashman Bill, levying a 25 per cent tax on the receipts of state music brokers derived from licenses issued for the public rendition of copyrighted music, was signed today by Gov. Philip F. LaFollette.

"Captain and Kids" New Metro Cartoons

Hollywood, June 18.—M-G-M today closed a deal with R. Dirks, creator of the newspaper comic strip, "The Captain and der Kids," for a series of cartoons. Thirteen of the subjects will be made for the 1937-'38 season.

The new series will replace the Harman-Ising shorts, as M-G-M has filed an action seeking the voiding of the contract with Harman-Ising and the delivery of 10 cartoons which the

(Continued on page 3)

Tax Evasion Charged To Charles Laughton

Washington, June 18.—Charges that Charles Laughton avoided payment of taxes upon his full earnings by having his salary paid to a British corporation today were laid before the joint Congressional committee investigating tax evasions by Elmer L. Irey, head of the intelligence unit of the Bureau of Internal Revenue. No allegations were made, however, that the actor had illegally evaded tax responsibility.

Irey explained that the actor, a British citizen, had his salary paid to a British corporation. He said the corporation paid the actor $20,000 in 1935 in which year his picture earnings were $190,000, all of which went to the corporation.

"Such conduct may be perfectly legal," Irey told the committee, "but

(Continued on page 3)

Ask FCC Permission For 3 New Stations

Washington, June 18.—Applications for authority to construct new broadcasting stations have been received by the F. C. C., as follows:

WAVE, Inc., Louisville, Ky., 610 kilocycles, 250 watts night, 500 watts day; Martin R. O'Brien, Aurora, Ill., 1,250 kilocycles, 250 watts, daytime only; Roberts-MacNab Co., Livingston, Mont., 1,310 kilocycles, 100 watts night, 250 watts day.

The commission also has received an application from WNEL, San Juan, P. R., for authority to change frequency from 1,290 to 590 kilocycles.

Additional Radio News—Page 4

20th-Fox Roxy Deal Is Ready For the Court

Film Guarantee Starts At $2,500 Weekly

The proposed film franchise of 20th Century-Fox and the first mortgage indenture for the Roxy are ready for submission to the court, it was revealed yesterday at a formal hearing of the approval plan of reorganization before Federal Judge Francis G. Caffey.

It is understood that the principal features of the franchise provide a guarantee price of $2,500 for each feature plus 50 per cent of the gross between $32,500 and $40,000 and 65 per cent of the receipts over $40,000. A feature grossing $28,000 or more for the first three days is to be held over. It is also understood that the franchise is for a one-year period with a provision for arbitration, if the parties fail to agree on a renewal at the end of the year.

Bids from banks and trust companies were received for the right to act as trustee under the new indenture. The bids will be opened at the next hearing on June 25 at which time

(Continued on page 3)

RKO Possibilities 95 Per Cent Sold

Los Angeles, June 18.—A total of 95 per cent of all theatre possibilities were sold during the current season, Jules Levy, general sales manager, reported to the RKO annual sales convention at the Ambassador here. The business sessions of the meeting will end tomorrow. The announcement of the new season's product by Ned E. Depinet, vice-president in charge of

(Continued on page 3)

Laughs Melt Ice

Charleston, S. C., June 18.—Albert Sottle, circuit operator, says the type of pictures he shows have a direct effect on his ice bills.

Comedies which cause audiences to laugh heartily and tense, exciting pictures, he explained, were harder on the air-cooling systems. He said an increased consumption of the ice could be noted, too, at the end of pictures when audiences rose in large numbers to leave.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 19, 1937 No. 143

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Uphold Col. Dismissal

The Appellate Division of the N. Y. Supreme Court yesterday unanimously upheld Justice Richard P. Lydon's dismissal of a $200,000 suit brought by John L. Loeb against Columbia Pictures, Harry Cohn and other company executives. The suit involved an option to buy voting trust certificates, which the plaintiff failed to exercise because of a decline in the value of the stock. He claimed the decline was due to "wrongful acts" on the part of company executives.

Borrow Burns and Allen

HOLLYWOOD, June 18.—RKO has borrowed from Paramount George Burns and Gracie Allen for Fred Astaire's "A Damsel in Distress." George Stevens is directing.

"Coronation" Dated

HOLLYWOOD, June 18.—"Coronation," Movietone special in Technicolor, will have its premiere here at the Carthay Circle June 25 with "Wee Willie Winkie."

Monogram to Close

Monogram's home office will be closed today and every Saturday thereafter during the summer.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"North of the Rio Grande"

(Paramount)

HOLLYWOOD, June 18.—Novelty is the element endowing this outdoor action adventure yarn with punchy interest. A worthy link in the lengthening chain of entertaining "Hopalong Cassidy" stories, it not only is a pleasing attraction for the series' followers, but, additionally, holds much to engage the attention of diversified audiences.

With William Boyd, George Hayes, Russell Hayden, Stephen Morris and John Rutherford performing up to all expectancies, a more than usual amount of romance is worked into the film via Bernardine Hayes. Action and adventure, however, are the dominating qualities. Determination to avenge the murder of his brother brings "Hopalong" (Boyd) into the center of excitement.

Romance, into which a praiseworthy musical content has been blended, and comedy, only occasionally tinged with suggestions of the drama that is to ensue, make up the entertainment quality of the first few reels. But when Boyd and his pals, Hayes and Hayden, confirm their suspicions that Morris and Rutherford are both responsible for the killing and for a series of railroad holdups, the rapid-fire action starts. Posing as an outlaw, Boyd gets evidence on the bandits and to the tune of thundering hoofs and a racing train, extracts his vengeance and brings peace to the bandit-infested town.

Based on Clarence Mulford's "Cottonwood Gulch," Jack O'Donnell's adaptation is smart and colorful and in directing Nate Watts has preserved and improved those elements which made previous "Hopalongs" so popular.

Production Code Seal No. 3,203. Running time, 65 minutes. "G."

◀ Purely Personal ▶

ED KUYKENDALL, M.P.I.O.A. president, left New York yesterday for his home at Columbus, Miss., and plans to attend the annual convention of the Southeastern T.O.A. at Birmingham, June 27 to 29.

•

MRS. LOUIS COPELAN, mother of HERB COPELAN, Warner Atlantic City zone manager, is convalescing at Mount Sinai Hospital after an operation.

•

ALBERT DEANE, foreign publicity head for Paramount, will return today from the coast after attending the company's sales convention.

•

RUBE JACKTER'S family has gone to Chicago for a few weeks. Meanwhile, JACKTER has joined the Westchester Embassy Golf Club.

•

JEROME SAFRON of Columbia left for the coast Thursday after completing details on the National Theatres' deal for next season.

•

THE RADIO CITY MUSIC HALL ROCKETTES sail today on the *Ile de France*. They will do their precision kicking at the Paris Exposition.

•

CHARLES R. ROGERS and JAMES P. NORMANLY leave for the coast today by train.

•

ARTHUR GOTTLIEB of DuArt will leave Monday for Chicago to attend the Braddock-Louis fight.

•

ISIDORE WELT of the Rosenblatt-Welt circuit has gone to Havana and Bermuda for a vacation.

•

WILLIAM HACKEL, independent producer of westerns, is in town.

J. P. O'LOUGHLIN, 20th Century-Fox Canadian district manager, who will lead the next S. R. Kent Drive, will arrive here over the week-end for a five-day conference with JOHN D. CLARK. He will then go to San Francisco with ROGER FERRI to discuss the drive with HERMAN WOBBER.

•

JIMMIE SAVO leaves for the coast today on the Century. He has a role in Universal's "Merry-Go-Round of 1938."

•

EDWARD P. SAMMIS' and FREDERICK JAMES SMITH'S original, "Finger of Fame," has been acquired by Warners.

•

ABEL GREEN of *Variety* is back from a coast vacation.

Omaha to Get 3 Houses

OMAHA, June 18.—Two new theatres have been started in this territory and a third is nearing completion.

A. E. Thacker, who already operates the 400-seat Soo at South Sioux City, Neb., is building a 700-seat, $80,000 house in the same town. He expects to open Aug. 1.

D. L. Franks and Lou Billings, whose fire-damaged Roxy at Table Rock, Neb., has been reopened, have started a 400-seat $15,000 house at Humboldt, Neb.

At Wauneta, Neb., Dr. F. E. Rider plans a July 4 opening for his 475-seat Crystal, which replaces a theatre destroyed by fire last winter.

Pickford, Rogers File

HOLLYWOOD, June 18.—Mary Pickford and Charles (Buddy) Rogers today filed notice of their intention to wed on June 26.

Fight for Control Mars Dealer Meet

CHICAGO, June 18. — Equipment dealers, opening their four-day convention here today, were divided by a factional fight for control, with one group, headed by J. E. Robin, trying to keep together the old Independent Theatre Supply Dealers' Ass'n, and another called Theatre Equipment Distributors of America, Inc., planning to become the dominant organization. The latter group claims a majority of the dealer members.

As the situation now stands, no one is directly in charge, individual meetings having been held this morning and this afternoon. The consensus of opinion seemed to indicate, however, that most of the delegates are opposed to Robin.

Chicago Convention Of U. A. Concluded

CHICAGO, June 18.—Individual conferences and talks by George J. Schaefer, A. W. Smith, Jr., L. Jack Schlaifer and Monroe Greenthal brought to a close the regional meeting held here during the past three days by United Artists.

Increased rentals are seen as a possibility in view of the executives' suggestion that admission prices be raised and also in view of the fact that exceptional product has been promised and big box-office business predicted.

Salesmen were entertained tonight at a party in the College Room of the Hotel Sherman.

Greenthal, Rodney Bush and Morris Helperin left by plane this afternoon for New York. Others are expected to follow tomorrow.

AFM Completes Election

CHICAGO, June 18.—The American Federation of Musicians today reelected Harry Brenton, incumbent treasurer, and the incumbent board of directors. Vice-president and members of the executive board were voted salary increases and a resolution affecting the 10 per cent surcharge on traveling orchestras was voted down. The meeting will hold over to tomorrow to finish its business.

The 1938 convention will be held in Florida.

Allied to Meet June 24

Allied of New Jersey will hold its next meeting June 24 at the Berkeley Carteret, Asbury Park, N. J. The last gathering was held there with a review of topics discussed at the national convention in Milwaukee.

C. Lombard to Selznick

HOLLYWOOD, June 18.—Carole Lombard today signed a three-year contract with Selznick International calling for one starring picture a year. The arrangement is entirely apart from the Paramount deal. The Lombard vehicle currently shooting is "Nothing Sacred."

Yates, Seigel Head East

Herbert J. Yates, president of Consolidated, and Moe Seigel, head of Republic, are due to arrive from Hollywood on Monday. Yates has been on the coast since the annual meeting of franchise holders, June 1-2.

20th-Fox Roxy Deal Is Ready For the Court

(Continued from page 1)

argument of the terms of the indenture will also be heard.

Judge Caffey yesterday ordered Howard S. Cullman, Roxy trustee, to print 2,000 copies of Special Master Addison S. Pratt's report and opinion together with a copy of Judge Caffey's own approval of the plan for free distribution to security holders. The copies will be made available to attorneys for the various security holder committees and at the theatre.

Cullman submitted his unaudited profit and loss statement for the period from April 30 to May 27, showing a profit of $9,609 before deduction for interest on funded indebtedness, depreciation and amortization and administration expenses. Cash receipts were $138,570 and disbursements $201,663. The excess of $63,092 of disbursements over receipts was explained by payment of $25,000 on account of outstanding receiver certificates and $47,072 for real estate and franchise taxes. Cash on hand was $71,672 as compared with $134,764 at the beginning of the period. Admissions totaled $121,005. Film rentals were $22,554; special talent, $17,164; orchestra, $8,840, and stage, $6,957.

J. D. Clark Going West

John D. Clark, vice-president in charge of distribution for 20th Century-Fox, will leave Tuesday for Chicago to confer with W. C. Gehring, M. A. Levy, Clyde Eckhardt, Lester Sturm and Jack Lorentz on a number of new circuit deals.

From Chicago Clark will leave for San Francisco, where he will meet Herman Wobber, coast division manager. After the sales talks Clark will visit the studios and return to New York the middle of July.

20th-Fox Holdovers Many

Pictures released by 20th Century-Fox between Aug. 1, 1936, and June 4, 1937, were held for holdover runs in 4,487 situations it was stated yesterday at the office of John D. Clark. Of the total, 3,354 occurred in the United States and Canada; 1,133 in other countries.

Fiedlers with Telco

Hollywood, June 18.—Al and Dick Fiedler, formerly of Empire Laboratories, have joined Telco Corp., Dick to manage the Hollywood plant when Telco starts making color prints and Al to work on the technical end of emulsions.

To Show Riot Newsreel

Washington, June 18.—Senator La Follette, chairman of the Senate Civil Liberties Committee, said that he intended to show the Paramount News reel of the Republic Steel riot to the press when public hearings on the steel situation are started.

"My Girl" Gets $21,000

"There Goes My Girl" finished a week at the Roxy with a stage show at approximately $21,000.

RKO Possibilities 95 Per Cent Sold

(Continued from page 1)

distribution, was made to the delegates today.

In the previous season, declared Levy, only 91 per cent of the possibilities had been sold. Levy disclosed the names of the 100 per cent salesmen as follows:

Sam Lefko and J. J. McFadden, Jr., Philadelphia; F. G. Ross, Boston, G. R. Giroux, Los Angeles; J. Graham, E. Lebby, Pittsburgh; H. E. Kahn, Wisconsin; H. F. Goldstein, Boston; M. Zeitels, New Hampshire; M. Mames, Boston; J. G. Chinell, Buffalo; Ely Epstein, Philadelphia; Sam Forelick, Chicago; R. V. Nolan, J. Clark, Chicago; W. D. Ward, Cleveland; W. J. Collins, Atlanta; W. H. Gardiner, Boston; J. Lewis, Kansas City; C. J. Dressell, Minneapolis; Jack Ellis, New York; A. Goldsmith, Cleveland; W. V. Adwell, Dallas; C. L. Devizia, Boston; R. F. Brannon, Charlotte; R. Eguer, Chicago; M. E. Lefko, Cleveland; P. Harrison, Jacksonville; N. J. Colquhoun, Memphis; E. T. Carroll, New York; H. D. Levy, St. Louis; M. A. Raymon, St. Louis; O. Know, Wisconsin; R. H. Lange, Pittsburgh; Fred Horn, Sioux Falls; J. A. McKnight, Cincinnati; Con Murphy, Salt Lake City.

Winners Get Prizes

Prizes were awarded to the winners of the various sales contests, including: March of Time, George O'Brien, Jules Levy Fifth Anniversary, Accessories Sales, two "Rainbow on the River" contests and the Joe E. Brown contest.

Sam Briskin introduced Lee Marcus, his production aid, who stated that the company in the future will designate pictures by number rather than by letter. Marcus then introduced William Siston, Maury Cohen, Robert Sisk, Felix Young, Al Lewis, Edward Kaufman, Cliff Reis, P. J. Wolfson, Jesse L. Lasky, Eddie Small and Pandro S. Berman. Berman stated that the first Technicolor feature to be produced on the RKO lot will be an Astaire-Rogers feature as yet untitled, with music by Irving Berlin. He added that Fred Astaire will be starred as an individual next year in "Castles in the Air," based on the life of Vernon Castle, dancer and World War flyer who was killed in France.

Talks were also given today by Roy Disney, Gunther Lessing, Hal Sloane and Sol Lesser. Phil Reisman spoke on the increase in foreign business after which Latin American delegates talked by short wave to their fellow workers in the home offices.

Dinner at Night

Delegates tonight were tendered a beefsteak dinner and a trip to the American Legion Stadium to see the fights.

Tomorrow afternoon, following the final business session in the morning, the delegates will visit the Walt Disney studio, including a screening of new subjects. A banquet at the Trocadero will conclude the convention tomorrow night.

Sightseeing, luncheon at Santa Monica Beach and dinner at the Uplifters' Club are on the schedule for Sunday.

Columbia Tops League

Columbia is in first place in the team standings of the M. P. Baseball League. Consolidated is second and Skouras third. The field is trailed by RKO, M-G-M, NBC, Paramount and Apeda Studios, in that order. The results of games played last week are: Consolidated, 8, M-G-M, 5; NBC, 8, Apeda, 5; Columbia, 6, M-G-M, 2.

Tax Evasion Charged To Charles Laughton

(Continued from page 1)

it is cited as an example of the increasing use of methods to avoid taxes which an individual would otherwise have to pay on his earnings in the United States."

Laughton was one of several persons named by Irey in an exposition of methods of tax evasion and avoidance, none of whom could be considered among the wealthy persons whom President Roosevelt charges were chiseling large sums off their income taxes.

Passman President Of General Register

(Continued from page 1)

development and construction of ticket machines for a period of years and assumes his new post from London.

With his appointment, General Register's manufacturing policy undergoes a shift. Practically all of its machines will now be manufactured at its Brooklyn factory, instead of being imported from England.

"Captain and Kids" New Metro Cartoons

(Continued from page 1)

studio claims are due. D. G. Maxwell, formerly with Harman-Ising, has been named general supervisor of the new series, under the supervision of Fred Quimby, in charge of short subjects.

Extend Autrey Contract

Hollywood, June 18.—Republic has extended Gene Autrey's contract for another year, giving him a considerable raise in salary. He will do eight westerns for the new season, four of them styled as "specials" and tagged for increased budgets. Sol Siegel will produce and Armand Schaeffer, who previously handled the Autrey series, goes on dramatic features.

Golden to Cincinnati

Edward Golden, general sales manager of Monogram, will leave today by plane for Cincinnati for the opening of the company's exchange there on Monday. From Cincinnati he will go to Des Moines and Dallas for local meetings and then meet W. Ray Johnston in Kansas City the latter part of the week.

Phila. Tax Law Foreseen

Philadelphia, June 18.—The Philadelphia amusement tax, calling for a tax of one cent on every 25 cents of admission, is expected to be passed on Thursday by the City Council. The local measure follows closely the form of the state's levy, and is expected to become effective July 23.

To Ban Nazi Pictures

The Brandt Theatres, Inc., J. H. Hoffberg Co. and DuWorld Pictures Corp., the latter two importers of foreign product, have informed the Joint Boycott Council that they will refrain from handling any films made in Germany.

Two Exchange Unions Agree To New Terms

(Continued from page 1)

wage scales took up so much time that other union delegations could not be called in.

Arrangements for Oklahoma City and Cincinnati become effective on Monday. New York union heads have not requested a meeting as yet, it was stated yesterday, the reason, according to sales executives, being that employes in the local exchanges are among the highest paid in comparison with other areas.

With company matters piling up because executives are attending union sessions, it is likely that further meetings may be limited to two and three days a week.

K. C. Group Joins the CIO

Kansas City, June 18.—United M. P. Operators, granted a Missouri charter here 10 days ago, today affiliated with the CIO following a conference between Neal Beam, regional CIO organizer, and Michael D. Konomos, attorney, and Harold Hay, business agent of the new union.

Ushers, Cashiers in Chicago I. A.

Chicago, June 18.—George Browne, president of the I.A.T.S.E., under the guidance of the A. F. L., has organized the majority of the ushers and cashiers here in an active campaign to sign up downstate circuit employes of the same types.

New Orleans Unit Elects

New Orleans, June 18.—Film Exchange Employes, a special department of Local B57, at an election of officers today named Joe Williams, president; E. Mendola, vice-president; E. S. Stevens, secretary; Henry Thibodeaux, international secretary; Earl Johnson, sergeant-at-arms, and William Springler, business agent. Membership represents all exchanges except Motion Picture Advertisers and Republic.

Wall Street

Paramount Up on Board

	High	Low	Close	Net Change
Columbia	29	29	29	+ ½
Columbia, pfd.	41⅞	41⅞	41⅞	— ⅛
Eastman	169½	169½	169½	.....
Loew's, Inc.	76⅜	75⅞	76	— ¼
Paramount	18¾	18⅛	18½	.....
Paramount 1 pfd.	130	130	130	+2
Paramount 2 pfd.	17¼	17	17¼	+ ½
Pathe Film	6⅝	6⅝	6⅝	— ⅜
RKO	7¼	7⅛	7⅛	.....
20th Century-Fox.	35	35	35	+1⅜
Universal, pfd.	63	63	63	—9
Warner Bros.	12⅝	12¼	12½	.....

Fractional Curb Rise

	High	Low	Close	Net Change
Grand National	2⅛	2	2⅛	.....
Sonotone	1½	1½	1½	— ⅛
Technicolor	26⅞	26½	26¾	+ ¼
Trans-Lux	4½	4⅜	4½	+ ¼
Universal	4⅛	4⅛	4⅛	.....

Warner Bonds Up ¼

	High	Low	Close	Net Change
Loew's	99⅛	99⅛	99⅛	.....
Paramount Pict. 6s '55	100	100	100	.....
Warner Bros. 6s '39 wd	94¾	94¼	94¾	+ ¼

(Quotations at close of June 18)

Curran Designs New Movable Transmitter

Los Angeles, June 18.—Designed by George Curran, KFI-KECA research engineer, a new short wave pack transmitter weighing 45 pounds and balanced so that it can be carried easily, has been added to the equipment of the stations.

The transmitter has been assigned the call letters W6XCI and will use frequencies of 31,100, 34,600, 37,600 and 40,600 kilocycles, with two watts power and a range of three to five miles. The transmitter is provided with a receiver so that the announcer can be given cues and directions. In operations, the signals from the pack are picked up by short wave receiver, which feeds into an orthodox remote control equipment. In turn the signals proceed to a telephone line, the central control room and thence to the transmitter of either KFI or KECA.

Peerce Decision Reserved

Justice Lewis A. Valente in N. Y. Supreme Court yesterday accepted briefs and reserved decision on the motion submitted in connection with the $100,000 suit brought by Nat D. Kane against Jan Peerce, singer. The plaintiff charged Peerce with having violated a contract executed in 1927 in which Kane allegedly was to be the singer's personal representative and collect a percentage of Peerce's earnings from every source. Counsel for Peerce asked the court yesterday to direct the plaintiff to submit a bill of particulars in support of his claim. In a cross motion Kane urged the court to order the singer to submit to an examination before trial.

RCA Wins Injunction

Federal Judge Vincent L. Leibell yesterday granted RCA and General Electric a permanent injunction by consent restraining Eli Dane, Oscar Dane, Paul R. Nachemson, Majestic Radio Corp., Danlico Radio and Television Corp., Webster Stores and Avon Stores from further alleged infringement on patents covering radio receiving sets. A judgment for $6,335 was also granted against Eli and Oscar Dane for profits, damages and costs arising out of the alleged infringement.

Plays 4 Times in One Night

Montreal, June 18.—Lloyd Huntley and his Mount Royal Hotel dance orchestra, usually heard over one local station nightly (CKAC—10:30 D. S. T.) played for three different stations last night on four different programs as the local hotel staged a gala opening of its new Normandie Roof.

At 7:30 Huntley and his boys played a 15-minute spot over CFCF followed immediately by a half hour over CKAC, CKAC at 10:30 for 15 minutes and at 11:30 CRCM for a coast-to-coast hookup until midnight.

All this with Huntley pale and weak as the result of a long hospital confinement.

Jeannine Signed by CBS

Jeannine, western artist who was heard on the Mutual network's "Lilac Time" series last season from WLW, has been signed under exclusive CBS artist service management. She will make her debut here June 22 on the "Dear Columbia" program at 9 P. M., E.D.S.T. The broadcast will mark her first appearance in a New York studio.

Radio Personals

TIM and Irene open their summer home in Norwalk, Conn., this Monday. . . . A new harmony team, Darrow and Dell, will be heard on WINS beginning today. . . . Constance Bennett and Reginald Denny will be on the Bing Crosby show next Thursday. . . . Dennis King will be Rudy Vallee's main guest the same evening. . . . Marc Connelly, Casper Reardon and Jim Kelso have been added to the list of Joe Cook's guest stars for the Shell show tonight. . . .

+

Merill Lee returns to WMCA Sunday after a leave of absence. Her series will be heard weekly at 9:30 P. M. . . . Johnny Hauser's orchestra will be heard from the Grossinger Playhouse, Ferndale, over Mutual beginning Monday at 4:30 P. M. . . . Gene Buck, president of Ascap, and Al Woods, producer, will appear as guests on Chamberlain Brown's "All-Star" Revue over WMCA Monday. . . .

+

Gail Henshaw of WHN's "Movie Club" is sparkling an engagement ring from Bob Hughes . . . Elissa Landi has been added to the Lux "Radio Theatre" cast, playing opposite Leslie Howard in "Monsieur Beaucaire" Monday. Colin Clive, previously announced as a member of the cast, has been taken ill and will not appear . . . Jack Dempsey will name his choice to win the fight between Braddock and Louis on the Shell show Saturday . . . Bill Engle and Don Kerr of WMCA has left for a fishing trip. . . . Frankie Basch, WMCA's Roving Reporter has been elected an honorary member of the Woman's World War Veterans Ass'n . . . Ed Hill will be the "Hit Parade" guest on CBS June 26. . . .

Chicago Town Pump

Chicago, June 18.—Glenn Snyder, WLS manager, is chairman of the local convention committee for the NAB convention, starting Sunday. Such matters as entertaining the visiting ladies, arranging the golf tournament and the annual banquet have fallen to Snyder's lot. . . . The S. O. S. Company, sponsors of the "See Our Stars," radio gossip program with Norman Ross, and Florence Starr, soprano, aired over WMAQ each Tuesday, Wednesday and Friday, C. D. S. T., has been renewed for 52 weeks. . . . New in the WLS production department is Roderick Cupp, formerly writer and producer of the CBS series for Barnsdall Refining, and for the past three years at KTUL, Tulsa, Okla.

Philadelphia Town Pump

Philadelphia, June 18. — Johnny Parsons will join the WIBG announcing staff upon graduation from Haverford Prep this month . . . Nearing construction is a 325-foot mast which WIP says is the tallest radio mast ever built within the city limits . . . Ed Wallis, WIP production chief, will go to Grand Island, Neb., to marry Gwen Ross on June 21 . . . Helen Hanford will leave the program department at WDAS . . . Huey J. Julestedt, WFIL engineer, is motor-vacationing in New England . . . Carlotta Dale, recovered from auto mishap injuries, has rejoined the KYW-NBC Top Hatters orchestra as vocalist . . . WCAU will again carry the Saturday night concerts for CBS during the Philadelphia Orchestra outdoor summer season, assistant program-director Norris West handling the assignment as announcer and commentator.

Pittsburgh Town Pump

Pittsburgh, June 18.—Sarah Boyd, vate secretary to Joseph Baudino, plant manager of KDKA. . . . NBC officials liked the Yellow Cab program of Bernie Armstrong, Robert Cartiere and Anthony Rang on KDKA so well that they have given the trio a sustaining spot on the Blue network once a week. . . . Brent's Cleaning Co. has renewed Darrell V. Martin, radio editor of the *Post-Gazette*, for 13 weeks more on WWSW. It's a 15-minute spot three evenings a week. . . . Leonard Kapner, manager of WCAE, is in California on a month's vacation. . . . Walter Framer and his wife, Nan Grayson, of "Pittsburgh Backstage" on WCAE, are motoring to Hollywood shortly for four weeks. . . . Bob McKee, the WCAE announcer, received his degree at the University of Pittsburgh this week.

San Antonio Town Pump

San Antonio, June 18.—Vernon Mallory, WOAI operator, is in St. Louis for his vacation . . . Lew Valentine of the production department, vacationed in New Mexico and visited Carlsbad Caverns in securing new material from the hill country for the Gebhardt Chili Powder "Texas Treasures" program of which he is author-producer . . . Theil Sharpe, operator, threw a huge party for the entire WOAI force on the occasion of his eighth wedding anniversary . . . WOAI Station Manager Hugh Al Halff stopped over in Dallas for the Pan-American Exposition on his way to the NBA convention in Chicago . . . Gene Roth, KONO boss, is attending the Chicago confab . . . Chief Engineer George Ing of KONO was blessed-evented with a nine-pound girl . . . John Alderman is the new voice heard on KABC.

Add Talks to S. A. Programs

A 15-minute program of cultural discussions will be added to NBC's schedule of broadcasts to South and Central America over short wave station W3XAL, beginning this Sunday and weekly thereafter. Charles Carvajal, production director of NBC's South American program department, will present the talks.

Additionally, two new members have been added to South American staff. They are Martin Viale, Argentina lawyer and journalist, and Pinto Tameirao, former Brazilian. Viale will present Press-Radio news in Spanish, and Tameirao will announce in Portuguese.

Kathryn Cravens Going West

Kathryn Cravens, who broadcasts over CBS for the Pontiac Motor Co., will take off from New York by plane July 2 for Hollywood, from where she will broadcast her program, "News Through a Woman's Eye," for three weeks, beginning July 5.

In addition to her regular news routine, Miss Cravens will interview and present screen players on her program during her coast stay.

Credit Group Plans Series of Programs

Spokane, June 18.—A network program to win the confidence of the public and to educate them to the value of buying on credit and paying promptly was forecast at the 25th annual National Retail Credit Ass'n. convention ending here today.

The plan is to have local associations bear the cost until the national association can. The program would be broadcast at an opportune time, when bills fall due. It probably will be a musical transcription with interspersed dialogue and skits under the eye of regular credit men. The program will be patterned after that of the Pittsburgh Retail Credit Ass'n., over WCAE.

Boasberg Stricken By a Heart Attack

(Continued from page 1)

brother, Nate Boasberg of Los Angeles, and two sisters, Mrs. Dewey Michaels and Mrs. Sam Cohen, both of Buffalo. The body will be shipped to his parents' Buffalo home.

Boasberg collapsed in the NBC studios in Hollywood during a rehearsal of the Jack Benny program, and died shortly afterward. In addition to his screen writing activites, he was Jack Benny's chief gag writer.

Greta Palmer in Hospital

Greta Palmer, WOR's woman's commmentator, was taken to a hospital Thursday to undergo observation for an operation. The agency handling her program, Young & Rubicam, considered broadcasting from her bedside but thought better of it and had her program recorded. Consequently her program yesterday was via a platter.

WNEW Gets New Series

Lake Hiawatha Co. has contracted for a series of spot announcements on WNEW, to run indefinitely. Radio and Film Methods Corp., placed the contract.

Additionally on WNEW, S. & G. Theatres, Inc., will participate in the "Listeners' Scrapbook" series, beginning immediately.

Shakespeare Vogue Spreads

It appears that the independent stations, too, are bitten by the bug of the Bard of Avon. Beginning June 26 from 8:30 to 9 P. M., E. D. S. T., WNEW will produce a Shakespearean series, with audiences reciting their favorite Shakespearean passages in competition for prizes. Richard Brooks will handle the program.

Central Buys New Site

Des Moines, June 18.—The Central Broadcasting Co. has purchased a three-story brick home at 1905 Grand Ave. as a future location for its office and studios. The lease on the present CBC location has nearly five years to run and until then the new location will be operated as an investment.

"Whither Music?" New Series

"Whither Music," a new series with John Tasker Howard as commentator, will begin June 26 at 6:35 P. M., E. D. S. T., over the NBC-Blue network. Joseph Littau will conduct the symphony orchestra.

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 144 NEW YORK, MONDAY, JUNE 21, 1937 TEN CENTS

Suggests Plan For Assisting British Films

Bell's Scheme Involves U. S. Producers

By BRUCE ALLAN

LONDON, June 20.—The latest variant of the reciprocity idea as a solution of British production problems is due to Major Charles Bell, consulting engineer to Paramount and other theatre interests, chairman of a branch of the Cinematograph Exhibitors' Ass'n. and promoter, with S. H. Soskin, of the Amalgamated studio at Elstree.

Bell suggests that the five or six major production organizations of the United States should make or back every year five British pictures each of the £80,000 to £100,000 class ($400,000 to $500,000). On each of these they would guarantee a revenue from the States of £40,000 ($200,000) or, if they did not distribute the picture, 1,000 first run bookings.

Thirty pictures of this type, says

(*Continued on page 2*)

Munro on Way Back For Australia Deal

HOLLYWOOD, June 20.—Charles Munro, managing director of Hoyts, will arrive from New York and Chicago tomorrow, en route to Sydney, Australia, after several months in this country conferring with 20th Century-Fox home office executives on the General Theatres deal.

Accompanying Munro is Kenneth Asperey, counsel for Greater Union Theatres, Hoyts' partner in General Theatres. The groundwork for a continuation of the pooling arrangement between the two Australian circuits is expected to be laid during the homeward journey of the two men. They will sail Wednesday on the

(*Continued on page 2*)

Miss. MPTO Session Set for July 18-19

MEMPHIS, June 20.—The M. P. T. O. of Mississippi have set July 18-19 as the dates for the annual convention and will meet in Biloxi, resort city on the Gulf Coast, according to R. X. Williams, president.

Williams said that details of the convention program are being worked out and will be announced at an early date. A number of nationally-known film figures will be invited to speak. A discussion of state and Federal tax problems is expected to be of chief interest.

SEC Reports Griffis Stock Deals Heavy

Took 166,000 Debentures; Sold 212,000

By CLARENCE LINZ

WASHINGTON, June 20.—Extensive trading in Paramount 3¼ per cent convertible debentures in April by Stanton Griffis, New York, through Hemphill, Noyes & Co., is reported by the SEC in its semi-monthly summary of transactions of officers and directors in the stocks of their corporations.

During the month, it was reported, Hemphill, Noyes & Co. bought 166,000 and sold 212,000 debentures, the net change in position being 46,000 which reduced holdings at the close of the month to 90,000. The month's transactions followed heavy transactions in March which resulted in the acquisition of 136,000 debentures.

The summary issued by the com-

(*Continued on page 3*)

Chance Games Going Strong in Memphis

MEMPHIS, June 20.—Chance games have come into their own on Main St. Ironically enough, the theatre responsible for their belated introduction here was forced to close in June, the month of their acceptance elsewhere in the city.

Early in the year the Orpheum, under independent operation of Virgil Posey, embarked upon two cash giveaway programs at once, a "Buck Night" and a "Question Night."

Both the Strand, operated by M. A. Lightman and the local Warner went into Bank Night experiments in competition with the Orpheum, and the policy is being continued.

Save for occasional minor outbreaks in the small suburban houses, Memphis was singularly free from chance games for years, and the current rage is not expected to endure.

About 20 Paramount Men Go to Hub Meet

Approximately 20 members of the local Paramount exchange, headed by Milton S. Kusell, New York state district manager, left last night by boat for Boston to attend a regional sales meeting there. The two-day session opens today. The men will also return the same way.

Kusell put it up to the force to decide how they wanted to go to the Hub City and the majority voted in favor of the water route.

"Marxes" Tip Hats

Smart bit of exploitation, the stunt being pulled this week in connection with "A Day at the Races."

Two men, dressed as Harpo and Groucho Marx, amble along Broadway daily, tipping their hats to ladies, and not even a sign indicating they are plugging the show at the Capitol.

CEA in England to Open Meeting Today

LONDON, June 20.—The program of papers has been completed for the annual summer conference of the Cinematograph Exhibitors' Ass'n., which will open tomorrow at Harrowgate and continue through Friday.

Lord Tyrrell of Avon, president of the British Board of Film Censors, will deliver a "Review of Censorship" on Wednesday morning. During the same session Ralph S. Bromhead, general manager of County Cinemas, Ltd., will speak on "Our Jig Saw Puzzles," giving a general review of trade problems.

Technical papers will include: "The Development of Electricity and Its

(*Continued on page 2*)

More Exchange Pacts Scheduled This Week

Agreements for setting up basic minimum wage scales and a maximum working schedule of 40 hours a week for shippers, inspectresses and poster clerks in Kansas City and Indianapolis are slated to be completed this week.

In addition, contracts for a number of other territories are expected to be worked out.

Last week, negotiations for union representation in Oklahoma City and Cincinnati were completed after meetings which lasted two days. Discussions on the Kansas City and Indianapolis pacts will be resumed tomorrow with new situations to be taken up afterwards.

Weinberger to Head Sales for Certified

Mack D. Weinberger, who recently resigned as sales manager of General Pictures, has joined Certified Pictures in a similar post.

Certified, according to an announcement, will distribute 34 pictures next season, 12 to be produced by the company and the others from independent companies.

Franchise holders are expected to be lined up in every key center within a month.

Condor Seeks SEC Approval To End Delays

Financing Plans Halted By Lack of Action

Efforts to obtain action by the S.E.C. on Condor Pictures' application for stock registration, which has been pending since April 11, will be made by George Hirliman, Condor president, and other officials of the company who came here from the coast late last week for that purpose, Hirliman said on Saturday.

The failure of the S.E.C. either to approve or disapprove the application has seriously interfered with the company's operations, making it impossible for Condor to proceed either with its originally proposed public financing or to abandon that for several avenues of private financing which Hirliman said are open to it. The Condor head said that the company had completed nine pictures without a penny being owed on them, but that further production would be stymied unless the S.E.C. made its decision in the near future.

He made it clear that whether the

(*Continued on page 3*)

U.A.-Loew Franchise Talks to Be Resumed

With the return of George J. Schaefer and A. W. Smith, Jr., today from Chicago where they have been conducting a second regional sales meeting, negotiations are scheduled to get under way this week on a new U. A. franchise with the Loew circuit.

Loew circuit officials are understood to be asking for a five-year deal with a shorter term regarded as unlikely. Charles C. Moskowitz and Eugene

(*Continued on page 2*)

Amend Roxy Plan for Issuance of Shares

Federal Judge Francis G. Caffey on Saturday granted a motion of the Roxy gold noteholders' committee to amend the theatre's approved plan of reorganization to provide for the issuance of 15,480 shares of new $1.50 cumulative preferred stock to noteholders to replace the plan's present provisions for the issuance of 7,740 shares of $3 dividend preferred.

In accordance with the amendment five shares of new preferred will be issued for each $500 note instead of

(*Continued on page 2*)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 21, 1937 No. 144

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Kidnapping Frustrated

BOSTON, June 20.—An attempt to kidnap Mrs. Samuel Goldstein, wife of the president of the Paramount Affiliated Western Massachusetts Theatres circuit, was foiled here when Mrs. Goldstein refused to believe the story of two men claiming to be Paramount Theatre ushers who asked her to accompany them to her husband who, they said, had been seriously injured. Mrs. Goldstein phoned to verify the story and the men left before they could be apprehended.

Jacob Mack Dead

CHICAGO, June 20.—Jacob Mack, father of Irving Mack, head of the Filmack Trailer Co., died here last week. He had been ill for a number of months.

Sir James Barrie Dead

LONDON, June 20.—Sir James M. Barrie, creator of "Peter Pan," died here of pneumonia Saturday.

Robert Donat Replaced

LONDON, June 12.—Robert Donat, again incapacitated by asthma, has been replaced by Ralph Richardson in the Victor Saville production for London Films, "South Riding."

Suggests Plan For Assisting British Films

(*Continued from page* 1)

Bell, would give the British industry all the assistance it needs. He slams both the quality test and cost clause as methods of meeting the "quickie" problem, saying no tribunal can estimate entertainment value and that good pictures are often made for less than £15,000, the suggested minimum for quota pictures, and bad ones for much more than that amount.

Munro on Way Back For Australia Deal

(*Continued from page* 1)

Mariposa with a group of sales executives from practically every major company.

Among those who will be on the boat will be S. S. Crick, managing director for 20th Century-Fox; Douglas Lotherington, RKO; Cecil Mason, Columbia, who is not staying on for the company's annual sales meeting to be held the latter part of the month; Herc McIntyre, Universal; Charles Chavel, independent producer affiliated with Universal.

Although no official word is available, it is reported that the present five-year agreement between the two important theatre circuits in Australia, will be continued for at least 10 years. The understanding is that 20th Century-Fox is anxious to have the arrangement extended for 20 years, but will accept a compromise of half the period expected.

CEA in England to Open Meeting Today

(*Continued from page* 1)

Use in Cinemas," by Leslie Knopp, and "Rating Assessments," by D. Graham Motion, both to be delivered on Thursday.

The most controversial of the discussions is likely to be that on Wednesday afternoon, when an open session will be inaugurated by C. P. Metcalfe, president of the C.E.A. It is inevitable that the discussion session will be used for the airing of grievances in respect to rentals and other matters and probably for a discussion of British production problems in the light of the proposed new Films Act.

RKO Shifts Players

HOLLYWOOD, June 20.—RKO has shifted major casting assignments by placing John Boles, originally scheduled for "Don't Forget to Remember," in the lead of "Fight for Your Lady," for which Herbert Marshall was scheduled. Burgess Meredith replaces Boles in "Remember" and Marshall goes into "A Love Like That" opposite Barbara Stanwyck.

Clyde Elliott to Leave

HOLLYWOOD, June 20.—Clyde Elliott, producer-director; Colin Tapley, one white member of the cast, and a technical crew leave this week for the jungles 400 miles north of Singapore to film scenes for "Booloo."

◂ *Purely Personal* ▸

BEN WASHER, publicity man for "Dead End," returned Saturday from a visit to the U. A. studios, via American Airlines.

•

FRANK L. NEWMAN, SR. and JOHN HAMRICK will leave for Seattle during the week.

•

WALTER THOMPSON took a plane yesterday for the 20th Century-Fox studios.

•

CHARLES CURRAN has postponed his trip to the coast until the middle of July.

•

SPYROS SKOURAS has delayed his vacation trip to Greece until August.

•

HARRY KAUFMAN left yesterday for Hollywood.

•

. . . *Pittsburgh*

FLORENCE FISHER PARRY, critic and columnist for the *Pittsburgh Press*, has returned from Hollywood.

LOU GILBERT, manager of the Warner, and his wife celebrated their 20th wedding anniversary last week.

HOWARD ADDLESBERGER will serve as relief manager for the Harris circuit.

Legion Approves 16 Pictures for Week

Of 16 pictures reviewed by the National Legion of Decency during the past week none was found objectionable and only five were given an adult classification. Pictures listed as "unobjectionable for general patronage" are: "Black Aces," Universal; "Doomed at Sundown," Republic; "Familjen som var en Karusell," A. B. Europa; "Fizessen Nagysad," Focus; "The Girl Said No," Grand National; "Love in a Bungalow," Universal; "Married Before Breakfast," M-G-M; "One Mile from Heaven," 20th Century-Fox; "Punks kommt aus Amerika," Ufa; "Two-Fisted Sheriff," Columbia, and "Yodelin' Kid from Pine Ridge," Republic.

Unobjectionable for Adults—"Another Dawn," F. N.; "Midnight Madonna," Paramount; "Slave Ship," 20th Century-Fox; "The Road Back," Universal, and "She Had to Eat," 20th Century-Fox.

U.A.-Loew Franchise Talks to Be Resumed

(*Continued from page* 1)

Picker are sitting in on the conferences for the metropolitan houses and Joseph R. Vogel is handling the out-of-town Loew situations.

Last week, Loew executives resumed product talks with Paramount sales heads on a new franchise replacing the present 10-year pact. Neil F. Agnew, general sales manager, and Milton S. Kussell, New York state district manager, returned from Hollywood Tuesday and the following day went into conferences with the Loew men. J. J. Unger, eastern and southern sales head for the distributor, today and tomorrow will hold regional meetings at Boston, following which he will attend the Loew conclaves.

Amend Roxy Plan for Issuance of Shares

(*Continued from page* 1)

five shares for each $1,000 note, and the new stock will be callable at $51 instead of $102. The amendment was submitted in order to avoid issuing script for fractions of a share. According to the court's order, consents to the plan which have already been filed are not affected by the amendment.

Pacent Suit to Go On

A motion to dismiss a $6,000,000 anti-trust suit brought against A. T. & T., Western Electric and Erpi by Stanley K. Oldden as assignee of the Pacent Electrical Co. was denied on Saturday by Federal Judge John C. Knox. The complaint was attacked by the defendants on the ground that it failed to state a cause of action. The defendants were given 20 days in which to file answers.

Three More Firms in Chicago to Be Moved

CHICAGO, June 20.—Construction started this week on a new two-story building at Wabash Ave. and 13th St. which, as announced exclusively in MOTION PICTURE DAILY several months ago, will give Chicago one of the greatest concentrated film exchange districts in the country. The new structure completes a $2,000,000 concentration of film exchange offices in that vicinity and will house the distribution and sales offices of Universal, Columbia and United Artists.

Upon completion of the building, six of the eight major distributors will be grouped at 13th and Wabash. M-G-M, Warners and Paramount already are located there. The addition of Universal, Columbia and United Artists will leave only 20th Century-Fox and RKO yet to settle in that section.

Form Providence Union

PROVIDENCE, June 20. — Theatre workers have been organized here and will receive a Class B I.A.T.S.E. charter this week, it is expected. About 200 have joined the union. Officers have been elected as follows: President, Christopher Horan; vice-president, Harold Conroy; recording secretary, John McDonald; financial seretary, John Curley; business agent, Joseph Jackson; executive board, Marion Cooper, Robert O'Brien, Robert Flynn, Leo Massey and Daniel Callahan.

Change I.T.O.A. Sail Date

The I.T.O.A. outing which was originally scheduled for July 21 has been postponed to July 27, according to a statement from the organization on Saturday.

The *Alexander Hamilton* has been chartered by the I.T.O.A. for the day's sail up to Indian Point. Luncheon, dinner and dancing are planned for aboard the boat, while games and prize contests will be held at the point.

Mercy Buys New House

PORTLAND, June 20.—Mercy's Inland Theatre Corp. has purchased the new theatre under construction for J. E. Shields, Ellensburg, Wash.

SEC Reports Griffis Stock Deals Heavy

(*Continued from page* 1)

mission included corrected reports for Paramount officials for past months. Reports for Maurice Newton, New York, director, showed the acquisition of 4,000 shares of Paramount common in January and, through Hallgarten & Co., disposition of 4,200 shares in January, and acquisition of 5,000 shares in February and 4,500 shares in March, largely through the exchange of convertible preferred.

March reports also showed that through sales or exchanges, Hemphill, Noyes & Co., for Griffis, disposed of 208,000 six percent 20-year sinking fund debentures.

A report for Pathe showed that Robert R. Young, New York, acquired 1,900 shares of common in April, bringing his holdings to 25,715 shares.

Cohn Reduces Holdings

Disposition by Harry Cohn, Hollywood, Cal., of 5,124 Columbia Pictures common voting trust certificates, reducing his holdings to 67,127, and of purchasing warrants covering 6,000 common voting trust certificates, reducing his holdings to 18,587, was also reported.

Disposition by transfer under a property settlement agreement of 85,000 Warner optional six percent convertible debentures, reducing his holdings to 1,502,000, was reported by Jack L. Warner, Burbank, Cal.

The transactions of Hemphill, Noyes & Co. in Paramount common stock disclosed in the S.E.C. report, were explained by Stanton Griffis, chairman of the Paramount executive committee and a partner in Hemphill, Noyes, at the Paramount annual stockholders' meeting, June 15, as a temporary one resulting from the firm's arbitrage transactions in Paramount securities.

Griffis said that Hemphill, Noyes, in an effort to aid Paramount in the retirement of its six per cent first preferred stock by conversion into common was buying first preferred, one share of which is convertible into seven shares of common, while selling the common stock. In the course of this process, the company temporarily went short on common, he said.

Griffis stated that personally he had never been short on Paramount common and declared that he was the largest individual owner of the company's common stock.

Findlay with New World

London, June 12.—Hugh Findlay former studio publicity manager for Gaumont British, has joined New World Pictures, 20th Century-Fox English producing subsidiary, in a similar capacity.

McCarthy, Syrett Weds

Patricia Dale McCarthy, daughter of Charles E. McCarthy, 20th Century-Fox publicity chief, was married on Saturday to Harold Coffin Syrett. The ceremony was performed at the Grace Episcopal Church in Nutley, N. J. A reception followed at the Nutley Field Club.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Born Reckless"

(20th Century-Fox)

Hollywood, June 20.—Thrill and action entertainment for those who like exciting pictures. That is the substance of this taxi war story. The basic drama is contrasted by considerable comedy and enough romance to provide the required interest. The dialogue and action are well blended. It is fast moving. Much is crowded into the comparatively short running time.

Brian Donlevy, in need of a job, enters the taxi game. He finds himself in the midst of Barton MacLane's strong arm racketeer tactics. Donlevy's adeptness at wrecking cars makes things so hot for MacLane that he prevails upon Rochelle Hudson, his girl friend, to exert her wiles on Donlevy and get him to work with the racket. The ensuing suspense, supplied with plenty of hokum and high theatrics, carries on to the climax where it is revealed that Miss Hudson has allied herself with MacLane only to get criminal evidence on him.

The principals, aided by Robert Kent, Harry Carey and Chick Chandler, turn in capable performances. The film is based on a story by Jack Andrews, John Patrick and Robert Ellis. Helen Logan adapted and Malcolm St. Clair directed.

Production Code Seal No. 3,438. Running time, 60 minutes. "G."

Control for Cooling Systems Is Studied

Indianapolis, June 20.—First step toward control of air conditioning in downtown theatres and business houses has been begun by Henry B. Steeg, city engineer. Sanitation department engineers are making surveys of equipment and sewer conditions.

An ordinance regulating dumping of water from cooling systems into city sewers may result. Mr. Steeg pointed out that sewers already are overtaxed and that wells supplying cooling systems are doing the major share of lowering the water table under downtown Indianapolis.

Filmarte Dark Till Sept.

The Filmarte closes today for the summer and plans to reopen again in September with a resumption of its foreign picture policy.

"Riding on Air" to Roxy

David L. Loew's second picture for RKO, "Riding on Air," will open Friday at the Roxy.

Wall Street

Board Slightly Off

	High	Low	Close	Net Change
Consolidated Film	2¾	2½	2¾	+ ¼
Loew's, Inc.	76	75½	75½	— ½
Paramount	18¼	18	18	— ½
Pathe Film	6⅜	6⅜	6⅜	— ¼
RKO	7⅛	7⅛	7⅛	.....
20th Century-Fox	34½	34½	34½	— ½
Warner Bros.	12½	12⅜	12⅜	— ⅛

Curb Drops Slightly

	High	Low	Close	Net Change
Grand National	2⅛	2	2	— ⅛
Technicolor	26⅝	26⅝	26⅝	— ⅛

Small Bond Gains

	High	Low	Close	Net Change
Loew's 6s '41 ex war	99¼	99¼	99¼	+ ⅛
Paramount Pictures 6s '55	100¼	100¼	100¼	+ ¼

(Quotations at close of June 19.)

Condor Seeks SEC Help to End Delays

(*Continued from page* 1)

company's stock registration was approved or disapproved, Condor was "going ahead." Pending the S.E.C. decision, however, the company is virtually barred from obtaining new money, it was pointed out.

"The S.E.C.'s stop-order was issued on April 11 and we were given to believe that a decision would be made on our registration within 24 to 48 hours. Today, more than two months afterwards, we still have had no decision from the S.E.C. Officers of the company who stand ready to put new money into it are barred from doing so because we are unable to issue stock to them in return. Condor's bankers still owe the company more than $900,000 and can't give it to us because we are unable to issue stock to them. If the S.E.C. could be prevailed upon to give its decision, whether it meant approval or disapproval of our registration, we would be in a position to go ahead. If it fails to act soon, we may abandon our public financing without waiting for the decision."

Hirliman said he planned to leave for Washington today or tomorrow to obtain a hearing from the S.E.C. at which he would ask for a decision "one way or the other." He was accompanied east by M. H. Hoffman and Albert Lieberman. Hirliman said that the clause in Condor's studio lease with Grand National requiring occupancy of the studio for a minimum of 100 days during the year, the omission of which from Condor's registration data brought about the S.E.C.'s stop-order, has long since been eliminated from the lease.

Shanghai Censors Reel

After deletions had been made in scenes depicting the activities of foreigners in China, a recent issue of the March of Time was approved for exhibition by the International Settlement's film censors at Shanghai, the RKO home office was notified over the weekend by Leo Britton, the distributor's representative in China.

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Songs and Lyrics by Lew Brown and Sammy Fain.

...more songs and lyrics by Walter Bullock and Harold Spinna...and by Ben Pollack and Harry James.

...and still more songs and lyrics by Charles Henderson and Edward Cherkose...and by Joe Penner and Hal Raynor.

MOTION PICTURE
DAILY

Technicians Of CBS Vote To Go in CIO

Radio telegraphists and technicians employed at WABC-CBS made their long awaited move Saturday and joined with the C.I.O.

The vote of the company union, organized as the Columbia Broadcast Technicians, to join the American Radio Telegraphists' Ass'n, a C.I.O. affiliate, was taken over the opposition of the I.A.T.S.E., an A. F. of L. affiliate, according to Mervys Rathbone, president of the A.R.T.A.

Rathbone said the Columbia technicians had made their decision over the threat by the A. F. of L. that the CBS employes "would be out of a job walking the streets for joining the C.I.O."

Columbia Broadcast Technicians also voted to dissolve the association and to organize about 300 radio technicians in seven out-of-town stations operated by CBS.

The company technicians number approximately 80 members in New York. Throughout the network they boast approximately 300 members. President of the WABC chapter is Kay Davis.

The CBS technicians will become members of the New York Broadcast Local 16 of the American Radio Telegraphists' Ass'n.

The seven CBS owned and operated stations whose technicians will join up with the A.R.T.A. are as follows: WJSV, Washington; WBT, Charlotte; WKRC, Cincinnati; KMOX, St. Louis; WBBM, Chicago; WCCO, St. Paul-Minneapolis, and KNX, Los Angeles.

George Wicks Heads Technicians' Union

San Antonio, June 20.—George C. Wicks was elected president of the newly organized Radio Service Technicians union, Local No. G1077, at a charter meeting here. W. L. Ingram of Fort Worth, vice-president of the International Brotherhood of Electrical Workers, organized the new local, which lists 30 members. Other officers named were John Knott, vice-president; Arthur L. Lang, financial secretary; L. K. Jones, recording secretary, and Charlie N. Day, treasurer.

Block Omaha Broadcast Fund

Omaha, June 20.—The Omaha Central Labor Union has succeeded in blocking the Douglas county board's proposed appropriation of $3,600 for a six months' trial of the Job Bureau conducted for 30 minutes each week by WOW, with Foster May announcing and interviewing job seekers.

Mace Brown, president of the Central Labor Union and a projectionist at the Town, charged the bureau, which had operated six weeks without cost and placed 150 persons, had been "breaking down wage standards."

Rusty Callow Signed by WOR

Rusty Callow, University of Pennsylvania crew coach, has been signed by WOR-Mutual to describe the Yale-Harvard boat race to be run June 25 at approximately 7 P. M., E. D. S. T.

NAB Meeting Starts Today; Labor Seen as the Highlight

Chicago, June 20.—With the 15th annual convention of the NAB scheduled to begin here Monday and terminate Wednesday at the Hotel Sherman, the one serious issue expected to enliven the convention agenda, despite dissatisfaction which has been expressed in some quarters throughout the year over the NAB administration, is labor.

The explanation for the otherwise expected docility of the proceedings is gathered here from off-the-record expressions uttered by many NAB members already here, to the effect that, since business in radio never was better, why disturb a generally peaceful and profitable situation?

The main topic of conversation at the convention is expected to be the union situation, especially as it concerns the C.I.O., which this year has staged unprecedented inroads into the industry.

Will Consider Dues Hike

Other likely bones of contention will be the NAB's proposal to amend two by-laws of the organization. The first proposal asks for a vote to increase the dues by 50 per cent which would mean an NAB yield of from about $90,000 a year to an approximate $135,000 per year. The second proposal is a ruling seeking to compel all group-owned stations to enroll in the organization if any one of the group is an NAB member.

The 50 per cent boost in dues was proposed last year also, but was defeated. It may pass this year, however, due to the fact that the vote last year was taken on the final day of the convention, when a great many of the delegates had already left for homes and stations. The vote this year will be taken on Tuesday, instead of on Wednesday. The pre-convention sentiment here, however, seems to be strongly against the increase.

Also likely to come up importantly for floor attention during the three-day stanza will be discussions about the current charges in Washington of the so-called monopoly in radio; Ascap, whose current contract with the NAB expires in 1939; and the transcription situation.

The elections are to take place Tuesday. Four officers will be elected and six vacancies on the board of directors will be filled.

Many names have been advanced as being presidential timber. Those most prominently mentioned include John Elmer, president of the Baltimore station, WCBM; Edward Craney, manager of KGIR, Butte; John W. Gillen, WOW, Omaha; Joe A. Maland, WHO; Harold Hough, WBAP, Fort Worth; and Arthur B. Church, KMBC, Kansas City.

The final day will be taken up largely by committee reports and by speakers who will discuss the commercial aspects of the industry. Slated to make an important address is Arthur Pryor of Batten, Barton, Durstine & Osborn.

Renew Chevrolet Series

The Chevrolet Division of General Motors, through Campbell-Ewald, has renewed the transcribed Chevrolet series, currently heard on 360

This Is How

Long Beach, Calif., June 20.—Hal Nichols, president-owner of KFOX, confesses his true monicker is Hallie George Washington Button Nichols! He explains it thusly: His father was an orchestra leader, and when his son and heir arrived Nichols, Sr., to avoid hurting the feelings of various band members, tacked their names on to his little martyr, Hal.

FCC Charges Denied By Segal and Smith

Washington, June 20.—Dismissal of charges alleging improprieties in the practice of law before the F. C. C. was reopened yesterday in pleadings filed with the commission by Paul M. Segal and George S. Smith, Washington attorneys, who were cited in an order issued May 19 to show cause why they should not be disbarred for purportedly filing of applications in the name of so-called "dummy" applicants and for other specified reasons.

In separate answers, Segal and Smith categorically denied all of the charges made in the F. C. C. order as without foundation. The answers were in the nature of a full disclosure of the facts relating to the matters upon which the charges were based. A hearing on the charges was requested, unless the commission should conclude that the order be dismissed.

The attorneys contended their conduct at all times has been entirely ethical, proper and professional, and that the acts cited in the F. C. C. order were not improper or in violation of any existing rules or methods or legal practice. Dealing specifically with the allegation that the "dummy" applications had been filed for the purpose of "deceiving" the commission, the attorneys declared that their applicants were not "dummies" and that their procedure was in conformity with a prevalent and sanctioned practice before the commission.

Crown Overall Series Set

The Crown Overall Mfg. Co., through H. W. Kastor & Son, will start an electrically transcribed series over WOR July 8, from 7:45 to 8 P. M., E. D. S. T. The program title will be "Crown Follies."

Another transcribed musical show on the same station will begin July 13, Tuesdays and Thursdays, at 5 P. M., E. D. S. T. The series is for General Foods Diamond Crystal Salt, through Benton & Bowles.

WMCA to Honor Inventors

A new series of programs devoted to little known inventors and their inventions will be inaugurated over WMCA June 21 at 7:30 P. M. The series will be titled "Your Invention," and will be presided over by Sam Hammer.

H. R. Van Deventer, engineering and patent authority, will also be heard on the programs.

NBC Renews on 2; Signs 3 New Pacts

The NBC sales department yesterday effected two renewals of current programs, and closed contracts for three new programs.

The highlight transaction was the 52-week renewal of "Town Hall Tonight," Bristol-Myers Co. program heard Wednesdays from 9 to 10 P. M., E.D.S.T. on the Red. The renewal is effective July 7, when Walter O'Keefe takes over the program from Fred Allen.

Just how long Allen will remain absent from the series is unknown. As a matter of fact, in some quarters it is believed that Allen will never return to the period. He has been signed to make a picture, and these duties, plus a vacation period, will keep him off the air until at least early winter. Aside from that, it is known that he no longer wants to be burdened by a full-hour program. Young & Rubicam, the agency handling "Town Hall Tonight," will not comment on the situation.

The American Home Products Co. has reserved Tuesday, Wednesday and Thursday, from 7:15 to 7:30 P. M., on the Basic Blue for 52 weeks, effective Sept. 28. The program title and product are not disclosed. Blackett-Sample-Hummert is the agency.

Draino Renews

Drackett Co., for Draino, will sponsor a program titled "Hello Peggy," a dramatic sketch, Wednesdays and Fridays on the Basic Red, 11:45 A. M. to 12 noon, starting Aug. 4. The contract is for 52 weeks; Ralph H. Jones & Co., Cincinnati, is the agency.

McKesson & Robbins, through Brown & Tarcher, New York, will sponsor a new script series, "Joyce Jordan—Interne," over WEAF only, beginning June 28. The schedule is Monday through Friday, 2:45 to 3 P. M., E.D.S.T. The contract is for 52 weeks.

"Girl Alone," Kellogg Co. Monday through Friday program on the Red, is renewed through N. W. Ayer & Son for 13 weeks beginning July 12.

WJSV Seeks a Power Increase from FCC

Washington, June 20.—Authority to increase its power from 10,000 to 50,000 watts and to move its transmitter from Virginia into Maryland was asked yesterday of the F. C. C. by CBS's Washington station, WJSV.

The commission also announced it had received an application from the Crosley Radio Corp. for authority to continue the use of 500,000 watts power during the period from Aug. 1, next, when its present experimental authorization expired, to Feb. 1, 1938, for its station, WLW, Cincinnati.

Amended applications for new broadcasting stations have been received from M. M. Valentine, Laredo, Tex., asking for 1,500 kilocycles instead of 1,310 as originally requested, and from William C. Smith, Bogalusa, La., asking for 1,310 kilocycles instead of 1,470 kilocycles.

Applications have also been received from WQAN, Scranton, Pa., for an increase of day power from 500 to 1,000 watts, and WAML, Laurel, Miss., for an increase of day power from 100 to 250 watts.

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Suggests Plan For Assisting British Films

Bell's Scheme Involves U. S. Producers

By BRUCE ALLAN

LONDON, June 20.—The latest variant of the reciprocity idea as a solution of British production problems is due to Major Charles Bell, consulting engineer to Paramount and other theatre interests, chairman of a branch of the Cinematograph Exhibitors' Ass'n. and promoter, with S. H. Soskin, of the Amalgamated studio at Elstree.

Bell suggests that the five or six major production organizations of the United States should make or back every year five British pictures each of the £80,000 to £100,000 class ($400,000 to $500,000). On each of these they would guarantee a revenue from the States of £40,000 ($200,000) or, if they did not distribute the picture, 1,000 first run bookings.

Thirty pictures of this type, says

(*Continued on page 2*)

Munro on Way Back For Australia Deal

HOLLYWOOD, June 20.—Charles Munro, managing director of Hoyts, will arrive from New York and Chicago tomorrow, en route to Sydney, Australia, after several months in this country conferring with 20th Century-Fox home office executives on the General Theatres deal.

Accompanying Munro is Kenneth Asperey, counsel for Greater Union Theatres, Hoyts' partner in General Theatres. The groundwork for a continuation of the pooling arrangement between the two Australian circuits is expected to be laid during the homeward journey of the two men. They will sail Wednesday on the

(*Continued on page 2*)

Miss. MPTO Session Set for July 18-19

MEMPHIS, June 20.—The M. P. T. O. of Mississippi have set July 18-19 as the dates for the annual convention and will meet in Biloxi, resort city on the Gulf Coast, according to R. X. Williams, president.

Williams said that details of the convention program are being worked out and will be announced at an early date. A number of nationally-known film figures will be invited to speak. A discussion of state and Federal tax problems is expected to be of chief interest.

SEC Reports Griffis Stock Deals Heavy

Took 166,000 Debentures; Sold 212,000

By CLARENCE LINZ

WASHINGTON, June 20.—Extensive trading in Paramount 3¼ per cent convertible debentures in April by Stanton Griffis, New York, through Hemphill, Noyes & Co., is reported by the SEC in its semi-monthly summary of transactions of officers and directors in the stocks of their corporations.

During the month, it was reported, Hemphill, Noyes & Co. bought 166,000 and sold 212,000 debentures, the net change in position being 46,000 which reduced holdings at the close of the month to 90,000. The month's transactions followed heavy transactions in March which resulted in the acquisition of 136,000 debentures.

The summary issued by the com-

(*Continued on page 3*)

Chance Games Going Strong in Memphis

MEMPHIS, June 20.—Chance games have come into their own on Main St. Ironically enough, the theatre responsible for their belated introduction here was forced to close in June, the month of their acceptance elsewhere in the city.

Early in the year the Orpheum, under independent operation of Virgil Posey, embarked upon two cash give-away programs at once, a "Buck Night" and a "Question Night."

Both the Strand, operated by M. A. Lightman and the local Warner went into Bank Night experiments in competition with the Orpheum, and the policy is being continued.

Save for occasional minor outbreaks in the small suburban houses, Memphis was singularly free from chance games for years, and the current rage is not expected to endure.

About 20 Paramount Men Go to Hub Meet

Approximately 20 members of the local Paramount exchange, headed by Milton S. Kusell, New York state district manager, left last night by boat for Boston to attend a regional sales meeting there. The two-day session opens today. The men will also return the same way.

Kusell put it up to the force to decide how they wanted to go to the Hub City and the majority voted in favor of the water route.

"Marxes" Tip Hats

Smart bit of exploitation, the stunt being pulled this week in connection with "A Day at the Races."

Two men, dressed as Harpo and Groucho Marx, amble along Broadway daily, tipping their hats to ladies, and not even a sign indicating they are plugging the show at the Capitol.

CEA in England to Open Meeting Today

LONDON, June 20.—The program of papers has been completed for the annual summer conference of the Cinematograph Exhibitors' Ass'n., which will open tomorrow at Harrowgate and continue through Friday.

Lord Tyrrell of Avon, president of the British Board of Film Censors, will deliver a "Review of Censorship" on Wednesday morning. During the same session Ralph S. Bromhead, general manager of County Cinemas, Ltd., will speak on "Our Jig Saw Puzzles," giving a general review of trade problems.

Technical papers will include: "The Development of Electricity and Its

(*Continued on page 2*)

More Exchange Pacts Scheduled This Week

Agreements for setting up basic minimum wage scales and a maximum working schedule of 40 hours a week for shippers, inspectresses and poster clerks in Kansas City and Indianapolis are slated to be completed this week.

In addition, contracts for a number of other territories are expected to be worked out.

Last week, negotiations for union representation in Oklahoma City and Cincinnati were completed after meetings which lasted two days. Discussions on the Kansas City and Indianapolis pacts will be resumed tomorrow with new situations to be taken up afterwards.

Weinberger to Head Sales for Certified

Mack D. Weinberger, who recently resigned as sales manager of General Pictures, has joined Certified Pictures in a similar post.

Certified, according to an announcement, will distribute 34 pictures next season, 12 to be produced by the company and the others from independent companies.

Franchise holders are expected to be lined up in every key center within a month.

Condor Seeks SEC Approval To End Delays

Financing Plans Halted By Lack of Action

Efforts to obtain action by the S.E.C. on Condor Pictures' application for stock registration, which has been pending since April 11, will be made by George Hirliman, Condor president, and other officials of the company who came here from the coast late last week for that purpose, Hirliman said on Saturday.

The failure of the S.E.C. either to approve or disapprove the application has seriously interfered with the company's operations, making it impossible for Condor to proceed either with its originally proposed public financing or to abandon that for several avenues of private financing which Hirliman said are open to it. The Condor head said that the company had completed nine pictures without a penny being owed on them, but that further production would be stymied unless the S.E.C. made its decision in the near future.

He made it clear that whether the

(*Continued on page 3*)

U.A.-Loew Franchise Talks to Be Resumed

With the return of George J. Schaefer and A. W. Smith, Jr., today from Chicago where they have been conducting a second regional sales meeting, negotiations are scheduled to get under way this week on a new U. A. franchise with the Loew circuit.

Loew circuit officials are understood to be asking for a five-year deal with a shorter term regarded as unlikely. Charles C. Moskowitz and Eugene

(*Continued on page 2*)

Amend Roxy Plan for Issuance of Shares

Federal Judge Francis G. Caffey on Saturday granted a motion of the Roxy gold noteholders' committee to amend the theatre's approved plan of reorganization to provide for the issuance of 15,480 shares of new $1.50 cumulative preferred stock to noteholders to replace the plan's present provisions for the issuance of 7,740 shares of $3 dividend preferred.

In accordance with the amendment five shares of new preferred will be issued for each $500 note instead of

(*Continued on page 2*)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 21, 1937 No. 144

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Kidnapping Frustrated

BOSTON, June 20.—An attempt to kidnap Mrs. Samuel Goldstein, wife of the president of the Paramount Affiliated Western Massachusetts Theatres circuit, was foiled here when Mrs. Goldstein refused to believe the story of two men claiming to be Paramount Theatre ushers who asked her to accompany them to her husband who, they said, had been seriously injured. Mrs. Goldstein phoned to verify the story and the men left before they could be apprehended.

Jacob Mack Dead

CHICAGO, June 20.—Jacob Mack, father of Irving Mack, head of the Filmack Trailer Co., died here last week. He had been ill for a number of months.

Sir James Barrie Dead

LONDON, June 20.—Sir James M. Barrie, creator of "Peter Pan," died here of pneumonia Saturday.

Robert Donat Replaced

LONDON, June 12.—Robert Donat, again incapacitated by asthma, has been replaced by Ralph Richardson in the Victor Saville production for London Films, "South Riding."

Suggests Plan For Assisting British Films

(*Continued from page* 1)

Bell, would give the British industry all the assistance it needs. He slams both the quality test and cost clause as methods of meeting the "quickie" problem, saying no tribunal can estimate entertainment value and that good pictures are often made for less than £15,000, the suggested minimum for quota pictures, and bad ones for much more than that amount.

Munro on Way Back For Australia Deal

(*Continued from page* 1)

Mariposa with a group of sales executives from practically every major company.

Among those who will be on the boat will be S. S. Crick, managing director for 20th Century-Fox; Douglas Lotherington, RKO; Cecil Mason, Columbia, who is not staying on for the company's annual sales meeting to be held the latter part of the month; Herc McIntyre, Universal; Charles Chavel, independent producer affiliated with Universal.

Although no official word is available, it is reported that the present five-year agreement between the two important theatre circuits in Australia, will be continued for at least 10 years. The understanding is that 20th Century-Fox is anxious to have the arrangement extended for 20 years, but will accept a compromise of half the period expected.

CEA in England to Open Meeting Today

(*Continued from page* 1)

Use in Cinemas," by Leslie Knopp, and "Rating Assessments," by D. Graham Motion, both to be delivered on Thursday.

The most controversial of the discussions is likely to be that on Wednesday afternoon, when an open session will be inaugurated by C. P. Metcalfe, president of the C.E.A. It is inevitable that the discussion session will be used for the airing of grievances in respect to rentals and other matters and probably for a discussion of British production problems in the light of the proposed new Films Act.

RKO Shifts Players

HOLLYWOOD, June 20.—RKO has shifted major casting assignments by placing John Boles, originally scheduled for "Don't Forget to Remember," in the lead of "Fight for Your Lady," for which Herbert Marshall was scheduled. Burgess Meredith replaces Boles in "Remember" and Marshall goes into "A Love Like That" opposite Barbara Stanwyck.

Clyde Elliott to Leave

HOLLYWOOD, June 20.—Clyde Elliott, producer-director; Colin Tapley, one white member of the cast, and a technical crew leave this week for the jungles 400 miles north of Singapore to film scenes for "Booloo."

◂ *Purely Personal* ▸

BEN WASHER, publicity man for "Dead End," returned Saturday from a visit to the U. A. studios, via American Airlines.

•

FRANK L. NEWMAN, SR. and JOHN HAMRICK will leave for Seattle during the week.

•

WALTER THOMPSON took a plane yesterday for the 20th Century-Fox studios.

•

CHARLES CURRAN has postponed his trip to the coast until the middle of July.

•

SPYROS SKOURAS has delayed his vacation trip to Greece until August.

•

HARRY KAUFMAN left yesterday for Hollywood.

•

. . . Pittsburgh

FLORENCE FISHER PARRY, critic and columnist for the *Pittsburgh Press*, has returned from Hollywood.

LOU GILBERT, manager of the Warner, and his wife celebrated their 20th wedding anniversary last week.

HOWARD ADDLESBERGER will serve as relief manager for the Harris circuit.

Legion Approves 16 Pictures for Week

Of 16 pictures reviewed by the National Legion of Decency during the past week none was found objectionable and only five were given an adult classification. Pictures listed as "unobjectionable for general patronage" are: "Black Aces," Universal; "Doomed at Sundown," Republic; "Familjen som var en Karusell," A. B. Europa; "Fizessen Nagysad," Focus; "The Girl Said No," Grand National; "Love in a Bungalow," Universal; "Married Before Breakfast," M-G-M; "One Mile from Heaven," 20th Century-Fox; "Punks kommt aus Amerika," Ufa; "Two-Fisted Sheriff," Columbia, and "Yodelin' Kid from Pine Ridge," Republic.

Unobjectionable for Adults—"Another Dawn," F. N.; "Midnight Madonna," Paramount; "Slave Ship," 20th Century-Fox; "The Road Back," Universal, and "She Had to Eat," 20th Century-Fox.

U.A.-Loew Franchise Talks to Be Resumed

(*Continued from page* 1)

Picker are sitting in on the conferences for the metropolitan houses and Joseph R. Vogel is handling the out-of-town Loew situations.

Last week, Loew executives resumed product talks with Paramount sales heads on a new franchise replacing the present 10-year pact. Neil F. Agnew, general sales manager, and Milton S. Kussell, New York state district manager, returned from Hollywood Tuesday and the following day went into conferences with the Loew men. J. J. Unger, eastern and southern sales head for the distributor, today and tomorrow will hold regional meetings at Boston, following which he will attend the Loew conclaves.

Amend Roxy Plan for Issuance of Shares

(*Continued from page* 1)

five shares for each $1,000 note, and the new stock will be callable at $51 instead of $102. The amendment was submitted in order to avoid issuing script for fractions of a share. According to the court's order, consents to the plan which have already been filed are not affected by the amendment.

Pacent Suit to Go On

A motion to dismiss a $6,000,000 anti-trust suit brought against A. T. & T., Western Electric and Erpi by Stanley K. Oldden as assignee of the Pacent Electrical Co. was denied on Saturday by Federal Judge John C. Knox. The complaint was attacked by the defendants on the ground that it failed to state a cause of action. The defendants were given 20 days in which to file answers.

Three More Firms in Chicago to Be Moved

CHICAGO, June 20.—Construction started this week on a new two-story building at Wabash Ave. and 13th St. which, as announced exclusively in MOTION PICTURE DAILY several months ago, will give Chicago one of the greatest concentrated film exchange districts in the country. The new structure completes a $2,000,000 concentration of film exchange offices in that vicinity and will house the distribution and sales offices of Universal, Columbia and United Artists.

Upon completion of the building, six of the eight major distributors will be grouped at 13th and Wabash. M-G-M, Warners and Paramount already are located there. The addition of Universal, Columbia and United Artists will leave only 20th Century-Fox and RKO yet to settle in that section.

Form Providence Union

PROVIDENCE, June 20. — Theatre workers have been organized here and will receive a Class B I.A.T.S.E. charter this week, it is expected. About 200 have joined the union. Officers have been elected as follows: President, Christopher Horan; vice-president, Harold Conroy; recording secretary, John McDonald; financial seretary, John Curley; business agent, Joseph Jackson; executive board, Marion Cooper, Robert O'Brien, Robert Flynn, Leo Massey and Daniel Callahan.

Change I.T.O.A. Sail Date

The I.T.O.A. outing which was originally scheduled for July 21 has been postponed to July 27, according to a statement from the organization on Saturday.

The *Alexander Hamilton* has been chartered by the I.T.O.A. for the day's sail up to Indian Point. Luncheon, dinner and dancing are planned for aboard the boat, while games and prize contests will be held at the point.

Mercy Buys New House

PORTLAND, June 20.—Mercy's Inland Theatre Corp. has purchased the new theatre under construction for J. E. Shields, Ellensburg, Wash.

SEC Reports Griffis Stock Deals Heavy

(Continued from page 1)

mission included corrected reports for Paramount officials for past months. Reports for Maurice Newton, New York, director, showed the acquisition of 4,000 shares of Paramount common in January and, through Hallgarten & Co., disposition of 4,200 shares in January, and acquisition of 5,000 shares in February and 4,500 shares in March, largely through the exchange of convertible preferred.

March reports also showed that through sales or exchanges, Hemphill, Noyes & Co., for Griffis, disposed of 208,000 six percent 20-year sinking fund debentures.

A report for Pathe showed that Robert R. Young, New York, acquired 1,900 shares of common in April, bringing his holdings to 25,715 shares.

Cohn Reduces Holdings

Disposition by Harry Cohn, Hollywood, Cal., of 5,124 Columbia Pictures common voting trust certificates, reducing his holdings to 67,127, and of purchasing warrants covering 6,000 common voting trust certificates, reducing his holdings to 18,587, was also reported.

Disposition by transfer under a property settlement agreement of 85,000 Warner optional six percent convertible debentures, reducing his holdings to 1,502,000, was reported by Jack L. Warner, Burbank, Cal.

The transactions of Hemphill, Noyes & Co. in Paramount common stock disclosed in the S.E.C. report, were explained by Stanton Griffis, chairman of the Paramount executive committee and a partner in Hemphill, Noyes, at the Paramount annual stockholders' meeting, June 15, as a temporary one resulting from the firm's arbitrage transactions in Paramount securities.

Griffis said that Hemphill, Noyes, in an effort to aid Paramount in the retirement of its six per cent first preferred stock by conversion into common was buying first preferred, one share of which is convertible into seven shares of common, while selling the common stock. In the course of this process, the company temporarily went short on common, he said.

Griffis stated that personally he had never been short on Paramount common and declared that he was the largest individual owner of the company's common stock.

Findlay with New World

London, June 12.—Hugh Findlay former studio publicity manager for Gaumont British, has joined New World Pictures, 20th Century-Fox English producing subsidiary, in a similar capacity.

McCarthy, Syrett Weds

Patricia Dale McCarthy, daughter of Charles E. McCarthy, 20th Century-Fox publicity chief, was married on Saturday to Harold Coffin Syrett. The ceremony was performed at the Grace Episcopal Church in Nutley, N. J. A reception followed at the Nutley Field Club.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Born Reckless"

(20th Century-Fox)

Hollywood, June 20.—Thrill and action entertainment for those who like exciting pictures. That is the substance of this taxi war story. The basic drama is contrasted by considerable comedy and enough romance to provide the required interest. The dialogue and action are well blended. It is fast moving. Much is crowded into the comparatively short running time.

Brian Donlevy, in need of a job, enters the taxi game. He finds himself in the midst of Barton MacLane's strong arm racketeer tactics. Donlevy's adeptness at wrecking cars makes things so hot for MacLane that he prevails upon Rochelle Hudson, his girl friend, to exert her wiles on Donlevy and get him to work with the racket. The ensuing suspense, supplied with plenty of hokum and high theatrics, carries on to the climax where it is revealed that Miss Hudson has allied herself with MacLane only to get criminal evidence on him.

The principals, aided by Robert Kent, Harry Carey and Chick Chandler, turn in capable performances. The film is based on a story by Jack Andrews, John Patrick and Robert Ellis. Helen Logan adapted and Malcolm St. Clair directed.

Production Code Seal No. 3,438. Running time, 60 minutes. "G."

Control for Cooling Systems Is Studied

Indianapolis, June 20.—First step toward control of air conditioning in downtown theatres and business houses has been begun by Henry B. Steeg, city engineer. Sanitation department engineers are making surveys of equipment and sewer conditions.

An ordinance regulating dumping of water from cooling systems into city sewers may result. Mr. Steeg pointed out that sewers already are overtaxed and that wells supplying cooling systems are doing the major share of lowering the water table under downtown Indianapolis.

Filmarte Dark Till Sept.

The Filmarte closes today for the summer and plans to reopen again in September with a resumption of its foreign picture policy.

"Riding on Air" to Roxy

David L. Loew's second picture for RKO, "Riding on Air," will open Friday at the Roxy.

Wall Street

Board Slightly Off

	High	Low	Close	Net Change
Consolidated Film	2¾	2½	2¾	+ ¼
Loew's, Inc.	76	75½	75½	— ½
Paramount	18¼	18	18	— ½
Pathe Film	6⅜	6⅜	6⅜	— ¼
RKO	7⅛	7⅛	7⅛	.....
20th Century-Fox	34½	34½	34½	— ½
Warner Bros.	12½	12⅜	12⅜	— ⅛

Curb Drops Slightly

	High	Low	Close	Net Change
Grand National	2⅛	2	2	— ⅛
Technicolor	26⅝	26⅝	26⅝	— ⅛

Small Bond Gains

	High	Low	Close	Net Change
Loew's 6s '41 ex war	99¼	99¼	99¼	+ ⅛
Paramount Pictures 6s '55	100¼	100¼	100¼	+ ¼

(Quotations at close of June 19.)

Condor Seeks SEC Help to End Delays

(Continued from page 1)

company's stock registration was approved or disapproved, Condor was "going ahead." Pending the S.E.C. decision, however, the company is virtually barred from obtaining new money, it was pointed out.

"The S.E.C.'s stop-order was issued on April 11 and we were given to believe that a decision would be made on our registration within 24 to 48 hours. Today, more than two months afterwards, we still have had no decision from the S.E.C. Officers of the company who stand ready to put new money into it are barred from doing so because we are unable to issue stock to them in return. Condor's bankers still owe the company more than $900,000 and can't give it to us because we are unable to issue stock to them. If the S.E.C. could be prevailed upon to give its decision, whether it meant approval or disapproval of our registration, we would be in a position to go ahead. If it fails to act soon, we may abandon our public financing without waiting for the decision."

Hirliman said he planned to leave for Washington today or tomorrow to obtain a hearing from the S.E.C. at which he would ask for a decision "one way or the other." He was accompanied east by M. H. Hoffman and Albert Lieberman. Hirliman said that the clause in Condor's studio lease with Grand National requiring occupancy of the studio for a minimum of 100 days during the year, the omission of which from Condor's registration data brought about the S.E.C.'s stop-order, has long since been eliminated from the lease.

Shanghai Censors Reel

After deletions had been made in scenes depicting the activities of foreigners in China, a recent issue of the March of Time was approved for exhibition by the International Settlement's film censors at Shanghai, the RKO home office was notified over the weekend by Leo Britton, the distributor's representative in China.

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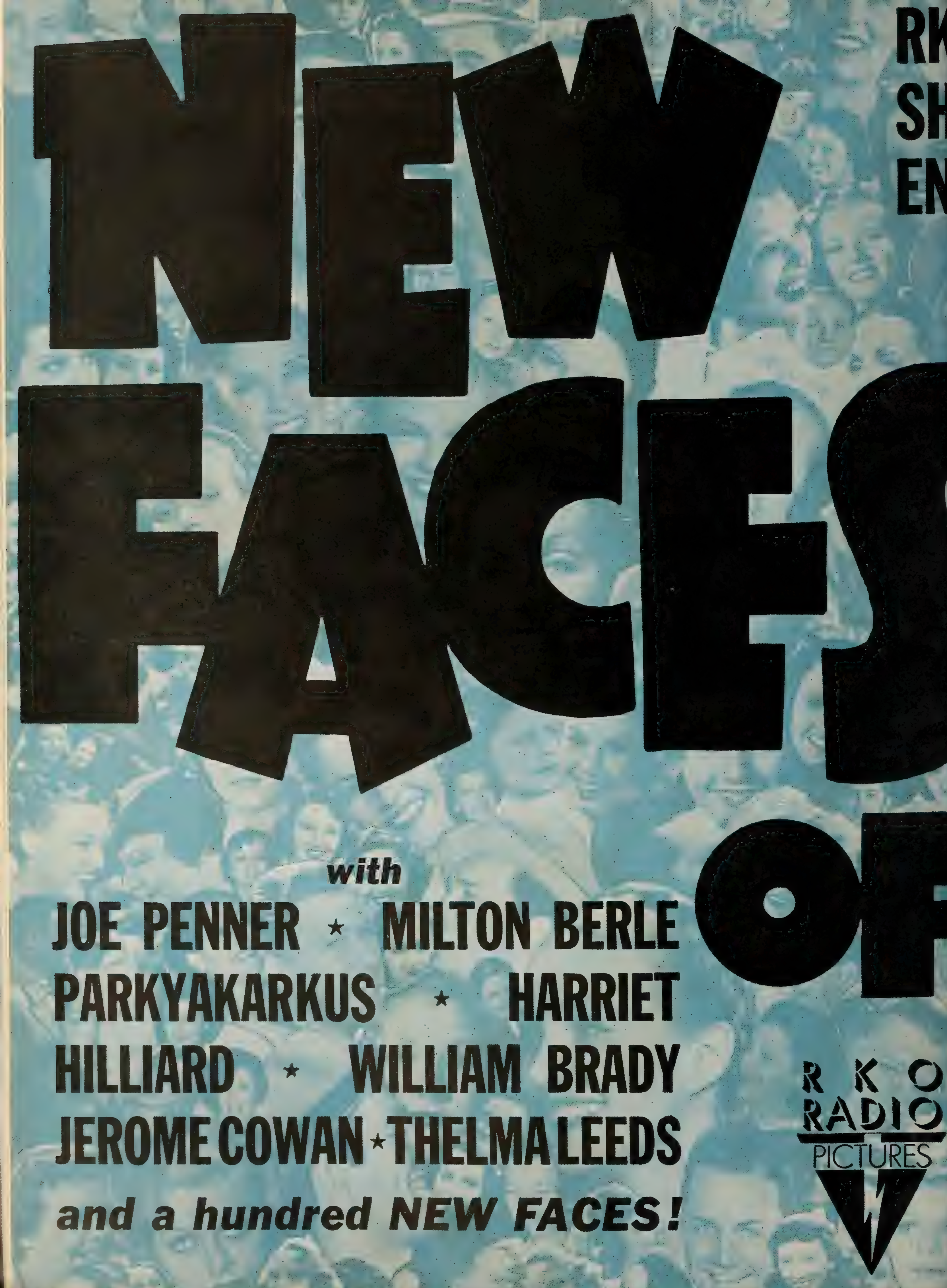

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RKO RADIO PICTURES

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Songs and Lyrics by Lew Brown and Sammy Fain.

...more songs and lyrics by Walter Bullock and Harold Spinna...and by Ben Pollack and Harry James.

...and still more songs and lyrics by Charles Henderson and Edward Cherkose...and by Joe Penner and Hal Raynor.

MOTION PICTURE
DAILY

Technicians Of CBS Vote To Go in CIO

Radio telegraphists and technicians employed at WABC-CBS made their long awaited move Saturday and joined with the C.I.O.

The vote of the company union, organized as the Columbia Broadcast Technicians, to join the American Radio Telegraphists' Ass'n, a C.I.O. affiliate, was taken over the opposition of the I.A.T.S.E., an A. F. of L. affiliate, according to Mervys Rathbone, president of the A.R.T.A.

Rathbone said the Columbia technicians had made their decision over the threat by the A. F. of L. that the CBS employes "would be out of a job walking the streets for joining the C.I.O."

Columbia Broadcast Technicians also voted to dissolve the association and to organize about 300 radio technicians in seven out-of-town stations operated by CBS.

The company technicians number approximately 80 members in New York. Throughout the network they boast approximately 300 members. President of the WABC chapter is Kay Davis.

The CBS technicians will become members of the New York Broadcast Local 16 of the American Radio Telegraphists' Ass'n.

The seven CBS owned and operated stations whose technicians will join up with the A.R.T.A. are as follows: WJSV, Washington; WBT, Charlotte; WKRC, Cincinnati; KMOX, St. Louis; WBBM, Chicago; WCCO, St. Paul-Minneapolis, and KNX, Los Angeles.

George Wicks Heads Technicians' Union

San Antonio, June 20.—George C. Wicks was elected president of the newly organized Radio Service Technicians union, Local No. G1077, at a charter meeting here. W. L. Ingram of Fort Worth, vice-president of the International Brotherhood of Electrical Workers, organized the new local, which lists 30 members. Other officers named were John Knott, vice-president; Arthur L. Lang, financial secretary; L. K. Jones, recording secretary, and Charlie N. Day, treasurer.

Block Omaha Broadcast Fund

Omaha, June 20.—The Omaha Central Labor Union has succeeded in blocking the Douglas county board's proposed appropriation of $3,600 for a six months' trial of the Job Bureau conducted for 30 minutes each week by WOW, with Foster May announcing and interviewing job seekers.

Mace Brown, president of the Central Labor Union and a projectionist at the Town, charged the bureau, which had operated six weeks without cost and placed 150 persons, had been "breaking down wage standards."

Rusty Callow Signed by WOR

Rusty Callow, University of Pennsylvania crew coach, has been signed by WOR-Mutual to describe the Yale-Harvard boat race to be run June 25 at approximately 7 P. M., E. D. S. T.

NAB Meeting Starts Today; Labor Seen as the Highlight

Chicago, June 20.—With the 15th annual convention of the NAB scheduled to begin here Monday and terminate Wednesday at the Hotel Sherman, the one serious issue expected to enliven the convention agenda, despite dissatisfaction which has been expressed in some quarters throughout the year over the NAB administration, is labor.

The explanation for the otherwise expected docility of the proceedings is gathered here from off-the-record expressions uttered by many NAB members already here, to the effect that, since business in radio never was better, why disturb a generally peaceful and profitable situation?

The main topic of conversation at the convention is expected to be the union situation, especially as it concerns the C.I.O., which this year has staged unprecedented inroads into the industry.

Will Consider Dues Hike

Other likely bones of contention will be the NAB's proposal to amend two by-laws of the organization. The first proposal asks for a vote to increase the dues by 50 per cent which would mean an NAB yield of from about $90,000 a year to an approximate $135,000 per year. The second proposal is a ruling seeking to compel all group-owned stations to enroll in the organization if any one of the group is an NAB member.

The 50 per cent boost in dues was proposed last year also, but was defeated. It may pass this year, however, due to the fact that the vote last year was taken on the final day of the convention, when a great many of the delegates had already left for homes and stations. The vote this year will be taken on Tuesday, instead of on Wednesday. The pre-convention sentiment here, however, seems to be strongly against the increase.

Also likely to come up importantly for floor attention during the three-day stanza will be discussions about the current charges in Washington of the so-called monopoly in radio; Ascap, whose current contract with the NAB expires in 1939; and the transcription situation.

The elections are to take place Tuesday. Four officers will be elected and six vacancies on the board of directors will be filled.

Many names have been advanced as being presidential timber. Those most prominently mentioned include John Elmer, president of the Baltimore station, WCBM; Edward Craney, manager of KGIR, Butte; John W. Gillen, WOW, Omaha; Joe A. Maland, WHO; Harold Hough, WBAP, Fort Worth; and Arthur B. Church, KMBC, Kansas City.

The final day will be taken up largely by committee reports and by speakers who will discuss the commercial aspects of the industry. Slated to make an important address is Arthur Pryor of Batten, Barton, Durstine & Osborn.

Renew Chevrolet Series

The Chevrolet Division of General Motors, through Campbell-Ewald, has renewed the transcribed Chevrolet series, currently heard on 360

This Is How

Long Beach, Calif., June 20.—Hal Nichols, president-owner of KFOX, confesses his true monicker is Hallie George Washington Button Nichols! He explains it thusly: His father was an orchestra leader, and when his son and heir arrived Nichols, Sr., to avoid hurting the feelings of various band members, tacked their names on to his little martyr, Hal.

FCC Charges Denied By Segal and Smith

Washington, June 20.—Dismissal of charges alleging improprieties in the practice of law before the F. C. C. was reopened yesterday in pleadings filed with the commission by Paul M. Segal and George S. Smith, Washington attorneys, who were cited in an order issued May 19 to show cause why they should not be disbarred for purportedly filing of applications in the name of so-called "dummy" applicants and for other specified reasons.

In separate answers, Segal and Smith categorically denied all of the charges made in the F. C. C. order as without foundation. The answers were in the nature of a full disclosure of the facts relating to the matters upon which the charges were based. A hearing on the charges was requested, unless the commission should conclude that the order be dismissed.

The attorneys contended their conduct at all times has been entirely ethical, proper and professional, and that the acts cited in the F. C. C. order were not improper or in violation of any existing rules or methods or legal practice. Dealing specifically with the allegation that the "dummy" applications had been filed for the purpose of "deceiving" the commission, the attorneys declared that their applicants were not "dummies" and that their procedure was in conformity with a prevalent and sanctioned practice before the commission.

Crown Overall Series Set

The Crown Overall Mfg. Co., through H. W. Kastor & Son, will start an electrically transcribed series over WOR July 8, from 7:45 to 8 P. M., E. D. S. T. The program title will be "Crown Follies."

Another transcribed musical show on the same station will begin July 13, Tuesdays and Thursdays, at 5 P. M., E. D. S. T. The series is for General Foods Diamond Crystal Salt, through Benton & Bowles.

WMCA to Honor Inventors

A new series of programs devoted to little known inventors and their inventions will be inaugurated over WMCA June 21 at 7:30 P. M. The series will be titled "Your Invention," and will be presided over by Sam Hammer.

H. R. Van Deventer, engineering and patent authority, will also be heard on the programs.

NBC Renews on 2; Signs 3 New Pacts

The NBC sales department yesterday effected two renewals of current programs, and closed contracts for three new programs.

The highlight transaction was the 52-week renewal of "Town Hall Tonight," Bristol-Myers Co. program heard Wednesdays from 9 to 10 P. M., E.D.S.T. on the Red. The renewal is effective July 7, when Walter O'Keefe takes over the program from Fred Allen.

Just how long Allen will remain absent from the series is unknown. As a matter of fact, in some quarters it is believed that Allen will never return to the period. He has been signed to make a picture, and these duties, plus a vacation period, will keep him off the air until at least early winter. Aside from that, it is known that he no longer wants to be burdened by a full-hour program. Young & Rubicam, the agency handling "Town Hall Tonight," will not comment on the situation.

The American Home Products Co. has reserved Tuesday, Wednesday and Thursday, from 7:15 to 7:30 P. M., on the Basic Blue for 52 weeks, effective Sept. 28. The program title and product are not disclosed. Blackett-Sample-Hummert is the agency.

Draino Renews

Drackett Co., for Draino, will sponsor a program titled "Hello Peggy," a dramatic sketch, Wednesdays and Fridays on the Basic Red, 11:45 A. M. to 12 noon, starting Aug. 4. The contract is for 52 weeks; Ralph H. Jones & Co., Cincinnati, is the agency.

McKesson & Robbins, through Brown & Tarcher, New York, will sponsor a new script series, "Joyce Jordan—Interne," over WEAF only, beginning June 28. The schedule is Monday through Friday, 2:45 to 3 P. M., E.D.S.T. The contract is for 52 weeks.

"Girl Alone," Kellogg Co. Monday through Friday program on the Red, is renewed through N. W. Ayer & Son for 13 weeks beginning July 12.

WJSV Seeks a Power Increase from FCC

Washington, June 20.—Authority to increase its power from 10,000 to 50,000 watts and to move its transmitter from Virginia into Maryland was asked yesterday of the F. C. C. by CBS's Washington station, WJSV.

The commission also announced it had received an application from the Crosley Radio Corp. for authority to continue the use of 500,000 watts power during the period from Aug. 1, next, when its present experimental authorization expired, to Feb. 1, 1938, for its station, WLW, Cincinnati.

Amended applications for new broadcasting stations have been received from M. M. Valentine, Laredo, Tex., asking for 1,500 kilocycles instead of 1,310 as originally requested, and from William C. Smith, Bogalusa, La., asking for 1,310 kilocycles instead of 1,470 kilocycles.

Applications have also been received from WQAN, Scranton, Pa., for an increase of day power from 500 to 1,000 watts, and WAML, Laurel, Miss., for an increase of day power from 100 to 250 watts.

Ad Federation Of America in Session Here

Coincident with the opening of the NAB convention in Chicago today, the annual session of the Advertising Federation of America begins today in New York at the Hotel Pennsylvania. About 1,500 delegates from all over the country are expected to attend the 33rd annual convention of the federation.

The program will start with addresses by Dr. James Shelby Thomas, president of the Chrysler Institute of Engineering; DeLoss Walker, associate editor of *Liberty Magazine,* and Clayton Rand, president of the National Editorial Ass'n. Grover Whalen, Lowell Thomas and Strickland W. Gillilan, humorist, will address the conclave at the evening session tonight.

Mayor to Talk

Speakers at the Wednesday luncheon will include Mayor LaGuardia, Henry Eckhardt, chairman of the board, American Ass'n of Advertising Agencies and president of Kenyon & Eckhardt; Mrs. Jean Austin, editor of *American Home,* and E. H. McReynolds, president of the Advertising Federation. The election of officers will also be held Wednesday.

The Newspaper Advertising Executives' Ass'n and the National Newspaper Promotion Ass'n will hold meetings today and through Wednesday. Tomorrow the retail advertising conference will be held, while the Public Utilities Advertising Ass'n, industrial marketing men, Premium Advertising Ass'n of America, Direct Mail Advertising Ass'n, Outdoor Advertising Ass'n and International Publishers representatives will also conduct conferences.

Whiteman Band for Two Weekly on NBC

Paul Whiteman's orchestra has been set for two dance broadcasts a week on NBC, the music to emanate from the Fort Worth Fiesta grounds, where Whiteman is now appearing. The broadcasts are to begin June 30, Wednesdays at 11:30 P. M. on the Blue, and Saturdays at 10:30 P. M., on the Red.

KSAL Is Dedicated

KANSAS CITY, June 20.—KSAL, the *Salina Journal's* new 250-watt station, which has been on the air since May 28, had its formal opening the other day. The new spot broadcasts 7 A.M. to 12 P.M., C.S.T., daily. A. E. Crockett is general manager; Wendell Elliott, program director; Paul Roscoe, special events; A. E. Vance, chief engineer, and Bruce Robertson, Sidney Tremble and Karl Eberhardt, announcers.

Robinson in New Ayer Post

J. Baldwin Robinson, Brazilian manager for N. W. Ayer & Son, has been appointed manager of Ayer's export division in Philadelphia. Robinson joined Ayer in Brazil in 1933 after spending several years in merchandising work in foreign countries.

N. W. Ayer's Mystery Just Football Program Lineup

That air of mystery permeating the N. W. Ayer radio department these days is due to the department's *sotto voce* activities in lining up fall schedules of football broadcasts for the Atlantic Oil Refining Co.

While no one at the agency can be drawn into a discussion about the proposed football schedule of broadcasts, due to last season's experience when premature publicity disturbed Yale University, it is known that Frank Barton, time buyer for the agency, and his assistant, Frank Coulter, are contacting all the colleges with important football teams for Atlantic Oil. Not known now is the number of schools which have been signed up, nor will the number be made known until the approach of the gridiron season, if N. W. Ayer can help it.

An ace up the agency's sleeve is its retention of the WOR time it used last year in broadcasting the Yale games under Atlantic Oil sponsorship. Sinclair lost the Yale games this year to Socony, but because N. W. Ayer was canny enough to sew up the WOR time, Socony will have to be content with a local New England hookup, sans a Metropolitan outlet. Additionally, Sinclair has time on CBS, plus reservations on individual stations and regional networks throughout the country.

Kiwanis to Hear KDKA Chorus

PITTSBURGH, June 20.—One of the features of the Kiwanis International Convention in Indianapolis June 21, 22 and 23, will be the participation of the KDKA Choralists under the direction of Aneuin Bodycombe, musical director of Westinghouse station, KDKA.

This participation is sponsored by the Pittsburgh Kiwanis Club, of which John Bradfute is president, and it was arranged by Arthur M. Tanner, chairman of the music committee of the Pittsburgh club and member of the music committee of Kiwanis International.

After Power Increase

TERRE HAUTE, June 20.—Representative Virginia E. Jenckes is seeking an increase in power for WBOW. The reason for the increase, it was stated, is to warn residents of the Wabash Valley in case of flood. The recent Ohio River flood received much of WBOW's time in dispatching warnings and directing relief crews in Evansville and Louisville. The new power wave sought is 500 watts.

Will Air 5th All-Star Game

The fifth annual all-star baseball game, to be played in Griffith Stadium, Washington, July 7, will be broadcast over the CBS network, from 2:30 P. M. and continuing until the end of the contest.

At the microphone for CBS will be Franz Laux, KMOX sports announcer; Bill Dwyer of WCAU, Philadelphia, and Arch MacDonald, from Washington.

L. B. Wilson to Chicago

CINCINNATI, June 20.—L. B. Wilson, president of WCKY, left here yesterday for the NAB convention.

The Cars Moved

Salt Lake City, June 20.—Proving that the old-fashioned auction sale is still a sound merchandising idea, KDYL broadcast two 15-minute stanzas from the auction floor of a Ford dealer here. A team of old-time auctioneers, spieling 300 words a minute, moved 102 cars in two days.

David M. Botsford To A.A.A.A. Board

PORTLAND, June 20. — David M. Botsford, president of Botsford, Constantine & Gardner, has been elected member-at-large of the executive board of the American Ass'n. of Advertising Agencies for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

The 1937 Pacific Coast convention of the association will be held at Del Monte, Cal., Oct. 21 and 22. Edmund M. Pitts of J. Walter Thompson, San Francisco, is program committee chairman.

Goldman Made Conductor

Leon Goldman, violinist heard on various CBS string ensemble programs, has been signed by that network as a staff conductor. Goldman currently directs the ensembles on "Poetic Melodies," "Mellow Moments," "Waltzes of the World" and "Orientale."

CBS Signs Bill Tilden

Bill Tilden has been signed by CBS to cover the annual Wimbledon championship tennis matches over that network. The matches will begin June 21 and end July 3. No time for the broadcasts has been definitely set as yet by CBS.

Delay "Kitchen Cavalcade"

"Kitchen Cavalcade," which was scheduled to return on the NBC-Blue Sept. 6, will not be brought back until Sept. 13. The contract is for 13-weeks, through the Kenyon & Eckhardt agency. C. F. Mueller & Co. is the client.

WOR to Broadcast Fight

WOR will be on the air with bulletin descriptions of the Braddock-Louis fight tomorrow, beginning at 11 P.M. Arthur Hale will handle the broadcast. The resumes and dispatches from the ringside will be furnished by Transradio, WOR's news service.

"Girl Alone" to Continue

The Kellogg Co. has renewed "Girl Alone" for an additional 13-weeks through N. W. Ayer & Son. The program is offered Monday through Friday from 12 to 12:15 P. M., E. D. S. T., on the NBC-Red. The renewal is effective as of July 12.

FCC Outlines New Schedule Of Hearings

By BERTRAM F. LINZ

WASHINGTON, June 20.—The F. C. C. today made public its tentative calendar of examiner's hearings for the week beginning Monday and beyond, as follows:

June 21, before an examiner: Applications of WLB, Minneapolis, Minn., for change of frequency from 1250 to 760 kilocycles and increase of power from 1,000 to 5,000 watts; and WCAL, Northfield, Minn., for change of frequency from 1,250 to 760 kilocycles and increase of day power from 2,500 to 5,000 watts.

June 22, before an examiner: Applications of Roberts-MacNab Co., Bozeman, Mont., for a 1,420 kilocycle station, 100 watts night, 250 watts day; and Gallatin Radio Forum, Bozeman, Mont., for a 1,420 kilocycle, 250 watt, daytime station.

June 24, before an examiner: Application of Leon M. Eisfeld, Burlington, Ia., for a 1,310 kilocycles, 100 watt station.

June 25, before an examiner: Application of John W. Haigis, Greenfield, Mass., for a 1,210 kilocycle, 250 watt daytime station.

To Hear Great Lakes Plea

July 9: Applications of Great Lakes Broadcasting Corp., Cleveland, for a 1,270-kilocycle station, 1,000 watts night, 5,000 watts day; Jules J. Rubens, Aurora, Ill., for a 1,040-kilocycle, 250-watt, daytime station, and Athens Times, Inc., Athens, for a 1,210-kilocycle station, 100 watts night, 250 watts day.

July 12: Contesting applications of Havens & Martin, Petersburg Newspaper Corp. and John Stewart Bryan for a 1,210-kilocycle station at Petersburg, Va., 100 watts night, 250 watts day, and applications of Richard F. Lewis, Oakland, Cal., for a 1,160-kilocycle, 1,000-watt, daytime station; WFNC, Fayetteville, N. C., for a 1,210-kilocycle, 250-watt, daytime station, and Harry Schwartz, Tulsa, Okla., for a 1,310-kilocycle, 250-watt, daytime station.

Midwest Groups File

July 13: Applications of Walker & Chapin, Oshkosh, Wis., for a 1,010-kilocycle, 250-watt station; John P. Harris, Hutchinson, Kan., for a 1,200-kilocycle station, 100 watts night, 250 watts day, and Genesee Radio Corp., Flint, Mich., for a 1,200-kilocycle station, 100 watts night, 250 watts day.

July 14: Applications of Southern Broadcasting Corp., New Orleans, for a 1,200-kilocycle station, 100 watts night, 250 watts day, and Standard Life Insurance Co. of the South, Jackson, Mich., for a 1,420-kilocycle station, 100 watts night, 250 watts day, and Station WBNO, New Orleans, La., for change of frequency to 1,420 kilocycles and increase of day power to 250 watts; WJBW, New Orleans, for increase of day power to 250 watts.

July 15: Application of Southern Minnesota Supply Co., Mankato, Minn., for a 1,500-kilocycle station, 100 watts night, 250 watts day.

Levy Warns of Dangers Ahead On Copyrights

PHILADELPHIA, June 20.—Although not a member of the NAB—having walked out during a stormy session at the convention last year—Isaac A. Levy, CBS director, and treasurer and chairman of the WCAU board, has prepared another bombshell for this year's meeting.

In a personal letter mailed Friday to every manager of every radio station in the country Levy warns broadcasters of developments in the music copyright situation that may adversely affect the radio industry. He based his arguments on information and facts allegedly received from a director of Ascap.

Levy advised that if radio demands a per use contract from Ascap, paying a license fee for only the copyrighted music used rather than retaining the present blanket contracts for the entire music catalogue, Ascap will let each individual member fix his individual price on each of the particular works.

Cites Four States

Pointing especially to those broadcasters in Washington, Nebraska, Montana, Florida and any other state where anti-Ascap laws have been passed or are pending, Levy warns "Plenty of the copyright owners would not give the individuals in those states licenses at any price and they would be perfectly within their rights in doing so."

Levy further advised the broadcasters that they stop fooling themselves with the notion that the radio industry is ever going to get either State or Federal laws so amended as to enable them to use copyrighted music free of charge.

Nebraska Attack Is Begun on Ascap Law

OMAHA, June 20.—Dean L. J. TePoel of the Creighton University Law School has filed suit in Federal District Court at Lincoln seeking to enjoin enforcement of the law passed in the recent unicameral legislature banning Ascap from Nebraska. The act limits copyright privileges of music publishers.

Broadcasters Retain Counsel

SEATTLE, June 20. — Alfred J. Schweppe, partner in the Seattle law firm of McMicken, Ramsey, Rupp & Schweppe, has been retained as chief counsel by the National Ass'n. of Radio Broadcasters in their battle against Ascap.

Schweppe's handled the broadcasters' case against Ascap in Montana. It is expected that he will appear in court against Ascap in all states where similar litigation arises.

Wells Joins Peck

Alan A. Wells has been added to the executive staff of the Peck Advertising Agency. Wells formerly was advertising manager of R. H. Macy & Co. and more recently business and promotion manager of the *New York Woman.*

◀ *Radio Personals* ▶

IRENE BEASLEY has been set for a four week stay at Ben Marden's Riviera through the CBS artist service. She opens July 6. . . . O. B. Hanson, NBC chief engineer now recovering from an operation, is expected back at his desk next Monday. . . . CBS's Jimmy Appell, of artist service, has set Dennis King and Freddie Lightner for guest appearances on NBC programs next week. . . . Banay Venuta has booked passage for Tahiti in August. . . . Mildred Joy, assistant librarian at NBC, will leave for a six week vacation June 30 to England and Russia. . . . Bobby Dolan has opened a home in Greenwich, Conn. . . . Conrad Nagel has been selected to play the role of Horatio opposite John Barrymore's Hamlet in the NBC Shakespearean series. . . .

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CBS artists service this week begins issuance of a new promotion leaflet titled "Microphone Memo," and very attractive it is, too. . . . Charles E. Green, president of Consolidated Radio Artists left Saturday for a visit to the Dallas and Hollywood offices. . . . Jack Pearl presents his last broadcast June 25 before leaving for a summer vacation. Tommy Dorsey's band, and vocalists Morton Bowe and Edythe Wright will carry on until Pearl's return in the fall. . . . The Vanderbilt Cup races will be presented exclusively over NBC July 3. . . . Joe Morrison will be the "Broadway Melody Hour" guest over WOR-WHN Wednesday. . . . Lucy Monroe returns to the air on "Showboat" Thursday, as featured guest. . . . Willard Robison and his "Deep River" orchestra have signed a CRA management contract. . . .

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Chicago Town Pump

CHICAGO, June 20.—Herb Morrison, WLS announcer of *Hindenburg* recording fame, flew to his home in Morgantown, W. Va., last week. . . . The Simoniz Co. has renewed its half hour Sunshine Hours program on WMAQ, for an additional 52 weeks, effective June 26. George H. Hartman is the agency. . . . W. S. Baldwin, KOY president, and Jack Williams, program director of the Phoenix, Ariz., station, are visiting WLS. Burridge D. Butler, WLS president, has an interest in KOY. . . . "Little Orphan Annie," sponsored by the Wander Co., will leave the air for the summer after the broadcast July 9. The program will return Sept. 27, over the NBC-Red. . . . Mary Wright, WLS Home Adviser, will spend this week in Kansas City, attending the National Home Economics convention.

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New Haven Town Pump

NEW HAVEN, June 20.—New WELI June programs include a commercial, sponsored by Acme Moving & Storage, Tuesdays and Saturdays at 6:30 P. M.; Sel Sergeant, singing guitarist, Wednesdays at 7 P. M.; the auto races direct from Donovan Field in Savin Rock Park, Thursdays at 8 P. M., and the New Haven Elks, Wednesdays at 7:45 P. M. . . . WICC's Ruth Ferry attending a reunion at Mount Holyoke College, leaving the airwaves for a week.

Crash!

New Haven, June 20.—The announcer market crashed this week on discovery that one eager to be of the profession pays a Connecticut station $5 weekly for the *privilege* of being an announcer.

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Pittsburgh Town Pump

PITTSBURGH, June 20.—Herman Middleman and his band are getting two networks a week over NBC from the Nixon Cafe via KDKA. . . . Dorothy Devlin, a telephone operator at WCAE, is a regular member of the Tavern Players, who present a weekly sketch on Old Shay's "Night at the Inn" program. . . . Bob Carter, tenor, now has programs on both WCAE and KDKA. . . . Ray Schneider is returning to the WWSW announcing staff after three months at a reserve officers' training camp. . . . The Duquesne Brewing Co. is sponsoring the blow-by-blow accounts of the weekly Monday night fights at Hickey Park Bowl, with Joe Tucker doing the description. . . . The "Man in the Street" program of Walt Framer and James Murray is leaving WCAE for the summer. . . . Ford Billings, of the Hearst radio chain on the coast, was a visitor last week at WCAE, which he managed before going west. . . . The Dale Jacksons—he's on KDKA—are celebrating their second wedding anniversary.

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San Francisco Town Pump

SAN FRANCISCO, June 20.—Departure of KYA's Bob Stanley, to work for Honolulu Broadcasting System, automatically removes skit "John Martin, Md.," from coast airlanes. Stanley wrote and produced the show. . . . King Harvey, guitarist-vocalist with Paul Pendarvis band, has quit to join Herbie Kay's orchestra. . . . Zella Layne has been added to KPO's singing staff, replacing Jeane Cowan who has gone to Hollywood. . . . KQW's assistant manager, Gene Clark, resigned to become press chief for the San Jose Chamber of Commerce. . . . Blind pianist-accordionist Glenn Hurlburt will direct his own swing orchestra at NBC studios here, starting next week on the red network. . . . Wesley Gordon has joined KYA's staff as vocalist, and em cee of "Daily Varieties." He replaces Don Steele, who has moved up to KFRC. . . . Visiting here over the weekend was Jean Ellington, former KFRC warbler, who flew from New York and planed back next day. . . . Winning the West, cow-country drama on KPO for four years, retires permanently June 30. Sponsor replaces with a variety show featuring Olsen and Johnson, to originate in Hollywood. . . . Bank of America's "House of Melody," featuring Meredith Willson's 30-piece stringed orchestra and Commentator John Nesbitt, leaves the air July 12. . . . Willson is reported set as conductor for "Showboat," when the program originates in the west, at $1,500 per broadcast. . . .

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Charles Borelli in New Job

PHILADELPHIA, June 20. — Charles Borelli, former director of Italian programs over WDAS has joined the sales staff at WPEN-WRAX here.

Frisco Fears Loss Of More Broadcasts

SAN FRANCISCO, June 20.—With KSFO's "Western Home Hour" gone to Los Angeles because of the space limitations of the Columbia studios, KFRC this week moving its "Feminine Fancies" to KHJ, Los Angeles Don Lee outlet, local agencies fear that the southward trek has commenced in earnest for top-ranking network commercials.

Persistent rumors around the advertising agencies are that even NBC, which has vowed not to desert San Francisco, may take a couple of the best programs south for a few weeks of broadcasting which might prove the first step in a general exodus.

Trans-Radio Periods Are Added to CJRC

WINNIPEG, June 20.—CJRC is now airing Trans-Radio news service five times daily except Sunday, with all periods sponsored. This is an addition of two evening five-minute periods. The other three, two in the daytime and one in mid-evening, are of 15 minutes.

CKY has six broadcasts daily, none of them sponsored. Two are rebroadcasts of bulletins given at an earlier hour for the convenience of communities not on daylight saving time.

KPO to Revise Serial

SAN FRANCISCO, June 20.—Radio's first outstanding serial drama, "Memory Lane," will be revived by NBC over KPO on July 5.

The saga of "Goshen Center" in the gay nineties, written by the late H. C. Connette, will not be picked up from its ending four years ago. Instead, the program will be repeated from the beginning.

As many of the original players as can be found will be cast in the revival.

Start "Stories by Camera"

CINCINNATI, June 20.—"Stories by Camera" is the title of a new weekly series just inaugurated over the WLW Line, with an interpretation of "Lucrezia Borgia" as the initial presentation. The program presents stories in film scenario form with synchronized music.

Dramatizations are supplied by Lawrence Menkin, WLW author, with special musical score by Virginio Marucci, WLW conductor-violinist-composer. The programs are aired Fridays from 8 to 8:30 P. M., E. S. T.

WCKY to Raise Scales

CINCINNATI, June 20. — Agencies have been advised in a telegram from L. B. Wilson, president and general manager of WCKY that new rates will be effective the first week in July.

The increase will follow WCKY's step-up to 10,000 watts power, day and night. The station's new transmitter is now being installed and is expected to be in operation about June 25.

WHIO Salutes WOSU

DAYTON, June 20.—When WOSU, Ohio State University radio station, celebrated its 15th anniversary, WHIO, the *Daily News* station, broadcast a salute program featuring Tommy Dunkelberger and Lester Spencer. The latter, program director of WHIO, started his radio career at WOSU.

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VOL. 41. NO. 145 NEW YORK, TUESDAY, JUNE 22, 1937 TEN CENTS

Copyright Big Air Problem, N.A.B. Feels

Also Voices Opposition to Federal Station

CHICAGO, June 21.—"The most important problem before us today is the copyright situation," C. W. Myers, head of Station KOIN, Portland, Ore., and president of the Nat'l Ass'n of Broadcasters today told MOTION PICTURE DAILY at the opening of the association's convention at the Hotel Sherman.

Myers declared that the question of copyright "demands the attention of all radio broadcasters" and stated that every attempt should be made to protect radio interests. He added that if the Federal Government has plans for the building and operation of radio broadcasting stations efforts should be made to halt the plan as such a condition would do broadcasting generally more harm than good.

The convention opened this morning with an address of welcome by Mayor

(*Continued on page* 10)

Zucker New Head of Consolidated Radio

Stanford Zucker of Cleveland has been named general manager of Consolidated Radio Artists, Inc., succeeding Gus Edwards, who resigned recently. Other CRA appointments include those of Milton Roemer as vice-president in charge of the hotel and night club sales division of the company, and Earl Thomas, who has been named radio director.

Zucker, well known in the Cleveland area, will direct the sales operation of the CRA offices in New York, Cleveland, Chicago, Dallas and Hollywood. His brother, Ben Zucker, has been appointed manager of the Cleveland office.

Thomas has been active in radio and advertising for many years, and was recently director of radio for Lyons & Lyons, talent agents.

Birmingham Stations May Shift Networks

BIRMINGHAM, June 21.—There's a strong possibility that WBRC and WAPI, Birmingham's two principal radio stations, will switch their national connections soon.

That is to say, officials of NBC and

(*Continued on page* 12)

Additional developments in radio on pages 10, 12, 14, 15 today.

Cite Para. in SEC Report on Bankruptcies

New Law Asked to Rule Reorganizations

By **BERTRAM F. LINZ**

WASHINGTON, June 21.—Drawing upon the testimony it developed in its investigation of the Paramount reorganization, the Securities and Exchange Commission today submitted to Congress a report on its study of protective and reorganization committees and recommended placing such bodies under Federal control.

Uncontrolled reorganization committees, the commission asserted, have failed to make appraisal of the qualifications of the old management of the corporation and the manner in which it discharged its trust, resulting in a failure to complete the reorganization process.

"Restitution for assets illegally diverted and reparation for mismanagement are not made, and the causes of failure of the old enterprise are car-

(*Continued from page* 4)

"Races" Is Expected To Take in $65,000

With approximately $40,000 in the till in the first four days, "A Day at the Races" is expected to wind up a first week at the Capitol at $65,000, or better.

"Captains Courageous," in its sixth week at the Astor, tallied about $9,100. Paramount is not expected to open "High, Wide and Handsome" until July 14.

The third week of "Kid Galahad" at the Strand was good for approximately $9,000.

May Tax Revenue Is $52,000 Under April

By **CLARENCE LINZ**

WASHINGTON, June 21.—A $52,000 drop in admission tax collections during May brought the total for the month to $1,537,119, compared with $1,589,682, in April, it was reported today by the Internal Revenue Bureau. May collections, however, were nearly $220,000 above the $1,318,765 reported for the corresponding month last year.

For the first five months of the current year, the bureau reported, admission tax revenues were $7,645,239 against $6,705,115 for the corresponding period in 1936, and for the 11 months of the fiscal year which ends June 30, receipts were $17,865,416, a gain of $2,285,430 over the $15,579,986 reported to the same date last year.

Attendance Is Heavy At CEA's Convention

By **BRUCE ALLAN**

HARROWGATE, England, June 21.—The annual summer conference of the Cinematograph Exhibitors' Ass'n got under way here today, and will continue through Friday.

Today's program included no business sessions but was devoted for the most part to welcoming the delegates. A total of 650 were on hand at the garden party this afternoon, and 520

(*Continued on page* 9)

New Manufacturers' Association Formed

CHICAGO, June 21.—The outstanding development at the four-day meeting of the Independent Supply Dealers' Ass'n, which ended today, was the formation of the Theatre Equipment Supply Manufacturers' Ass'n, composed of manufacturers alone, who plan an annual international show in cooperation with supply dealers, producers, distributors and architects.

The new organization grew out of

(*Continued on page* 9)

Japan Will Produce About 500 Next Year—Kawakita

About 500 Japanese pictures will be produced next season, Nagamasa Kawakita, head of Towa Shoji-Kaisha, distributor of European-made films in Japan, stated yesterday on his arrival on the *Queen Mary* for a three-week visit.

"This number of pictures is necessary," Kawakita said, ' 'because of double and triple bills in the country. Triple feature programs are prevalent in the smaller towns with duals the practice in the big cities." Kawakita added that for 10 cents patrons can sit through a show lasting five hours.

There are approximately 300 American features shown in Japan a year. The pictures are shown with superimposed titles in Japanese. Among the favorite American actors and actresses are Marlene Dietrich, Greta Garbo, Shirley Temple, Clark Gable, Robert Taylor and Gary Cooper, according to Kawakita. He said this is largely due to the publicity campaigns put on by

(*Continued on page* 9)

UA Will Sell Percentage or Flat Rentals

Circuits on Set Prices; Others Have Choice

United Artists sales policy next season will be flexible with exhibitors to be offered the program of 36 pictures on percentage terms or flat rentals, it was stated yesterday.

Major and independent circuits as well as subsequent runs during the 1936-37 season have been playing the company's product on a flat rental basis, it was said, and this policy will be continued. However, percentages will be asked with the exhibitor having his choice of either playing this way or on set rentals.

In addition to four Samuel Goldwyn films listed at 40 per cent each, another group of four will be offered at 35 per cent each. Walter Wanger will have four at 35 per cent and a like number at 30 per cent. Alexander Korda will have two at 35 per cent, another two at 30 and two others at 25. David O. Selznick's group of five will be from 25 per cent up to 35 per cent.

All home office executives who attended the Chicago sales meeting returned yesterday with the exception of L. Jack Schlaifer, western sales manager, who is making a tour of his exchanges. Other division and district managers will shortly visit branches under their supervision.

Film Forces Invited To Meeting of Union

White collar workers of the film industry have been invited to attend a meeting of the M. P. Division of Bookkeepers, Stenographers and Accountants Union next Monday night, it was stated yesterday by an officer of the union. The organization is affiliated with the United Office and Professional Workers of America and the C.I.O.

For the past few weeks, pamphlets have been distributed among office workers of all film companies to join the union. A closed meeting of the

(*Continued on page* 2)

Empire Union Seeks Writ on Dismissals

The Empire State M. P. Operators' Union, claiming to be the only A. F. of L. union in Brooklyn, yesterday applied to N. Y. Supreme Court Justice George H. Furman for an injunction against the Quinral Corp. which

(*Continued on page* 4)

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

Vol. 41 June 22, 1937 No. 145

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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SANTIAGO de CHILE; Calle Estado 260, Oficina 306; A. Weissmann, Representative.
SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Columbia University To Have Film Course

Columbia University has established a new academic division, to be known as Film Study, which, beginning in the fall, will offer a 20-week course in film appreciation. One of the University Extension courses, the subject was determined upon in recognition of the film as as important art form and as a growing social force.

Among the speakers during the course will be Gilbert Seldes, Fritz Lang, William J. Fadiman, Paul Strand, Mark Van Doren, Captain John Craig, Julian Bryan, William de Mille, Terry Ramsaye and Morris Ernst. Supplementing the course, which has been designed for the layman, will be a 28-week course on the screen to be given in cooperation with the Museum of Modern Art Film Library. A third branch will be an amateur film show next April.

Start G. N. Specials

HOLLYWOOD, June 21.—Production will begin tomorrow on the first of the seven pictures planned by Grand National to cost about $500,000 each. "Something to Sing About," starring James Cagney, will be the first to go into work, followed by "Gorgeous."

◂ Purely Personal ▸

EDWIN MILES FADMAN of Red Star Films will leave Saturday for Europe after a visit of several weeks. While here, FADMAN bought 25 features and 20 shorts. He will return to New York in September.

•

AL CHRISTIE'S pride and joy, a stream-lined 60 foot yacht, has been launched finally in Long Island Sound, after several delays due to pressing business engagements at the Eastern Service Studios.

•

I. E. LOPERT, president, follows in two weeks to preside at a meeting of directors of the company in Paris where plans for purchases of outstanding European productions will be discussed.

•

RALPH W. BUDD, Warners' personnel director, is general chairman of the Second Annual Rodeo, Wyckoff, N. J., to be held July 3-5, the proceeds to be used for the purchase of pneumonia serum.

•

CLARENCE BUDINGTON KELLAND'S serial, "Star Rising," now appearing in *Cosmopolitan*, will be produced on Broadway in the fall. Film rights have been withdrawn from the market.

•

LOUIS WEBER, attorney for Skouras Theatres, is the father of a second girl, who has been named LAURA. Mother and child are doing nicely at Doctors' Hospital.

•

JOSEPH R. VOGEL, now in St. Louis, will make stopovers at Evansville and Indianapolis before returning to New York in a few days.

•

MELVYN DOUGLAS returned from England yesterday on the *Queen Mary* and will leave today for the coast by plane.

•

GEORGE W. WEEKS left yesterday for Washington, Charlotte and Atlanta exchanges.

•

EDWARD SIMMONS, vice-president of Pax Films, Inc., sails June 30 on the *Normandie* for France.

•

DOUGLAS SHEARER arrived from the M-G-M studios in Culver City by plane yesterday.

•

HERBERT J. YATES and MOE SEIGEL returned from Hollywood yesterday.

•

LINDSEY HOWARD got in from the coast yesterday.

•

CLARK GABLE is reported in town from Hollywood.

Col. Train Off Tomorrow

Columbia's convention special train, which will leave New York tomorrow, will make several stops to pick up delegates en route to the coast, where the meeting will open at the Ambassador in Los Angeles on Sunday, continuing through Thursday. Abe Montague, general sales manager, will head the home office group, while Joseph Seidelman, foreign sales manager, and Joseph Friedman, English head, will represent the foreign forces.

Film Forces Invited To Meeting of Union

(*Continued from page* 1)

membership was held last night at the union's headquarters, but no one affiliated with a film company attended, it was said at the organization's headquarters.

This morning home office representatives will go into session with representatives of exchange service employes and I.A.T.S.E. executives on a number of out-of-town situations. Arrangements for recognizing union exchange groups at Oklahoma City and Cincinnati were completed last week.

Oklahoma Strike Prevented

OKLAHOMA CITY, June 21.—The possibility of a strike by 76 exchange employees has been averted by the accession of producers to the wage demands of the Film Exchange Employees Union, George Snodgrass, president, said today. "While we haven't yet received a contract, it is expected today," he stated. "George Krause, assistant to the president of the I.A.T.S.E., wired me this morning assuring me that union terms have been met and a contract has only to be signed," he concluded.

The contract demanded by the union provides for a minimum weekly salary wage of $40 for shipping clerks, $35 for postal clerks, $25 for inspectors and $22.50 for assistant inspectors. Seven local exchanges are included in the contract drawn between Krause and the heads of film companies in New York. They are Paramount, 20th Century-Fox, Warners, Universal, Columbia, RKO, and M-G-M. An eighth, Republic, has agreed to sign, Snodgrass said.

Guild Still Men Irked

HOLLYWOOD, June 21.—A peculiar situation has arisen over still photographers for newspapers and studios here in which the American Newspaper Guild and the I. A. T. S. E. may be embroiled in a jurisdictional dispute.

Under the present I. A. T. S. E. setup, all photographers working inside of film studios must be I. A. T. S. E. men. Under closed shop, no new cards are being issued by Local 659.

This means that local or out-of-town newspaper photographers, on regular assignment, cannot shoot stills inside of the lots. Not even Newspaper Guild members can break through.

While there has been no direct beef from the Newspaper Guild, it admittedly is becoming a serious matter of jurisdiction. The I. A. T. S. E. is not even issuing temporary work permits for outside photographers.

Painters, Casey in Confab

HOLLYWOOD, June 21.—Committees of scenic artists, painters and makeup men's locals of the Painters' Brotherhood met todav with Pat Casey. The presented their demands for wage scales and working conditions in accordance with the agreement reached when the strike was called off.

The painters are asking a dollar daily increase which means a dollar hourly pay. The scenic artists are satisfied with $2.25 hourly, asking only for a 36-hour week. Makeup men are chiefly concerned with pay for overtime and a 40-hour week. The painters also ask for a 36-hour week.

Musicians to Study Studio Conditions

LOUISVILLE, June 21.—The American Federation of Musicians, at the closing session of its annual convention here Saturday, turned over to the executive board for consideration the matter of hours and conditions of employment of union members at the Hollywood studios, for action 30 days after the convention closing date.

At a special session Saturday night, a discussion was held on the use of transcriptions by radio stations and the unauthorized use of musicians in making sound tracks on the coast. Joseph Weber, president of the A. F. of M., declared that the federation has a contract with the studios, which has a year still to run, and expressed the belief that action by the convention might upset the present favorable setup. All the present officers and the executive board of the A. F. of M. were reelected.

Writers, Nylander to Meet

HOLLYWOOD, June 21.—Conferences in which the Screen Writers' Guild will seek to supplant Screen Playwrights, Inc., as the collective bargaining agency for film writers will open Wednesday when representatives of both writer groups will meet with Dr. Towne Nylander of the National Labor Relations Board.

Wednesday's conference will be the first of a series to determine whether a poll of writers in the studios or a public hearing is necessary to decide which of the organizations shall be designated as the bargaining agency. At the present time the Screen Playwrights' code with the producers is in effect.

Fleischer Report to NLRB

WASHINGTON, June 21.—Officials of the National Labor Relations Board today were in receipt of the confidential informal report of the examiner who last week held hearings in New York on the Max Fleischer studio strike, but expressed the opinion that probably a week or more would elapse before a decision could be rendered as to whether an election should be held to determine what organization represents a majority of the employes.

The board not only has a number of cases pending before it, it was explained, but makes a thorough study of the examiners' reports before rendering decisions.

Expect Seattle Demands

SEATTLE, June 21.—Although no demands have been made as yet, it is understood on good authority that employes of downtown theatres here will soon request a general raise in wage scales. Ushers, doormen and cashiers who recently have been unionized soon will receive their A. F. of L. charter, and following two recent membership meetings it is believed certain that a wage readjustment will be requested.

Sign Operator Agreement

KLAMATH FALLS, Ore., June 21.—Four theatres here under the management of Harry W. Poole, are included in an agreement signed with the operators' union of the I. A.

Confer on Frisco Sales

SAN FRANCISCO, June 21.—The new theatre employes' union has held its first meeting with operators of first runs.

'Another Dawn'

Another Hit

for

Warner Bros.!

Now Filling the 6200 Seats of RADIO CITY MUSIC HALL!

You Can
See It In
The Stars!

Starring

KAY
Francis

and

ERROL
Flynn

with Ian Hunter • Frieda Inescort
Herbert Mundin • G. P. Huntley, Jr.
Music by Erich Wolfgang Korngold
Directed by William Dieterle

Cite Para. in SEC Report on Bankruptcies

(Continued from page 1)

ried over into the new," it was declared. "Graphic illustration of the type of management policies and activities which should be examined in any reorganization is afforded by incidents from the history of Paramount-Publix Corp."

Quoting from the testimony of John D. Hertz, the commission pointed out that prior to the time he joined the Paramount management nothing had been done in the way of negotiating for reductions in theatre rentals, and under his direction $5,900,000 was taken off the theatre leases. The company also was paying excessive insurance premiums, which he reduced from 25 to 35 per cent. Heavy telephone charges were cut down and the expenses of the company's legal department were pared. Nepotism was rampant and he "cleaned house."

Expenditures Reduced

Hertz reduced expenditures by about one-sixth, it was explained, but nevertheless was forced to resign.

"We mention these allegations of diversion of company assets, of nepotism, of profligate management, and of tempermental direction of corporate affairs, not to evaluate this bitter Hertz-Zukor controversy, but because of the frequent importance of such matters in reorganizations," the S.E.C. said in its report. "They are of the variety with which committees must deal, not only in discovering corporate assets in the form of claims against the management, but more particularly in appraising the faithfulness and competence of the management. It seems obvious that committees dominated and controlled by a profligate management would be apt to close their eyes to such matters irrespective of their importance to security holders."

As other evidences of matters with which committees must deal, the report cited the alleged wrongful hypothecation of assets through transfers to a subsidiary, the Film Production Corp., and the giving of bank creditors a claim against those assets prior to that of Paramount's debenture holders, the alleged wrongful repurchase of its stock out of capital, and alleged excessive salaries and bonuses.

Reorganization Hit

The commission also cited the Paramount reorganization as an illustration of underwriters and bankers active in the management of a company and later participating in its reorganization, in this instance Kuhn, Loeb & Co. It pointed out the importance to the underwriters of having the control fall into "friendly" hands.

"It seems clear that the reconstituted reorganization system should entail a basic and fundamental change in the present system," the report concluded. "No longer should the management and investment bankers be in a position of domination and control. No longer should stockholders be permitted to represent bondholders. The result should be not only a shift of the power from the inside groups to security holders and their representatives, but also a reconstitution of committees so as to provide security holders with more adequate representation.

"The key to reform in the activities of protective committees lies in the legislative grant of the power to deal with these conflicts of interest directly and forthrightly."

Paramount N. E. Men Discussing Product

BOSTON, June 21.—Details on the company's new product lineup were discussed to approximately 60 Paramount theatre executives, salesmen and branch managers today by William Erbb, division manager, who is presiding at the local two-day regional.

Among those from New York attending the meetings at the Copley-Plaza are Neil F. Agnew, J. J. Unger, Milton S. Kusell, Robert Gillham and Don Velde. The first meeting was adjourned tonight for dinner at the Fox and Hounds Club and "Fo'cas'le" in Marblehead.

Following tomorrow's session, the New York force will return by boat.

Empire Union Seeks Writ on Dismissals

(Continued from page 1)

operates a Brooklyn theatre, to restrain it from discharging union members.

Alexander Kindler, president of the union, stated in an affidavit that the Quinral Corp. entered into a contract with the union in 1932 to hire members of the Empire State union. The affidavit further charges that two union operators were discharged last February without reason. Quinral in reply filed an affidavit that the union has made no effort to arbitrate the differences which were the cause of the dismissal and further that the complaint is technically defective. Justice Furman reserved decision.

Warner Suit on Calendar

Federal Judge John C. Knox yesterday restored to the calendar for trial the $500,000 copyright infringement action of Irving Gielow against Warners and M. Witmark & Sons. The suit was marked off the calendar in May, 1936, to allow depositions of witnesses in California to be taken. Gielow charges that his three songs, "Flirtation Walk," "I Can't Believe" and "Mr. and Mrs. is the Name" were infringed in the Warner picture, "Flirtation Walk."

Jewish Guild Elects

The following officers for the coming year have been elected by the Jewish Theatrical Guild: Eddie Cantor, president; George Jessel, Fred Block, Sam H. Harris, William Morris, Jr., Dr. Hugo Reisenfeld, A. A. Jaller, vice-presidents; Abe Lastfogel, treasurer; Nat Lefkowitz, assistant treasurer; Sam Forrest, financial secretary; Dave Ferguson, executive secretary; William Degen Weinberger, chairman of the board of trustees; Dr. Leo Michel, chairman of the relief committee.

Mercy Buys New House

PORTLAND, June 21.—Mercy's Inland Theatre Corp. has purchased the new theatre under construction for J. E. Shields, Ellensburg, Wash.

Call Mass Meet to Protest Para. Pacts

WASHINGTON, June 21.—A mass meeting of national exhibitor organizations to protect Paramount's removing of pictures from its 1936 contract to the 1937 contract, at increased rentals, has been called for June 29, at the Carlton Hotel.

The session is the outgrowth of the Ohio Theatre Owners Ass'n idea and will be presided over by P. E. Woods, of Columbus. The main objective of the meeting will be the declaring of a booking holiday against Paramount and also the protesting of the Adolph Zukor salary arrangement. Approximately 150 organizations have been invited, including all the affiliates of the M.P.P.DA. and Allied groups as well as unaffiliated exhibitor units.

U.M.P.T.O. Plans Para. Protest

PHILADELPHIA, June 21.—Plans for a mass demonstration against Paramount's 1937-'38 selling plan were laid today at a meeting of the U.M.P.T.O. One day next week exhibitors using Paramount product and their employees will march down Vine Street to deliver their demands to the exchange. The group expects at least 2,000 in the line of march. Theatre employees will be asked to join in the demonstration. It is the group's theory that if the Paramount selling plan goes through and is adopted by other companies, employees as well as exhibitors will be jeopardized.

Lewin Pizor, Charles Segall and Dave Barrist will represent the local group at the meeting in Washington on June 29 and will endeavor to suggest mass demonstrations on a national basis, having exhibitors all over the country stage similar marches also. A special committee of 15 U.M.P.T.O. men will meet on Friday to lay final plans for the demonstration. More than 100 theatres were represented at today's meeting. Absent members were notified by wire of the strike against Paramount until demands are met.

Clevelanders Join Protest

CLEVELAND, June 21.—The Cleveland M. P. Exhibitors Ass'n at a recent meeting voted to send two or more representatives to Washington to attend a meeting there on June 29, at which it is expected that action will be taken in regard to the Paramount situation as regards holding over for the 1937-38 program certain pictures originally sold on the 1936-37 program.

Derr Signs for Studio

HOLLYWOOD, June 21.—E. B. Derr has signed a contract with Hollywood Studios (formerly Talisman) for space and offices for the 16 productions he plans for the new season. Six will be in the "Secret Service Smith" series and 10 of the action adventure type.

Two Titles Changed

HOLLYWOOD, June 21.—Twentieth Century-Fox has changed the title of "Lancer Spy" to "Life of a Lancer Spy" and Walter Wanger has changed the title of the picture which started out as "Summer Lightning" and has had three other names to "I Met My Love Again."

RKO Sales Forces Leave After Meet

LOS ANGELES, June 21.—The delegates to the RKO convention, which ended here yesterday with a sightseeing session, entrained tonight for their respective territories.

Jules Levy, general sales manager, in his concluding address on sales policy, declared that of the 48 features which RKO will produce, 25 will be films of major importance, with an increase in percentage figures. Two specials, the Walt Disney cartoon feature, "Snow White and the Seven Dwarfs" and Herbert Wilcox's British production, "Victoria the Great," will be sold separately, Levy said. The percentage on the Disney feature will be computed when the film is near completion and the cost can be ascertained.

Levy also declared that more than 2,500 independent theatre contracts have been signed for the new season thus far, a gain of almost 500 over the same period last year.

RKO's business increased 150 per cent for the first quarter of the year over the corresponding period last year, Leo Spitz, president, told the convention in his closing speech. The fiscal year 1936 showed a gain of 250 per cent over 1935, he said. He lauded Ned E. Depinet, vice-president in charge of distribution, Levy and Phil Reisman, in charge of foreign sales.

The convention was told that the next Fred Astaire-Ginger Rogers picture will be made entirely in Technicolor.

Sales Winners Listed

Winners in the various sales drives were disclosed as follows:

Jules Levy Fifth Anniversary Drive—Buffalo, first; Detroit, second; Jacksonville, third; Winnipeg, first in Canada, with one week's salary to each salesman. Nat Levy, east central district manager received a week's pay, and Walter Branson, midwest district manager, one-half week's salary.

Accessories Sales Contest—M. I. Wolfish, Buffalo, first; Florence McCrory, Jacksonville, second; W. K. Laird, Atlanta, third; V. Kolby, Detroit, fourth; J. H. Hood, Charlotte, fifth; R. J. Abbott and M. Confeld, Minneapolis, sixth; A. E. Ames, Montreal, first in Canada; E. Simon, Winnipeg, second.

March of Time Contest—Philadelphia, first; Chicago, second; San Francisco, third; Cleveland, fourth; Portland, fifth.

"Rainbow on the River" Contest—New Haven, first; Philadelphia, second; Washington, third; Buffalo, fourth; Cleveland, fifth; Pittsburgh, sixth; Toronto, first in Canada; J. E. Cushman, home office representative, first; J. J. Schnitzer, second.

Second "Rainbow on the River"—Contest—Philadelphia, first; Buffalo, second; Detroit, third; New Haven, fourth; Boston, fifth; Washington, sixth; Winnipeg, first in Canada; Vancouver, second; J. J. Schnitzer, first, home office representative; J. E. Cushman, second.

George O'Brien Contest—Eastern division: Cleveland, first; Pittsburgh, second; Memphis, first in west-south division; Jacksonville, second; St. Louis, third.

Joe E. Brown Contest—New Haven, first; Cleveland, second; Philadelphia, third; Boston, fourth; Montreal, first in Canada; Toronto, second; three district managers: Harry Cohen, west; Walter E. Branson, midwest; Nat Levy, east central.

Cromwell, Goldwyn Part

HOLLYWOOD, June 21.—Differing with Samuel Goldwyn over the characterizations in "Marco Polo," John Cromwell and the producer came to an amicable settlement of the former's deal today. The director went off the picture after four days of shooting. No successor to Cromwell has been named. Shooting has been suspended.

"SLAVE SHIP" BEATING "ROAD TO GLORY" RECORD RUN AT RIVOLI!

Latest of 20th's smash-money hits . . . current sensation of Broadway . . . wrests top boxoffice honors from "The Road to Glory" . . . greatest of 20th's record-holders at New York's long-run Rivoli!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Short Subjects

"The Wily Weasel"

(Universal)

Oswald is troubled by the depredations of a weasel among his hens and their eggs. He sets his dogs to watch and sets clever snares and traps. As expected the dogs chase the marauder and he smartly eludes them, finally falling victim to a rolling pin in the hands of a chicken. It is cleverly executed stuff with plenty of laughs. Production Code Seal No. 3,160. Running time, 7 mins. "G."

"Paramount Pictorial 6-11"

(Paramount)

This issue deals entirely with fishing, from Florida to Alaska and Japan. There are interesting scenes of the technique of catching crayfish, bears catching salmon, and Japanese Waltonians using cormorants to get their fish. Production Code Seal No. 01,-607. Running time, 10 mins. "G."

"The Singing Bandit"

(Mentone-Universal)

A standard but nevertheless moderately entertaining musical. It is set in a Mexican cafe. The usual material about a handsome, romantic bandit is worked in with songs and dances. Featured are J. Harold Murray, Val Irving, Jean Travers and the Florenz Senoritas. Production Code Seal No. 01,611. Running time, 10 mins. "G."

"Pan American Champions"

(Rice-Paramount)

Interesting glimpses of athletes and athletics in the Latin-American countries. There are fine shots of jai-alai and the Argentine polo team, both in action. Production Code Seal No. 01,619. Running time, 10 mins. "G."

"Stevedores"

(Universal)

Meany, Miny and Moe work for a Captain Bligh-ish sort of boss. He cracks the whip at the slightest shirk. The three monks lead him a merry chase all over a ship. Much clever animation ensues and the cartoon winds up with the four sousing up on pickled herrings. Production Code Seal No. 3,108. Running time, 6½ mins. "G."

"Friml Favorites"

(Paramount)

The son of the well known composer leads his band in a few of his father's more popular tunes. It is smooth, pleasant music. Mildred Windelle and The Showmen do the vocals in good style. Production Code Seal No. 01,570. Running time, 11 mins. "G."

Saxe Gets Madison Spot

MADISON, Wis., June 21.—Saxe Amusement Management, Inc., has secured a renewal of its lease on the Capitol for another 10 years as the approval by Circuit Judge Daniel W. Sullivan in Milwaukee of the company's offer of $570,000. An offer of $565,000 was presented by Fox, which controls the Parkway, Strand, Orpheum and Madison.

Looking 'Em Over

"Damaged Goods"

(Criterion-Grand National)

This film adaptation of Eugene Brieux's famous stage play—the indictment of social forces concerning suppressed knowledge of the prevention and treatment of venereal disease—is said to be the producer's sincere effort to aid President Roosevelt's campaign to educate the nation to such disease.

The film presents its dramatized case in a straightforward manner. A young man contracts a disease shortly before he is to be married. He refuses to heed the advice of a doctor and visits a quack. Within a short period he marries, thinking himself cured. Later his infected child is born and then he realizes his reluctance to listen to sound medical advice. But the kindly medico whose advice was ignored manages to mend the broken lives and inculcate in the bride's father, a Congressman, the need for widespread action.

Upton Sinclair is credited with the adaptation. Phil Stone directed. The leading roles are played by Pedro De Cordoba, Phyllis Barry, Douglas Walton, Aletta Duncan, Ferdinand Munier, Esther Dale, Clarence Wilson, Frank Melton and Gretchen Thomas.

MOTION PICTURE DAILY, however is of the opinion the subject matter does not properly fit into the entertainment formula and that films of the nature of "Damaged Goods," therefore, do not belong in commercial theatres.

Reviewed without production code seal. Running time, 60 minutes. "G."

"The Thirteen"

(Amkino)

The Russian studios in this latest importation have eliminated their usual propagandistic thrusts. Instead they have dramatized a real-life incident that unfolds with a forceful impact. It bears a similarity to "The Lost Patrol."

A patrol of Red Army soldiers is returning from eastern Russia, the period of service expired. They are accompanied by a geologist. Their trek across the desert leads them to a water hole where bandit arms have been buried in a well. A little water still flows, however. Soon after the discovery of the cache, outlaws arrive and a pitched battle occurs. This is followed by a truce. Terms are offered and refused. The vicious tribesmen lay siege to the water hole. One by one the defenders are killed. In the meantime, military aid is being sought. The series of raids on the well are particularly fine dramatic examples of the Russian flair for battle scenes and military action, the atmosphere of the desert background location lending to the story. The defense is finally reduced to one man. When his ammunition is exhausted he runs from cover to find the reinforcements taking over the struggle.

There are incidents during the siege that are masterfully handled. The propaganda element, almost entirely absent, merely stresses the devotion of soldiers—any soldiers—to their officers. The survivor does, however, state that he has held out so long for "the people." Mikhail Romm directed.

Reviewed without production code seal. Running time, 85 minutes. "G."

"Timberesque"

(Syndicate)

The only variation from the boy-meets-girl theme here is the inclusion in the narrative of a number of exciting scenes of animals in combat. The cutting and editing is poor. It may manage to hold interest, but that is all.

A playboy is jilted. He runs away to find solace in the "great outdoors," away from women and their entanglements. But, true to form, a female intrudes and love blooms once again. The unfolding of the simple scenario is heightened to a degree by sequences of woodland inhabitants in their struggle against natural enemies.

The cast includes Barry Norton and Vyola Von. King Guidice produced and directed. Robert Cline's outdoor photography is good.

Production Code Seal No. 3,382. Running time, 41 minutes. "G."

Washer Starts Duties

Ben Washer yesterday assumed new duties as eastern publicity representative for Goldwyn Prod., succeeding Linton Wells, resigned. Washer handled publicity for the stage version of "Dead End."

Shift Canadian Manager

TORONTO, June 21.—Mark Plottel, manager of the Winnipeg office of RKO, has been transferred to Montreal to head the branch there, by Leo M. Devaney, general manager of RKO in Canada.

Variety Club

Cleveland

CLEVELAND, June 21.—Variety Club will give up its quarters in the Statler Hotel the early part of July to locate in the Allerton Hotel penthouse where larger space and an open air dance floor will be available. Chief Barker M. B. HORWITZ states that the club will spend $10,000 in new furnishings. The money is being raised by a plan of personal loans from members.

Pittsburgh

PITTSBURGH, June 21.—Family night is being held every Friday in the club's new William Penn Hotel headquarters and a Bank Night prize of $25 is awarded each night.

MIKE GALLAGHER has returned from Detroit with the contract for the refreshment concessions at the U. S. Golf Open.

The weekly Monday night dinners are growing in attendance from week to week.

MIKE CULLEN'S coat of tan is the envy of all barkers since his return from Florida.

HAROLD LUND, a former officer of Tent No. 1, was a steady visitor during his vacation here.

The theatre managers get their revenge on HAROLD W. COHEN, the critic, in those poker sessions.

The women's room of the new headquarters is the most attractive of any private club in Pittsburgh. Only the bar is forbidden the women in the present setup.

Washington

WASHINGTON, June 21.—The first Saturday night function of Variety Club in many months came off when the Social Activities Committee, headed by ARCHIE D. ENGEL, tossed a box and Bingo party.

Because of ambiguity of the notices and lateness of mailing, only about 35 barkers and friends showed up.

For the Bingo, Chairman ENGEL was the numbers reader.

Wall Street

Light Gains on Board

	High	Low	Close	Net Change
Columbia	29	29	29	.....
Consolidated	2⅞	2¾	2⅞	+ ⅛
Eastman	170	170	170	+ ½
Gen. T. Equip....	21¼	20¾	21	+ ¼
Loew's, Inc.	75⅞	75	75⅞	+ ⅜
Loew's, pfd.	105½	105½	105½	+ ¼
Paramount	18⅛	17¾	17¾	— ¼
Paramount 2 pfd..	16⅞	16¾	16¾	— ½
RKO	7	7	7	— ⅛
Universal, pfd. ...	63	63	63	.....
Warner Bros. ...	12⅜	12⅛	12⅛	— ¼

G. N. Up on Curb

	High	Low	Close	Net Change
Grand National ..	2⅛	2⅛	2⅛	+ ½
Technicolor	26½	26¼	26½	— ¼
Trans-Lux	4½	4¼	4¼	— ¼

Bonds Up Fractionally

	High	Low	Close	Net Change
Loew's	99¼	99	99¼	+¼
Paramount B'way 3s '55	66½	66½	66½	+ ½
Paramount Pict. 6s '55	100¼	100	100¼	— ¼
Paramount	87	87	87	.....
Warner Bros. 6s '39 wd	94	94	94	— ½

(Quotations at close of June 21)

WORLD PREMIERE AT HOLLYWOOD'S CARTHAY CIRCLE

Chosen to share the glory of "Wee Willie Winkie's" brilliant $2.00, two-a-day world premiere engagement!

The Coronation

in

TECHNICOLOR

Here's just one of the trade press raves:

"All the pomp, the pageantry, the riotous color of robes and jewels and cheering throngs attendant upon the coronation of a monarch and his queen, have been caught in their impressive splendor by the wonder of the Technicolor camera in this color featurette!"—says *Motion Picture Daily.*

Exclusive with

20th CENTURY FOX

"My Girl" on Dual Boston's Only Grosser

Boston, June 21.—Boston grosses became unsteady as hot weather affected grosses. "There Goes My Girl," dualed with "Fire Over England," went to $12,500, over average by only $500 for the lead at the RKO Memorial.

"Slim" and Major Bowes' unit on the stage at the Metropolitan failed to gross more than $18,000. Average is $22,000.

"Parnell," co-featured with "Let's Get Married" and held over for a second week did a nosedive, grossing only $11,000 at the Orpheum, and $10,000 at Loew's State.

Total first run business was $58,900. Average is $68,000.

Estimated takings for the week ending June 17:

"I MET HIM IN PARIS" (Para.)
(2nd run)
"THAT I MAY LIVE" (20th-Fox)
(1st run)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $4,500. (Average, $4,500)

"THERE GOES MY GIRL" (RKO)
"FIRE OVER ENGLAND" (U. A.)
RKO MEMORIAL—(2,907), 25c-50c-65, 7 days. **Gross:** $12,500. (Average, $12,000)

"PARNELL" (M-G-M)
"LET'S GET MARRIED" (Col.)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days, 2nd week. **Gross:** $11,000. (Average, $12,000)

"PARNELL" (M-G-M)
"LET'S GET MARRIED" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days, 2nd week. **Gross:** $10,000. (Average, $11,000)

"SLIM" (W. B.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Major Bowe's Amateurs. **Gross:** $18,000. (Average, $22,000)

"I MET HIM IN PARIS" (Para.)
(2nd run)
"THAT I MAY LIVE" (20th-Fox)
(1st run)
PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $7,000. (Average, $7,000)

"BEHIND THE HEADLINES" (RKO)
"ELEPHANT BOY" (U. A.)
RKO BOSTON—(3,246), 25c-50c-65c, 7 days. **Gross:** $7,400. (Average, $11,000)

Continental Is Low Bidder on Roxy Job

Continental Bank & Trust Co., which was trustee under the indenture for the old Roxy bonds, was the low bidder yesterday at a hearing in Federal Judge Francis G. Caffey's chambers at which bids for trustee's services for the new bonds of the reorganized Roxy were opened.

Six banks entered bids. The Continental's bid was $2,000 for the first year's services and $750 a year thereafter for the remaining 19 years. Other bidders were: Sterling National Bank & Trust Co., $2,150 for the first year and $850 thereafter; Lawyers Trust Co., $2,500 the first year and $1,000 thereafter; Empire Trust Co., $2,557, and $1,057; Clinton Trust Co., first year's fee to be set by court, $1,250 per year thereafter, and Manufacturers' Trust Co., $4,562 for the first year and $1,500 a year thereafter. Judge Caffey will designate the trustee at a regular reorganization hearing on Friday.

I. Bernard Leff of the D. W. Blumenthal office, representing the Adler first mortgage bondholders' committee, urged the court to appoint an individual trustee in addition to a corporate trustee on the grounds that the bondholders' interests would be better served.

Out Hollywood Way

Hollywood, June 21.—With the borrowing of John Carradine from 20th Century-Fox, Samuel Goldwyn completed the cast of principals for "The Adventures of Marco Polo." Gary Cooper plays the title role, supported by Sigrid Gurie, who makes her film debut.

Helen Mack has the feminine lead opposite Joe E. Brown in David L. Loew's "Fit for a King," which RKO will release as the final Brown starrer on the program. . . . George Sanders gets three-month-leave of absence to go to England for a vacation, but 20th Century-Fox may place him in either the Gracie Fields starrer or the Annabella film, to be made over there.

Samuel Goldwyn has ordered the construction of a new block of dressing room suites. . . . Gertrude Michael returns to Paramount to recreate her "Sophie Lang" character for the tentatively titled "Sophie Lang in Hollywood."

Upon completion of Paramount's "Easy Living," Mitchell Leisen will take 10 weeks off and go to England. . . . Barry Young, former editor of the Cine-Sound newsreel in Australia, is in town doing a series of stories on the lots from *Smith's Weekly*, Anzac publication. . . . Elmer Sheeley joins Slavko Vorkapich on the montage shots for M-G-M's "The Firefly." . . . Bert Glazer, M-G-M script clerk, has been made assistant to Roy Rowland, directing the Robert Benchley short, "How to Wake Up."

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Casting—Universal has borrowed Jed Prouty from 20th Century-Fox for "100 Men and a Girl." . . . John Boles and Ann Sothern top the cast of RKO's "Don't Forget to Remember." . . . Ida Lupino draws the feminine lead in "Fight for Your Lady," same lot. . . . Alan Dinehart, Jane Darwell, Allan Lane, Minna Gombell and Lon Chaney, Jr., in 20th Century-Fox's "Wife, Doctor and Nurse."

✚

Contracts—Fritz Lang signed by Paramount to a two-year deal, during which he will make three pictures. First will be "You and Me," with Sylvia Sidney-George Raft. . . . Universal signs Eleanor Hansen, former Indianapolis model, to a term deal.

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Writers—Armine von Tepeski, authority on Hawaiian life, joins M-G-M's scenario staff. . . . Michael Jackson and Richard Murphy signed by M-G-M short department. . . .

"Prince" Is Denver Lead; Gets $10,000

Denver, June 21.—"The Prince and the Pauper" turned in the best showing of a generally good week with a take of $10,000 at the Denver. It was moved to the Aladdin.

"I Met Him in Paris" was $2,000 to the good on a take of $7,000 at the Denham and it was held over. "Parnell" and "They Wanted to Marry," on a dual at the Orpheum, garnered $8,000, up by $2,000.

Total first run business was $34,000. Average is $27,000.

Estimated takings for the week ending June 16:

"WOMAN CHASES MAN" (U.A.)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. **Gross:** $4,000. (Average, $3,000)

"THIS IS MY AFFAIR" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Denver and the Aladdin. **Gross:** $2,500. (Average, $2,000)

"I MET HIM IN PARIS" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. **Gross:** $7,000. (Average, $5,000)

"PRINCE AND THE PAUPER" (F.N.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. **Gross:** $10,000. (Average, $7,500)

"PARNELL" (M-G-M)
"THEY WANTED TO MARRY" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $8,000. (Average, $6,000)

"I PROMISE TO PAY" (Col.)
"VENUS MAKES TROUBLE" (Col.)
PARAMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $3,500)

Plans Another Open-Air

Boston, June 21.—E. M. Loew will open a new automobile open-air theatre on the Lynn marshes, it is understood.

"My Affair" Hits $13,500 In Cleveland

Cleveland, June 21.—"This Is My Affair" took top honors. At Warners' Hippodrome it grossed $13,500. This beat the $10,000 summer average by $3,500.

"A Day at the Races" at Loew's State also made a good showing with $14,000. Average for this time of the year is $12,000. It was moved to the Stillman for a second week downtown.

Total first run business was $49,500. Average is $47,000.

Estimated takings for the week ending June 18:

"BEHIND THE HEADLINES" (RKO)
ALLEN—(3,000), 30c-35c-42c, 4 days. **Gross:** $2,500. (Average, 7 days, $5,000)

"DRAEGERMAN COURAGE" (W. B.)
ALLEN—(3,000), 30c-35c-42c, 3 days. **Gross:** $2,300. (Average, 7 days, $5,000)

"A DAY AT THE RACES" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $14,000. (Average, $12,000)

"TURN OFF THE MOON" (Para.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $4,000. (Average, $5,000)

"SLIM" (W. B.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Vaudeville. **Gross:** $14,000. (Average, $15,000)

"THIS IS MY AFFAIR" (20th-Fox)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $13,500. (Average, $10,000)

Texas Opposes Dust Reel

Houston, June 21.—The Texas House of Representatives has passed a resolution asking withdrawal of the March of Time reel dealing with the Texas Panhandle "dust bowl" on the ground that it is not an accurate representation of the Panhandle.

"Races" Leads Philadelphia With $21,000

Philadelphia, June 21.—"A Day at the Races" led the field with a strong $21,000 at the Fox. It was held for a second week.

Nothing else in town touched average. Warm weather and generally weak attractions kept grosses down.

"Woman Chases Man" found the going rougher than expected with $12,000 for its week at the Boyd. "Parnell" started slipping in its second week at the Stanley and left after six days with a gross of $10,000.

"Slim" got excellent notices, but couldn't top $5,800 at the Stanton.

Total first run business was $66,500. Average is $68,600.

Estimated takings for the week ending June 17:

"WAY OUT WEST" (M-G-M)
ARCADIA—(600), 25c-40c-50c, 4 days, 2nd run. **Gross:** $900. (Average, 7 days, $2,800)

"WOMAN CHASES MAN" (U.A.)
BOYD—(2,400), 40c-55c-65c, 7 days. **Gross:** $12,000. (Average, $14,000)

"AS GOOD AS MARRIED" (Univ.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Eddie White, Estelle Taylor, Roxyettes, Ruthie Long, Patsy Dell, Six DeGardos. **Gross:** $10,500. (Average, $12,000)

"A DAY AT THE RACES" (M-G-M)
FOX—(,3000), 40c-55c-65c, 7 days. **Gross:** $21,000. (Average, $14,000)

"THIS IS MY AFFAIR" (20th-Fox)
KARLTON—(1,000), 25c-35c-40c, 7 days, 2nd run. **Gross:** $3,000. (Average, $4,000)

"I MET HIM IN PARIS" (Para.)
KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. **Gross:** $3,300. (Average, $4,000)

"PARNELL" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 6 days, 2nd week. **Gross:** $10,000. (Average, 7 days, $14,000)

"SLIM" (W.B.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $5,800. (Average, $7,000)

"Races" Dual Big Milwaukee Grosser

Milwaukee, June 21.—"A Day at the Races" and "That I May Live" took high money, $9,500, at Fox's Wisconsin in an otherwise dull week. This was $1,500 to the good.

The circuit's Strand, playing an extended second week run of "Parnell" and "Pick A Star," was the only other house to break par with a $4,000 take, $500 above average.

Total first run business was $27,800. Average is $31,000.

Estimated takings:

Week Ending June 15:

"THE HIT PARADE" (Republic)
"KILLERS OF THE SEA" (G. N.)
PALACE—(2,400), 35c-50c, 5 days. **Gross:** $2,800. (Average, $5,000)

Week Ending June 17:

"TRADER HORN" (M-G-M)
"NOBODY'S BABY" (M-G-M)
GARDEN—(1,200), 25c-35c, 7 days. **Gross:** $2,000. (Average, $4,500)

"JIM HANVEY, DETECTIVE" (Republic)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Major Bowes' All Girl Revue. **Gross:** $4,500. (Average, $5,000)

"PARNELL" (M-G-M)
"PICK A STAR" (M-G-M)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,000. (Average, $3,500)

"WOMAN CHASES MAN" (U. A.)
"LOVE FROM A STRANGER" (U. A.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

"A DAY AT THE RACES" (M-G-M)
"THAT I MAY LIVE" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $9,500. (Average, $8,000)

Ontario Censor Head Outlines New Rules

Toronto, June 21.—O. J. Silverthorne, chairman of the Ontario film censor board, following his recent attack on British film standards, in which he suggested a need for more censorship of British films, has outlined the new policy for his board in the viewing of pictures.

Among the censorship requirements which will act as the official guide for the Ontario board will be: disapproval of films ridiculing religious sects, or races; elimination of all matter which tends to debase morals; loose conduct between men and women will be barred; criminal methods and crimes which give instruction in crime through suggestion will be eliminated; prolonged or passionate love scenes, when suggestive of immorality, will be eliminated. Silverthorne declared also that the board will disapprove any films of a propaganda nature, or which are definitely partisan.

Few Theatre Fires In Canada in Year

Toronto, June 21.—Only eight of the 1,025 theatres in Canada suffered any kind of a fire during the past calendar year, according to a report from J. Grove Smith, Fire Commissioner of the Dominion Government, before the annual convention of the Dominion Fire Prevention Ass'n.

The total loss incurred in the eight fires was only $3,176, making the theatres of the country the lowest fire risk of any branch of business. The commissioner referred to the railways of Canada as having made an excellent showing in ratio to capital investment, but in the rail service there were 482 recorded fires.

Open Pittsburgh Office

Theatre Trailer Corp. has opened another branch office, this time in Pittsburgh with Lew Lefton in charge. Ed Whaley is the representative for the Southern states. Adolph Pollack, general manager of the company, has installed new sound recording equipment at the headquarters in New York.

"Sawyer" Start Is Set

Hollywood, June 21.—Delayed for months by casting difficulties, "The Adventures of Tom Sawyer" will get under way at Selznick International Wednesday. Ted Limes, 13-year-old Alhambra boy, has been signed for the role of Huckleberry Finn. He, like Tommy Kelly, Bronx lad signed for Tom Sawyer, is a novice.

Libel Suit Transferred

Oklahoma City, June 21.—The "sawed house" libel suit, in and out of two courts in two years, has been returned to District Court here by Mrs. Fern G. Chadwick, who is seeking $25,000 damages from Universal, Warners, Standard Theatres and Midwest Enterprises Co. She claimed newsreels gave the impression that she had been thrown out of her house.

To Shut Vitaphone Plant

The Vitaphone studio in Brooklyn will close for the usual summer production halt on June 26. The plant will remain closed for 10 weeks.

Japan Will Produce About 500 Next Year—Kawakita

(Continued from page 1)

the American companies, all of which have offices in the country.

With 1,600 theatres now operating, about 11 new houses are now under construction in Osaka and Tokyo. In the large towns, the seating capacity of new theatres averages 4,000.

Kawakita brought with him a print of "New Earth." Setusko Hara, the star of the picture, accompanies the producer and his wife. According to Kawakita, this is the first Japanese film produced with an aim for international release.

"I think the world is interested in what is being done in the Far East," he said, "and while I am here I will try to find producers who will cooperate with us in the production of pictures for distribution in every country. I hope to have some companies visit Japan and produce there."

After a week in New York, Kawakita will leave for Hollywood where he plans to spend a week to 10 days studying production methods. He will sail July 14 from San Francisco on the *Tatsuta Maru.*

Modern Films will handle "New Earth," also called "The Daughter of the Samurai," in this country.

New Manufacturers' Association Formed

(Continued from page 1)

the situation here this year, which found two factions fighting for leadership, the dealers in almost continuous conference, and little or no attention paid to the exhibits of the manufacturers. Plans for the manufacturers' show next year will be made by a committee composed of Joseph B. Kleckner, chairman; Oscar Neu, William Geddris, H. C. Hecht, Harry Strong, C. H. Ashcraft and Joe Robin.

The committee will hold numerous meetings within the next few months. Major and independent producers will be contacted, and commercial and educational film producers will also be asked to cooperate in the venture, which is expected to be held here, probably in June of next year. It is also thought probable that the 1939 show will be held in New York to coincide with the New York World's Fair.

Theatres Fighting St. Louis Tax Bill

St. Louis, June 21.—Local theatres are circulating petitions of protest and some are running trailers opposing the proposed new tax legislation in the Board of Aldermen, which includes taxes on amusement admissions, newspaper advertising, cigarettes and gasoline. It was intended to rush the measures through to passage, but public protest reached such proportions that the board postponed its adjournment date and will reconsider the bills.

The amusement measures would provide for a tax ranging from one cent on tickets costing 75 cents or less, to 10 cents on tickets costing $4. Theatres also would be affected by the proposed tax on newspaper advertising.

St. Louis, June 21.—The Aldermanic Legislation Committee today asked the City Councilor's office for an opinion on the legality of six proposed new taxation bills now pending, including the amusement measure. The committee adjourned until Thursday. They did not act on the amendment to eliminate the tax on tickets selling for less than 25 cents. If acted upon the elimination of this tax would meet the objections raised by Fred Wehrenberg, MPTO president.

Attendance Is Heavy At CEA's Convention

(Continued from page 1)

for the banquet. In all, about 1,600 managers and operators of theatres from northern counties attended a preview exhibition yesterday. The exhibition stands, totaling 40, were the largest number ever in use at a C.E.A. convention.

Following adjournment, the CEA-Moyne negotiating committee met at 10 P. M. They were still sitting at midnight trying to evolve a new quota policy in reply to Government suggestions. They must make their suggestions in council tomorrow.

It is rumored that circuit influences are trying to force a policy agreement with the KRS, but C. P. Metcalfe and Kenneth Nyman were adhering to their opposition to the cost clause, and it is likely that they will appeal against any majority committee decision to the full council. The differences are believed to be acute and may possibly split the CEA seriously.

Wednesday is expected to be the most lively day of the meeting, with Lord Tyrrell, president of the British Board of Film Censors, scheduled to speak, and when C. P. Metcalfe, C.E.A. president, will preside at an open forum for the airing of exhibitors problems.

No Games for Skouras

Despite the fact that Loew's and RKO have reinstated games in local theatres, Skouras Theatres will not revive the practice, it was stated at the circuit's headquarters. According to executives of Skouras, they believe it is a mistake to put games back during the summer months. However, the current moves are being watched closely, and unless something is done to do away with the practice, circuit executives feel they may be forced to book Screeno and Bank Night again.

To Study Texas Bank Night

Houston, June 21.—The Grand Jury of the Criminal District Court at Beaumont has been instructed by Judge R. A. Shivers to investigate Bank Night drawings. In a special charge Judge Shivers told the jurors that the Court of Criminal Appeals at Austin has ruled that Bank Night as commonly practised by theatres is a violation of the state gambling statutes.

Series of College Musicals in Sight

Hollywood, June 21.—A college musical cycle has hit the town. Following closely upon the heels of Paramount's announcement that it would produce a sequel to "College Holiday," came 20th Century-Fox's plans to star the Ritz Brothers in "Life Begins in College" and Selznick International's idea of having a musical with a college background in Technicolor.

Selznick has signed John Monks, Jr., and Fred Finklehoffe, authors of the play "Brother Rat," to bat out an original on college life, on which Oscar Serlin will be production aide to David O. Selznick.

W. C. Menzies and Robert Sinclair, the latter working in films for the first time, will direct it.

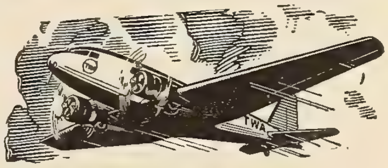
The 20th Century-Fox film will feature football sequences, as in "Pigskin Parade."

Asks Riot Film Showing

Washington, June 21.—A resolution calling for the exhibition of newsreel pictures of the Chicago riot at the Republic Steel Co. plant before members of the House was introduced in that body today by Representative Teigan of Minnesota. The film is in the possession of Senator Robert M. LaFollette, chairman of the Senate Civil Liberties Committee.

Film Ohio's History

Columbus, June 21.—The Ohio State Dep't of Education is offering to exhibitors free, with all transportation paid, the first six of a series of one-reel subjects depicting the history of Ohio. The reels are educational in nature, and devoid of propaganda of any kind.



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Copyright Big Air Problem, N.A.B. Feels

(Continued from page 1)

Edward Kelly after which Myers greeted the delegates and expressed confidence in the N.A.B. and in the continuance of its work. He pointed out that last year much had been done for broadcasters, that several problems are now due for serious consideration and that they will be brought up at the proper time.

Judge Eugene Octave Sykes then spoke on the duties and responsibilities of broadcasters. He cited the need for improvement in radio programs in view of the fact that "radio is in the home 16 hours a day." He criticized the assumption of some stations that the right to broadcast is a gift to radiomen by the Government. He emphasized strongly the necessity for subservience to Governmental rules and regulations.

Approve Treasurer's Report

Following Sykes, Harold Hough gave the treasurer's report which met with approval. James W. Baldwin, managing director, then spoke. He stated that important questions before the N.A.B. this year include possibility of the Government entering broadcasting, copyright law changes, taxation on broadcasting stations, extension of licensing periods and the development of a copyright bureau. Baldwin advocated the fighting of a bill seeking to establish Government broadcasting stations for the following reasons: (1) enactment of such a bill might bring Government control to all stations; (2) the existing system gives the Government all the broadcasting time it wants free of charge; (3) the present system offers the greater radio audience; (4) the official handling of radio would destroy the entertainment features of radio by too much time being devoted to educational plans; (5) due to Federal affiliation, statements made over such stations might result in foreign entanglements through misunderstanding; (6) the cost of creating and operating such a system would be a tremendous burden to taxpayers.

Baldwin went on to say that the NAB should continue to support the Government in the Ascap fight. He said only by thorough cooperation could this be done as the Ascap lobby is one of the strongest and best organized. He advocated that one person from each state be selected at this meeting and when the proper time comes each should go to Washington and fight the battle to a finish.

"I think the tax on broadcasting stations a matter for government consideration. Perhaps broadcasters should pay something for their franchise. If the NAB would work with the Government I think something worthwhile would develop," Baldwin said.

Seeks Long License Period

With the F. C. C. desiring at present a six-months' license plan to continue as only a means of holding broadcasters in line the NAB group plans to continue its fight for a longer license period as Congress has the power to license radio stations for three years. A fight to put through such legislation was suggested to the delegates because longer license periods are needed to stabilize business, Baldwin said.

Baldwin also outlined the present setup of the Bureau of Copyright which has been incorporated. A special NAB committee controls 51 per cent of its stock. Through this bureau, raw material music sources are protected and fee-free music is available. Another thing Baldwin mentioned was that the A. T. & T. had lowered its rates for long distance line charges but for shorter lines local tariffs had often been increased. Such things, he said, should be reported to headquarters. In closing Baldwin stated that 20 hours of recorded music now is available to all members at a low price. He also outlined the accomplishments during the last year before closing.

Ascap Condemned

Ed Craney of KGIR, Butte, Mont., took the floor and denounced Ascap in no uncertain terms. Ascap is doing such a good job of lobbying, Craney said, that unless something is done immediately their suit now in the courts will be dropped. He berated Ascap officials, pointing out that conditions outlined by Ascap were untrue in most instances. Craney said that all broadcasters wanted was honest legislation and protection from infringement suits and a chance to pay those who deserved money for their music instead of numerous others. He stated that the money was not going to the right people and until it did the situation would be unhealthy for all. The NAB did not kick about the price paid for music, he added, but they did object to whom it was paid. He said composers and the rightful parties were not getting their share or anywhere near it. Craney's resolution will be taken up tomorrow for adoption. Craney also asked for the starting of state legislation to protect broadcaster's interests. He said that fighting Ascap on all fronts, including Washington, would help.

Officers Nominated

The nominating committee named reported as follows: For president, John Elmer, WCBM, Baltimore; first vice-president, John J. Gillin, WOW, Omaha; second vice-president; William J. Scripps, WWJ, Detroit; treasurer, Harold Hough, WBAP, Forth Worth. For directors, three-year term: Charles Myers, KOIN; Herbert Hollister, Wichita, Kan.; Harry Butcher, CBS, Washington, D. C.; Frank Russell, NBC, Washington; Theodore Streibert, MBS, New York, and for one-year term, Eugene Dyer, WGES, Chicago.

It is understood that the slate selected will undoubtedly be approved.

A special race in honor of the NAB is scheduled at Washington Park tomorrow afternoon. The conventioneers will attend the Louis-Braddock fight 100 per cent. tomorrow night.

Fulfill Forecast

San Francisco, June 21.—As forecast in *Motion Picture Daily* three months ago, NBC will revive "Memory Lane," first of radio's outstanding serials, starting over KGO and the Blue Network on July 5.

As many as possible of the original cast will be assembled for the program, which will be a complete re-playing of the old scripts, not a continuation written by new scriptors. H. C. Connette, local newspaperman who originated the series more than 10 years ago, died last year.

NAB's Program

Chicago, June 21.—The second day's program at the NAB convention follows:

9:30 A.M. Call to order.
Election of officers.
Report of resolutions committee.
Report of elections committee.
2:00 P.M. Call to order.
Report of engineering committee: J. H. De Witt, WSM, National Life and Accident Insurance Co., Nashville, Tenn.

The Wednesday schedule:

9:30 A.M. Call to order.
Introductory remarks and explanation of the commercial section organization by H. K. Carpenter, WHK, Radio Air Service Corp., Cleveland.
Report of the sales managers' division by Lewis H. Avery, WGR, Buffalo Broadcasting Corp., Buffalo.
Report of the committee on national sales methods and costs by Carl Everson, WHKC, Associated Radiocasting Corp., Columbus, O.
An Agency Man Looks at Broadcasting by Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn, Inc., New York, N. Y.
Report of the committee on radio research by Arthur B. Church, KMBC, Midland Broadcasting Co., Kansas City.
Report of the committee on radio promotion by John J. Gillin, Jr., WOW, Woodmen of the World Life Insurance Ass'n, Omaha.
A Retailer Makes an Appraisal of Radio by Marvin Oreck, Oreck's, Inc., Duluth.
Report of the committee on standardization of sales forms by Martin Campbell, WFAA, A. H. Belo Corp., Dallas.
Presentation, discussion and vote on resolutions pertaining to the commercial section.
2:00 P.M. Call to order.
A Panel Discussion: H. K. Carpenter, WHK, chairman. Subjects include:
How Should a Station Service Its Local Accounts? by Marvin Oreck and Lewis H. Avery.
How Can We Simplify Our Rate Cards? by John J. Gillin, Jr., and Martin Campbell.
How Can Our Present Methods of Securing National Spot Business Be Improved? by John J. Gillin, Jr., and Arthur B. Church.
How Can Creative Selling Be Encouraged? by Arthur Pryor, Jr., and Arthur B. Church.
What Information Should Stations Release with Respect to Their "Circulation"? by H. K. Carpenter and Martin Campbell.
What Is Your Definition of the Term "Merchandising"?
Installation of Officers.
7:00 P.M. Annual NAB banquet.
Entertainment.
Presentation of Broadcasting trophy to winner of golf tournament.

To Drop "Movies" Program

KANSAS CITY, June 21.—"Let's Go to the Movies," the 15-minute, three times a week program on which Fox Midwest has plugged first run and subsequent run shows for its local houses since early this spring, will go off the air for the hot season July 5.

Annual Awards For Scripters Now Planned

The Radio Script Foundation will establish semi-annual awards for radio script writers and producers, it was announced yesterday. The purpose behind the chartering of the Foundation, it was stated, is to secure for the radio playwrights the same recognition that is given playwrights of the stage and screen.

The best original radio play will be given a first prize of $100 in cash. To the second and third best, a prize of $50 in cash each; and to the fourth, a prize of $25 in cash. With each award will go an engraved citation to the writer.

To the director of the winning play will go a special award, not yet decided upon. The Foundation will give to the station over which the winning play has been broadcast, a commemorative plaque.

Nominations Start Sept 1

The Foundation will begin receiving nominations for the prizes Sept. 1. The selections will terminate Feb. 28, 1938.

The Radio Awards Script Committee comprises: Alfred J. McCosker, president of WOR; Brock Pemberton, representing the theatre; Ben Gross of the *New York News*, representing radio critics; William Burnham, advertising manager Bigelow-Sanford Carpet Co., representing sponsors; Tony Sanford of J. Walter Thompson, representing agencies; Selena Royle, representing stage players; Carl Reed, representing stage playwrights; Dr. O. H. Caldwell, representing technicians, and Paul S. Ellison of the Hygrade Sylvania Corp., representing the radio industry. Joseph M. Koehler, Georgia Bachus and Lloyd Jacquet will judge for the Foundation.

"Guiding Light" Adds Six

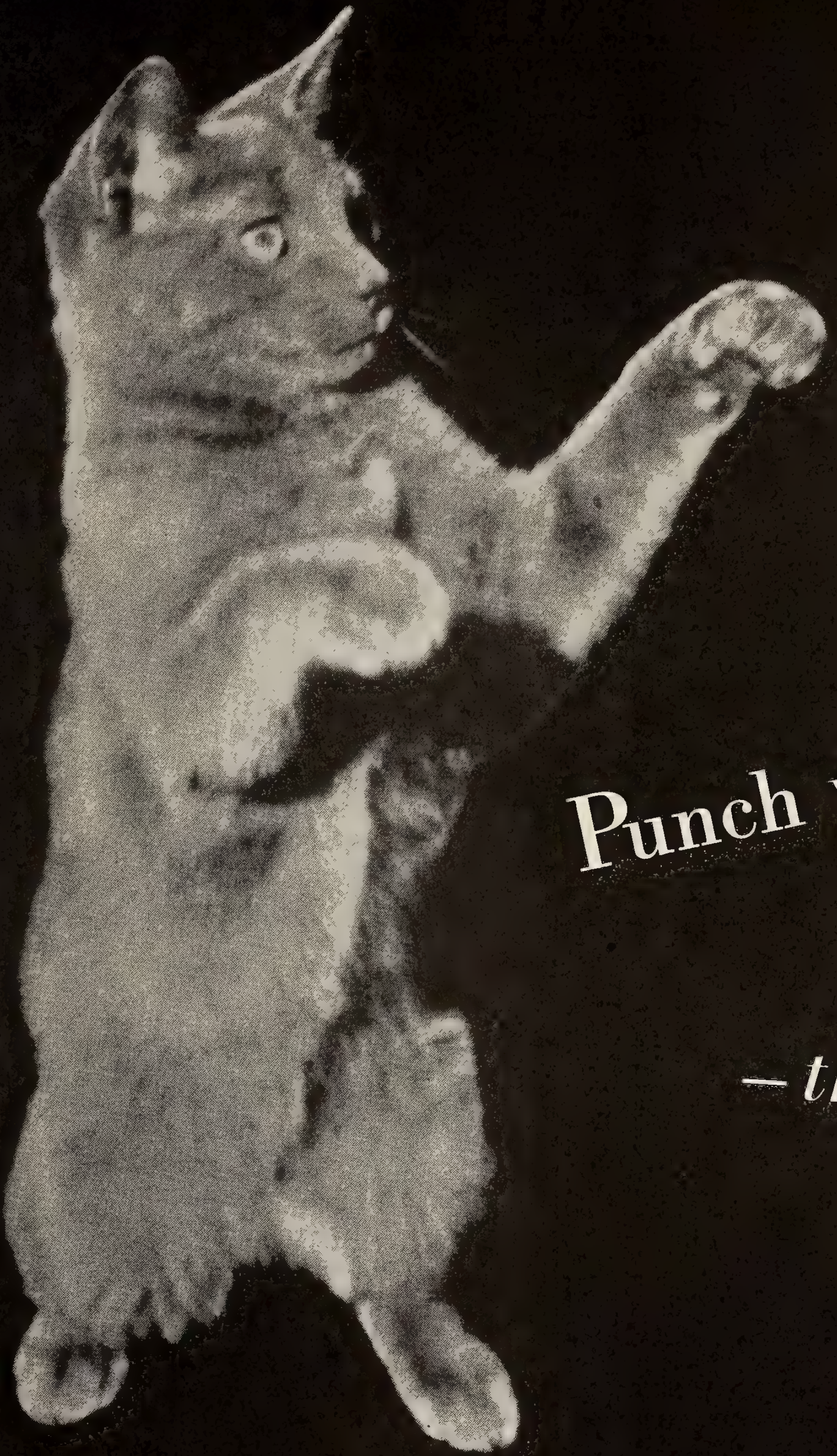
CHICAGO, June 21.—"Guiding Light,' authored by Irna Phillips, will add six new stations on June 28, bringing its total network to 55. The six new stations are WOOD, Grand Rapids; KTAR, Phoenix; KDIR, Butte; KGHL, Billings; KDBX, Springfield, Missouri; KDNC, Amarillo. There is no change in time.

June Babies Arrive

San Francisco, June 21.—Not June brides, but June parents, are the order of the month in San Francisco radio circles, with the Stork making four trips in 30 days, two to NBC, two to KYA.

Recipients of the traditional small bundles of charm are: Arthur and Mrs. Schwarzman KPO pianist and harpist; David Vaile, KYA studio supervisor; Carl Kalisch, NBC violinist, and Gordon Owen, KYA's sports broadcaster.

All were boys except Schwarzman's daughter, who was christened Sandra.



Punch with a purr—and the advertising allegory doesn't stop there. Radio is quick as a cat in its timing and speed. Firm in its grasp* as a mouser when she pounces. *And it has 86,000,000 lives!*

**of almost every market you can name!*

COLUMBIA BROADCASTING SYSTEM

New Shows On the Air

The Bard—Under Difficulties

Static which crackled and thundered in radio receivers throughout the metropolitan area last night made listening an ordeal and well nigh ruined reception of the first of NBC's Shakespearean cycle, "Hamlet," featuring John Barrymore as the melancholy Dane.

As a consequence of the atmospheric conditions which distorted the dialogue so as to make it almost unintelligible, and in justice to NBC which has much at stake in this series, we defer our review of the Shakespearean productions until next week.

"Universal Rhythm"

Sunday on CBS, from 9 to 10 P. M., E.D.S.T., the program known as "Universal Rhythm," heard before on CBS as a half-hour feature, took the place of the "Sunday Evening Hour," institutional Ford program of classical music, which has vacated for the summer season.

The expanded "Universal Rhythm" program, with Frank Crumit, as "em cee," added to the cast, provides a pleasant hour of light orchestral music and vocals, performed and sung by Rex Chandler's orchestra, Alex Templeton, pianist, and Richard Bonelli and Carolyn Urbaneck.

Orchestral selections included "Swing High, Swing Low," "Smoke Gets in Your Eyes," "Soldiers on Parade," "September in the Rain" and other light pieces. Bonelli's contributions were "Gypsy John" and "My Little Buckaroo," while Miss Urbaneck's solo was "Smilin' Thru." Duets and choral numbers, plus several piano selections by Templeton effectively clinched the right of "Universal Rhythm" to being rated as one of the most pleasant of the summer programs.

"Hi There, Audience"

Evaluating the new WOR feature, "Hi There, Audience" via the schoolroom method, we grade it 50 per cent for music, 30 per cent for song, and 20 per cent for comedy.

And speaking of schools, we'd like to suggest the formation of a school for radio comedians. In this fanciful institution all comedy aspirants would be compelled to enroll for a course before being permitted to don the cap and bells on an individual program. As a starter, the faculty should comprise Professors Fred Allen, Jack Benny and W. C. Fields. Long suffering listeners would happily endow such an institution, we're positive . . .

We expected great things of Ray Perkins, mainstay of the new production. In the past Ray has supplied many mirthful moments on the air, but his comedy Sunday night was pretty awful. And in this instance, one can't blame the scriptwriter for the debacle, because Perkins writes his own material. Invariably, his material in the past has been excellent. The only explanation we have for his poor effort Sunday is that it was simply one of his off nights, and we look forward to a much improved showing next week.

The musical lineup included Nat Brusiloff's orchestra, Sid Gary, Barbara La Marr and Willard Amison. They performed satisfactorily.

"Hi, There Audience" is offered Sundays from 9 to 10 P.M., E.D.S.T. It is a sustainer. BANNER

CBS Lines Up Big Names For Shakespearean Series

CBS yesterday made public the names of the first 14 of the more than 25 stage, screen and radio players who have been signed for that network's cycle of eight Shakespearean plays, which will be broadcast each Monday beginning July 12, from 9 to 10 P.M., E.D.S.T. The engagements are as follows:

Leslie Howard to play the role of "Benedick" in "Much Ado About Nothing," Burgess Meredith to play the title role of "Hamlet," Edward G. Robinson to play "Petruchio" in "Taming of the Shrew," Walter Huston to play the title role in "Henry IV," Sir Cedric Hardwicke to play "Malvolio" in "Twelfth Night," Tallulah Bankhead to play "Viola" in "Twelfth Night," Walter Abel as "Horatio" in "Hamlet," Montagu Love as the "King" and Grace George as the "Queen" in "Hamlet," Orson Welles as "Duke" in "Twelfth Night," William A. Brady as the "Ghost" in "Hamlet," Brian Aherne as "Prince Hal" and Walter Connolly as "Falstaff," both in "Henry IV," and Estelle Winwood as "Maria" in "Twelfth Night."

Talent Being Lined Up

W. B. Lewis, CBS vice-president in charge of programs, is now in Hollywood completing the casting of talent.

The cast thus far signed is far more elaborate than was originally expected, and the inside story has it that the signatoring of the foregoing artists is due to the CBS "burn-up" as a consequence of NBC's scheduling a Shakespearean series in the wake of the CBS announcement. The understanding in radio circles is that William S. Paley's dander has been aroused to such an extent that he's instructed his vice-presidents to sign up the biggest names in show business, no matter what the expense.

Apparently his orders have been obeyed, for most of the artists named above are each in the $1,500 to $3,000 per performance class.

A. C. Love to Hollywood

San Francisco, June 21.—Andrew C. Love, NBC's continuity acceptance head here, will be transferred to Hollywood effective July 1, where he will head the new continuity department. The move is necessitated by the increase in program production at NBC's Hollywood studios.

Byron Mills, a member of the local continuity acceptance staff, will move into Love's post here. Additionally, Lee Strahorn, formerly with Lord & Thomas, has joined the NBC publicity staff here.

Blumenschein Joins Agency

Fred W. Blumenschein, until recently with Kelly, Nason & Winsten, has joined the radio department of Blackett-Sample-Hummert as commercial continuity writer.

Denies KROW Sale

Oakland, June 21.—KROW is not for sale, and will not affiliate with any of the Hollywood stations on a network, H. P. Drey, general manager, asserts.

Drey's statement that present station policy will continue was in denial of persistent rumors that some type of network affiliation was in prospect.

Canada to Open New Unit Near Montreal

Montreal, June 21.—Plans for the opening of a 50-kilowatt transmitter of the Canadian Broadcasting Corp. at Vercheres, Quebec, have been made known by H. Rooney Pelletier, program director of CRCM.

The opening of the new transmitter scheduled for this fall, was discussed along with other governmental radio expansion plans at a recent convention in Ottawa.

Pelletier said the station will be used for experimentation with ideas, programs and artists this summer.

Birmingham Station May Shift Networks

(*Continued from page* 1)

CBS are considering such a project. Should the move be approved and go into effect, it would simply mean that WAPI would be the CBS outlet and WBRC the NBC outlet. At present, WBRC gets CBS programs while WAPI pipes NBC offerings.

It is conceivable too, that the move, if it is consummated, would result in WAPI getting a full-time wave length. At present the station operates on a part-time schedule, sharing its evening time with KVOO at Tulsa, Okla.

Tidewater Renews at WFIL

Philadelphia, June 21.—The Tidewater Associated Oil Co. of New York, continues as WFIL's largest national time buyer, by renewing a 52-week news contract through Lennen & Mitchell agency. The deal, like a similar one just completed, calls for three five-minute and one 15-minute news program daily, six times per week for the year. Staff announcer Gene Morgan will continue as the "Tydol Reporter" for the news commentations.

M. H. Boyd Is Promoted

Maurice M. Boyd, of the national spot sales division of NBC's eastern sales department, has been appointed head of the division, effective July 1. He succeeds F. E. Spencer, Jr., who has resigned.

Weed & Co. Expands Office

Weed & Co. station representatives, are occupying enlarged New York quarters. Space adjoining the old offices was recently acquired to accommodate the enlarged sales staff.

Don Lee Web Concentrating In Hollywood

Following the current trend of radio to Hollywood, it has been confirmed here that the Don Lee Broadcasting System, an important link in the Mutual network, will concentrate all future Pacific Coast production of the network in Hollywood and Los Angeles.

In a wire to the Mutual offices here, Lewis Allen Weiss, general manager of Don Lee, stated that in line with the general production expansion of the combined Don Lee and Mutual networks scheduled for the fall, he was currently negotiating for new headquarters in Hollywood for the combined webs, with KHJ as western key station of the chains.

First Switches Set

First Pacific Coast programs to be switched to KHJ, Los Angeles, for origination, are "Feminine Fancies" and "Morning Merrymakers," which have been heard from KFRC, San Francisco, for some time. Mel Venter, Bob Bence and Bill Davidson, central personnel of the programs, will move south with the shows, to start broadcasting over the chain from Los Angeles June 28.

Weiss, now in Chicago attending the N.A.B. convention, leaves for the east this week for conferences with Mutual network officials and advertising agencies to work out the lineup of new fall shows which are slated for Hollywood origination over the Mutual-Don Lee system.

It is understood that several of the chain's more important commercial programs, currently being broadcast from New York, will be moved to the coast as soon as quarters can be obtained in Hollywood.

Anderson Joins N. Y. System

G. William Anderson, until recently with the *Herald-Tribune*, has joined the sales staff of the New York State Broadcasting System. Burt Squire is general manager of the network.

Prior to his association with the *Herald-Tribune*, Anderson was with the *Hearst International Magazines*, and was advertising manager of several trade publications.

Back Aircast in Ads

Omaha, June 20.—KFAB of Central States Broadcasting Co. is using newspaper space locally to plug its "Howdy Neighbor" program, aired for 30 minutes at 1:30 P.M. (CST) each Saturday.

The program, sponsored by Interstate Transit Bus Lines of the Union Pacific System, salutes some Nebraska or Iowa city each Saturday with a broadcast directly from the city.

WHN to Start New Show

WHN will start a new series of all-colored shows June 28, when the "Darktown Strutters Jamboree" makes its bow from 9:15 to 9:45 P. M., E. D. S. T. The cast will include Bob Howard, Edna Brevard, the "Three Jazzsters" and a 15-piece orchestra.

JESSICA DRAGONETTE

Radio's Foremost Singing Actress

now appearing

Palmolive BEAUTY BOX THEATRE of the air

EVERY WEDNESDAY NIGHT, NINE-THIRTY E. D. S. T., WABC — COLUMBIA NETWORK

DURING her phenomenal radio career, Jessica Dragonette has enacted every important dramatic role in light opera and has presented the important song literature of the world.

In her new Palmolive series she will broadcast beloved music and thrilling dramas . . . *Sari, Irene, Carmen, Thais, Maytime, The Only Girl, Pink Lady, The Bohemian Girl, Sweethearts, The Chocolate Soldier, The Merry Widow, Rogue Song, Smilin' Thru.*

Above, Miss Dragonette is pictured in two recent characterizations—*Rio Rita* and as *Kathie* in *The Student Prince.*

Actors Guild May Organize Radio Talent

The organizing of radio talent in Hollywood may be carried on under the direction of the Screen Actors' Guild for Actors' Equity Ass'n, it was indicated here yesterday.

Kenneth Thomson, secretary of the guild, will attend a meeting of the Equity council today at which plans may be set for the radio talent organizing drive on the west coast. The guild, an Equity affiliate, already has promised to cooperate in Hollywood, where a large part of the talent engaged in radio are guild members. Indications are that any film player appearing on the air will have to become a member either of Equity or its radio affiliate, in the event a separate organization is set up for radio talent.

Thomson, who came here from the coast last week to open a guild office in New York, plans to leave for Hollywood tomorrow. The guild will sign contracts with eastern producers between now and Aug. 1, when the guild shop goes into effect in eastern studios.

Charlotte Business Gains

CHARLOTTE, June 21.—Indicative of business conditions and the willingness to buy in the primary area of WBT is the recent pictograph of trade and commerce carried in *Forbes Magazine.* The graph shows that Charlotte is among the first five cities in the second territory in the nation whose business shows a marked increase over last year. The survey is based on an area centering in Charlotte and including 20 surrounding cities and towns.

WBT is a CBS affiliate.

"Family" Going to Hollywood

SAN FRANCISCO, June 21.—"One Man's Family" will move to Hollywood Aug. 8, supposedly for a month, but it probably will be held there permanently with other NBC programs.

Richard Himber

CONDUCTS THE

LUCKY STRIKE

HIT PARADE

•

WEAF - NBC NETWORK

WEDNESDAYS: 10 P.M.

EDST

(Commencing Aug. 11)

Realism Draws Police

Oklahoma City, June 21.—"There's shooting going on at the Hightower Bldg.," shrieked a voice over the telephone.

"All right, we'll investigate," came a calm voice from the Oklahoma City police station. Three patrol cars were dispatched to the building. After searching for the "Killer," here's what they learned:

That a certain city merchant had $10,000 worth of firecrackers stocked for the next three years, which the City Council had banned after this year. So he prepared to put on a sale, which was advertised over KFXR, in the Hightower Bldg.

As an overture to the broadcast, several firecrackers were shot off before the microphone by Announcer Harold Sparks.

"Maybe the boys shot off one or two in the building," said Bob Elliston, station commercial manager. "Anyway, the next thing we knew the building was under martial law."

Cincinnati Newscast Studios Are Opened

CINCINNATI, June 21.—The new WCPO ground floor newsroom, in the center of the downtown business and theatre district, and a few squares from the main studio in the Hotel Sinton, was formally dedicated Saturday, and will be on the air from 6 A.M. to midnight with a minimum of 14 newcasts daily, plus intermediate flashes as important local and foreign breaks occur.

The room is open to the public to listen to regular programs, and see and hear broadcasts of national news received direct over United Press wires, and local happenings as supplied by the *Cincinnati Post,* Scripps-Howard daily, which controls the station.

Window bulletins give broadcasting time schedules with names of sponsors, and sponsor's products are displayed in windows.

Central States Seeks Ideas

LINCOLN, June 21.—Central States Broadcasting Co. trio, KFAB, Lincoln and Omaha; KFOR, Lincoln, and KOIL, Omaha, is offering eight full privilege memberships in the Y.M.C.A. to staff members submitting the best light program ideas. The ideas need not be original, except with the stations. Judges include Bruce Wallace, promotion manager; Reginald Martin, station manager; Jim Acuff, salesman, and Barney Oldfield, MOTION PICTURE DAILY representative.

Lottridge to Manage KOMA

OKLAHOMA CITY, June 21.—Buryl Lottridge, formerly of Omaha, has been appointed commercial manager and assistant to the manager, Neal Barrett, of KOMA, Oklahoma City. Lottridge resigned May 1 as general sales manager of the Central States Broadcasting System. He entered the radio field 11 years ago in Chicago and has been connected with stations in Oklahoma, Kansas, Missouri and Iowa. In 1928 and 1929 he was assistant manager of KCRC, Enid, Okla.

Football for WMCA

As an aftermath to yesterday's article here to the effect that the Socony sponsored Yale football games this season would not be broadcast locally, added information has been received that the games will be heard in the New York area over WMCA.

Benton, Bowles Open Radio Office on Coast

Its survey having been completed, Benton & Bowles has opened an office in the Equitable Bldg., Hollywood, for the production of its west coast radio shows. The Maxwell House "Showboat," produced in New York for the past four and a half-years, will be transferred to Hollywood beginning July 8.

Herschel V. Williams, Jr., will be in charge of production of the agency's Hollywood programs. Chester MacCracken, who has been the business manager of the agency's radio department in New York, will be in charge of all talent buying and other business in connection with the Hollywood programs.

KRE Aids California Jobless

OAKLAND, June 21.—The California State Employment Service is staging a program over KRE in Berkeley whereby Peter D. Kristich, director of the state free service broadcasts, interviews applicants in search of employment.

Several jobs have been obtained by unemployeds as a result of the Monday night broadcast, Don Hambly of KRE reports.

WCAU Advances Ethyl Felt

PHILADELPHIA, June 21.—Ethyl Felt will become director of all women's programs for WCAU beginning Aug. 15. Miss Felt formerly held a similar post at WDAS here and is currently connected with the social service staff at the Mt. Sinai Hospital, in which capacity she conducts a children's health forum over KYW.

KSL Starting Earlier

SALT LAKE CITY, June 21.—KSL has extended its daily broadcast facilities one half-hour earlier each morning. The station henceforth will be on the air from 6 A. M. until 1 A. M. the following morning, and an all night period Saturdays. The station has a power of 50,000 watts.

Noe Owns 95.5 Per Cent. of WBNO

NEW ORLEANS, June 21.—State Senator James A. Noe of Monroe, La., is a 95.5% stockholder in the commercial group operating WBNO in the St. Charles Hotel, licensed to the Coliseum Baptist Church. Senator Noe is an avowed candidate for Governor at the next election two years hence.

WFIL Has 17% Gain First Half of June

PHILADELPHIA, June 21.—The first two weeks in June recorded a new high in WFIL sales, according to Donald Withycomb, general manager. Sales manager Jack Stewart and his staff turned in 29 new accounts and three renewals for a net increase of 27 per cent over any previous semi-monthly report in the station's two and a half years. Local business was up 17 per cent while national placements increased 10 per cent. Besides these, WFIL added three network commercials, one on the WLW line and two on the NBC blue.

A breakdown of the new accounts shows two national advertisers, the Sun Oil Co. and Knowmark Shoe Cleaners, Inc., who have never used WFIL; five local accounts were making their first try on the station; and four others who had never used radio at all. The largest placement was the Tidewater Oil Co. with a renewal contract for 120 minutes per week for 52 weeks.

A. F. A. Meet Opens With 1,500 Present

The 33rd annual convention of the Advertising Federation of America opened yesterday at the Hotel Pennsylvania with 1,500 delegates in attendance. Nine affiliated groups met in business sessions.

The general program included addresses by Clayton Rand, president of the Gulfport, Miss. *Guide* and president of the Nation Editorial Ass'n; Grover Whalen, Lowell Thomas, Strickland W. Gilliam, Dr. James Shelby Thomas, president of the Chrysler Institute of Engineering, and DeLoss Walker, associate editor of *Liberty.*

Wester on WHBY Sales

GREEN BAY, June 21.—W. C. Wester, for the past one and one-half years member of the commercial staff, has been appointed director of radio sales for WHBY, Inc., owner and operator of stations WTAQ and WHBY, Green Bay. Rev. James A. Wagner is managing director. Wester had served the stations as a salesman in the territory outside the city of Green Bay before his appointment to the newly created post.

NBC Gets Phila. Concerts

PHILADELPHIA, June 21.—Beginning July 3 and every Saturday thereafter throughout the summer, KYW will make exclusive pickups of the Robin Hood Dell summer outdoor concerts of the Philadelphia Orchestra for broadcast on the station and the NBC-Red network. The full hour programs, in the former seasons carried by CBS, will be heard at 8:30 P.M.

NBC Signs Amelia Earhart

SAN FRANCISCO, June 21.—Amelia Earhart has been signed by NBC for two exclusive broadcasts—one when she arrives at Honolulu, the other when she completes the flight at San Francisco.

WOWO to Celebrate

FORT WAYNE, June 21.—WOWO celebrates its 12th year Tuesday. The station began operations in 1925, with a 500-watt power and three employes. Today WOWO is a 10,000-watt station, with more than 40 on its staff.

San Francisco Protests Over Air Transfers

SAN FRANCISCO, June 21.—Aroused by plans of major networks to transfer important radio production from San Francisco to Los Angeles, Chamber of Commerce officials have lodged protests with Mutual, and contemplate similar action against NBC and CBS.

The Mutual station, KFRC, will switch its daily variety shows, "Morning Merrymakers" and "Feminine Fancies," to KHJ in Los Angeles, June 28.

Several weeks ago KSFO, the CBS outlet, switched its daily variety hour, "Western Home," to KNX, Hollywood. NBC has announced the forthcoming departure of "One Man's Family," to its Hollywood studios.

Chamber of Commerce men report a $10,000 weekly payroll for musicians is endangered, pointing out that workers in all other departments of local radio are gradually being transferred to southern California.

General Electric Gets Broekman

LOS ANGELES, June 21.—General Electric has signed David Broekman and his Friday night Mutual program for 52 weeks. In addition to Broekman and his orchestra, Jimmy Newell, tenor, and the Stafford Sisters, vocal trio, are the regular artists. The series takes the place of Mutual's "Thomas Lee Presents" program.

Dupre in New WWL Post

NEW ORLEANS, June 21.—Henry Dupre, announcer, has been named director of WWL's department of special features and events. He has been connected with WWL for five years.

Evelyn Gardiner Elected

PITTSBURGH, June 21. — Evelyn Gardiner, director of the KDKA "Home Forum," has been elected president of the local branch of the Home Economics in Business group of the American Home Economics Ass'n.

Reagan Writes About Films

DES MOINES, June 21.—"Dutch" Reagan, formerly sports announcer for WHO, now in Hollywood starting work on his first picture with Warners, is writing a story about his experiences, for the Des Moines *Sunday Register.*

WOW Starts "Melodies" Series

OMAHA, June 21.—"Mid-Day Melodies," with music six days a week and a news resume on Sundays, is being sponsored by Quaker Petroleum over WOW from 12:15 to 12:30 P. M. In charge is Program Manager Harry Burke.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every
Sustaining and Commercial Need

Radio Personals

BURNS LEE of Benton & Bowles leaves New York for Hollywood today aboard an Eastern Airliner to take over the publicity reigns of the newly established Benton & Bowles Hollywood office . . . Budd Hulick of Stoopnagle & Budd left for Hollywood last night to attend the wedding of Nelson Hesse, who handles the Stoop and Budd destinies . . . NBC will present a memorial program to the late Sir James Barrie with Eva Le Galliene playing the lead in "Peter Pan" on the Blue this Thursday . . . Rita Doyle and Antoinette Force of the NBC statisical staff, will become brides next week . . . Kate Smith and Joe Penner, both on CBS, leave the network for the summer this week . . . Walter Winchell has been signed to play the role of Hildy Johnson in "Front Page" on the Lux "Radio Theatre" next week . . .

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Cincinnati Town Pump

CINCINNATI, June 21.—Durwood Kirby, WLW announcer, has left the local studio to join NBC in Chicago. . . . Stuart Finley, from WIBX, Utica, has been added to the staff of WCPO, local Scripps-Howard station, as announcer. . . . Charles Wood, formerly with WXYZ, Detroit, and Glen Parker, with CBS in New York, have been added to the WLW and WSAI announcing staffs.

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Los Angeles Town Pump

LOS ANGELES, June 21.—J. Walter Thompson agency has set Reginald Denny, Constance Bennett and Florence George on the Kraft program June 24, and Gladys George to do "personal appearance" with Don Ameche on the Chase and Sanborn hour July 11. Also Ann Sothern to do "50 Roads to Town" with Ameche for C. & S. July 18. Miss Sothern and Ameche were starred in the picture by 20th Century-Fox. . . . "Submarine Sal," drama by Benet Costa of a United States naval base and a girls' popularity contest, went into the "Popular Theatre" on KFWB and Southern California network stations Saturday at 9:30 p.m., P. S. T. . . . It is produced by the Federal Theatre of the Air.

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Oklahoma City Town Pump

OKLAHOMA CITY, June 21.—E. L. Colburn has been transferred from the local sales staff of the Daily *Oklahoman* and *Times* to the sales staff of WKY, Oklahoma City . . . L. C. Stokely, formerly of KANS, Wichita, has been added to the WKY sales staff . . . Jack Lovell, chief WKY operator, is trying to figure out how to filter out the loud noises he is getting from a new addition in the family . . . Ken Wright, WKY staff organist, returned to his home church in Great Bend, Kan., to appear in a special program dedicating the church's new two-manual pipe organ which, incidentally, he helped the church buy.

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Philadelphia Town Pump

PHILADELPHIA, June 21.—Ben Greenblatt, KYW piano rambler, who has crossed the Atlantic 17 times, will make his first U. S. tour this summer . . . WFIL announcer Dave Tyson takes leave of absence next week to fill the post of "Daddy Dave" at the Kiddies Theatre on the Steel Pier, Atlantic City . . . Todd Sloan, KYW engineering supervisor, will sail this week for a West Indies cruise . . . WIP adds five new night clubs to its nightly dance band remote airings . . . Charlie Kerr, staff artist at WCAU, heads the orchestra for the summer music at Convention Hall in Cape May, N. J. . . . Morton Lawrence will return to the WCAU announcing staff, replacing Lon Pierce, who has left for a New York announcing post.

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San Antonio Town Pump

SAN ANTONIO, June 21.—W. R. Harrod is pinch-hitting for Radio Columnist-Editor Renwicke Cary of *The Light* who is away on his vacation. . . . KABC now has 10 daily news periods. . . . Jack True of the KONO production staff is in Dallas waxing for Brunswick. . . . Johnny Williams, violinist, has joined the Tune Wranglers who are heard daily over WOAI.

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San Francisco Town Pump

SAN FRANCISCO, June 21.—Leo Cleary and Ken Gillum, KPO comics who appeared on Rudy Vallee's program several times last year, have split . . . KGO maestro Paul Martin will vacation in New York, attempting to market his newly-invented electric steel guitar . . . Armand Girard, radio baritone, sang with the San Francisco Symphony at Stanford University commencement exercises Sunday . . . Ruth Peterson, who appeared recently on Dean Maddox's KFRC amateur hour, has been signed as vocalist by M-G-M. . . .

Lucy Cuddy, KSFO, did the script for the annual San Juan Pageant . . . Tom Gerun, former radio orchestra leader, is now running a night club . . . The entire KYA crowd helped Bob Stanley to board the *Malolo* when he left the local station for a berth on the production staff at KGMB in Honolulu . . . Bob Hall, radio editor of the *Call-Bulletin,* has been flying with Don Thompson on the latter's NBC-United Airlines broadcasts from several thousand feet above the old earth . . . Bill Fuller has quit the staff of Ralph Brunton's KJBS to devote all his time to free-lancing. He will, however, keep up the "Downstairs" morning program.

Odd Fellows Broadcast

NEW ORLEANS, June 21.—The first fraternal broadcast in the city was heard over WWL Friday and Saturday evenings by the Independent Order of Odd Fellows, in an effort to build up their membership.

KYA Rates Increase With Greater Power

SAN FRANCISCO, June 21.—With its new transmitter functioning under the increased 5,000-watt power recently authorized by the FCC, KYA has tilted rates approximately one-third all down the line. The new rate card is the Hearst station's first in more than two years.

Evening base rate of $125 per hour becomes $170, the daytime hourly rate, formerly $62, moves to $85, and the after-midnight cost per hour is now $57 as against the earlier $42. M. E. "Bob" Roberts is station manager.

F. P. Morton Opens Agency

GREENSBORO, N. C., June 21.—Frank P. Morton has opened an agency here under the name of Morton Advertising Co. The agency will specialize in business and industrial accounts.

Morton was formerly associated with the Carl J. Balliet agency; with the Southeastern Hotels Co. as advertising and sales manager, and the Textile Chemical Products Co. William Stack will be art director for the agency.

WTAQ Being Remodeled

GREEN BAY, Wis., June 21.—Extensive improvements are underway at the studios of WTAQ here. The commercial staff has moved into the recently completed suite of 12 rooms, while the penthouse studios are being rebuilt. The station is planning a special broadcast for the formal opening of the new studios.

Uses Associated's Service

KNOXVILLE, June 21.—WNOX here is now using Associated transcription service. The station gave the service a big send-off with five column ad in the *News-Sentinel,* local affiliate, and full hour evening program initial day.

Bloodworth Made Editor

LOS ANGELES, June 21. — James Bloodworth, member of KHJ's writing staff, has been upped to continuity editor, succeeding Carroll O'Meara, who resigned for a Young & Rubicam spot.

Judson LaHaye Writes Song

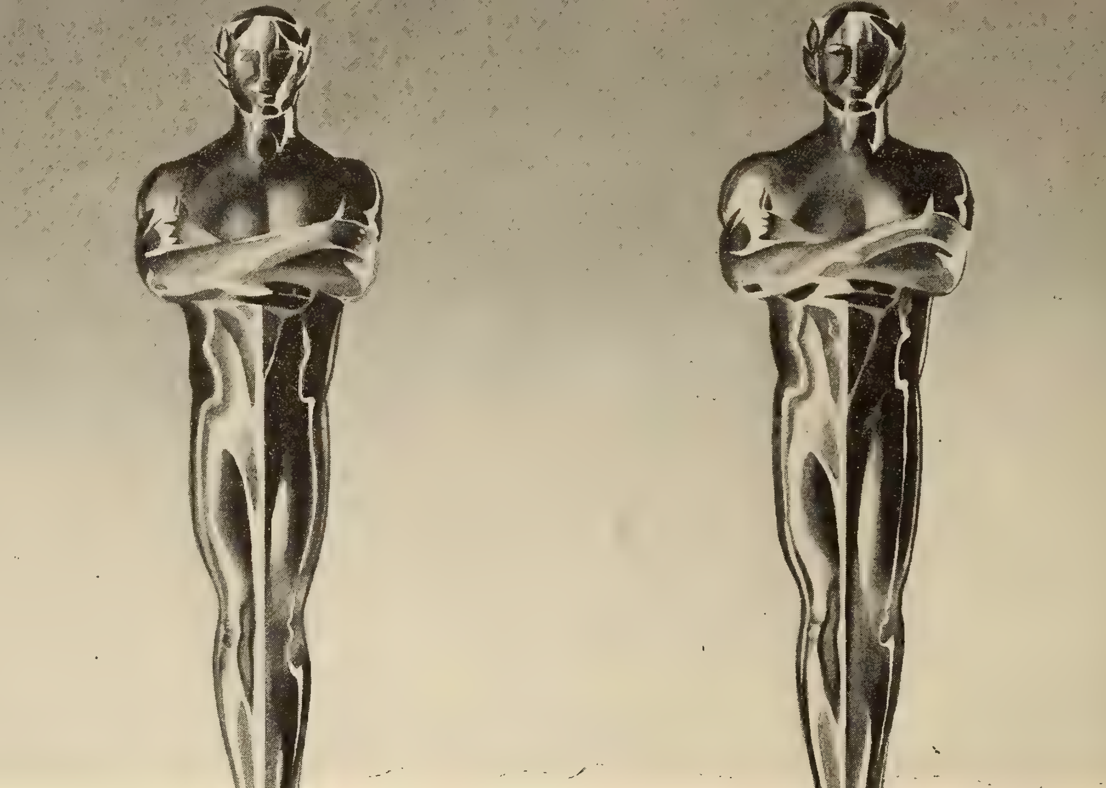
BRIDGEPORT, June 21.—Judson LaHaye, WICC program director, has composed a new popular ballad, "Love is Not Laughter," introduced on the station by Ruth Ferry, songstress.

WKRC Opening Earlier

CINCINNATI, June 21.—The time for daily opening of WKRC, CBS affiliate, has been moved forward 15 minutes, the first program now going on at 6:30 instead of 6:45 A. M.

LEO SAYS:
Not only at convention time but every time, WHN's number 1 Showmanship spells increased sales for our advertisers!
WHN DIAL 1010
AFFILIATED with
M-G-M • LOEW'S

A MUTUAL AWARD



TO THE MUTUAL BROADCASTING SYSTEM

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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 145 NEW YORK, TUESDAY, JUNE 22, 1937 TEN CENTS

Copyright Big Air Problem, N.A.B. Feels

Also Voices Opposition to Federal Station

CHICAGO, June 21.—"The most important problem before us today is the copyright situation," C. W. Myers, head of Station KOIN, Portland, Ore., and president of the Nat'l Ass'n of Broadcasters today told MOTION PICTURE DAILY at the opening of the association's convention at the Hotel Sherman.

Myers declared that the question of copyright "demands the attention of all radio broadcasters" and stated that every attempt should be made to protect radio interests. He added that if the Federal Government has plans for the building and operation of radio broadcasting stations efforts should be made to halt the plan as such a condition would do broadcasting generally more harm than good.

The convention opened this morning with an address of welcome by Mayor

(*Continued on page* 10)

Zucker New Head of Consolidated Radio

Stanford Zucker of Cleveland has been named general manager of Consolidated Radio Artists, Inc., succeeding Gus Edwards, who resigned recently. Other CRA appointments include those of Milton Roemer as vice-president in charge of the hotel and night club sales division of the company, and Earl Thomas, who has been named radio director.

Zucker, well known in the Cleveland area, will direct the sales operation of the CRA offices in New York, Cleveland, Chicago, Dallas and Hollywood. His brother, Ben Zucker, has been appointed manager of the Cleveland office.

Thomas has been active in radio and advertising for many years, and was recently director of radio for Lyons & Lyons, talent agents.

Birmingham Stations May Shift Networks

BIRMINGHAM, June 21.—There's a strong possibility that WBRC and WAPI, Birmingham's two principal radio stations, will switch their national connections soon.

That is to say, officials of NBC and

(*Continued on page* 12)

Additional developments in radio on pages 10, 12, 14, 15 today.

Cite Para. in SEC Report on Bankruptcies

New Law Asked to Rule Reorganizations

By **BERTRAM F. LINZ**

WASHINGTON, June 21.—Drawing upon the testimony it developed in its investigation of the Paramount reorganization, the Securities and Exchange Commission today submitted to Congress a report on its study of protective and reorganization committees and recommended placing such bodies under Federal control.

Uncontrolled reorganization committees, the commission asserted, have failed to make appraisal of the qualifications of the old management of the corporation and the manner in which it discharged its trust, resulting in a failure to complete the reorganization process.

"Restitution for assets illegally diverted and reparation for mismanagement are not made, and the causes of failure of the old enterprise are car-

(*Continued from page* 4)

"Races" Is Expected To Take in $65,000

With approximately $40,000 in the till in the first four days, "A Day at the Races" is expected to wind up a first week at the Capitol at $65,000, or better.

"Captains Courageous," in its sixth week at the Astor, tallied about $9,100. Paramount is not expected to open "High, Wide and Handsome" until July 14.

The third week of "Kid Galahad" at the Strand was good for approximately $9,000.

May Tax Revenue Is $52,000 Under April

By **CLARENCE LINZ**

WASHINGTON, June 21.—A $52,000 drop in admission tax collections during May brought the total for the month to $1,537,119, compared with $1,589,682, in April, it was reported today by the Internal Revenue Bureau. May collections, however, were nearly $220,000 above the $1,318,765 reported for the corresponding month last year.

For the first five months of the current year, the bureau reported, admission tax revenues were $7,645,239 against $6,705,115 for the corresponding period in 1936, and for the 11 months of the fiscal year which ends June 30, receipts were $17,865,416, a gain of $2,285,430 over the $15,579,986 reported to the same date last year.

Attendance Is Heavy At CEA's Convention

By **BRUCE ALLAN**

HARROWGATE, England, June 21.—The annual summer conference of the Cinematograph Exhibitors' Ass'n got under way here today, and will continue through Friday.

Today's program included no business sessions but was devoted for the most part to welcoming the delegates. A total of 650 were on hand at the garden party this afternoon, and 520

(*Continued on page* 9)

New Manufacturers' Association Formed

CHICAGO, June 21.—The outstanding development at the four-day meeting of the Independent Supply Dealers' Ass'n, which ended today, was the formation of the Theatre Equipment Supply Manufacturers' Ass'n, composed of manufacturers alone, who plan an annual international show in cooperation with supply dealers, producers, distributors and architects.

The new organization grew out of

(*Continued on page* 9)

Japan Will Produce About 500 Next Year—Kawakita

About 500 Japanese pictures will be produced next season, Nagamasa Kawakita, head of Towa Shoji-Kaisha, distributor of European-made films in Japan, stated yesterday on his arrival on the *Queen Mary* for a three-week visit.

"This number of pictures is necessary," Kawakita said, "because of double and triple bills in the country. Triple feature programs are prevalent in the smaller towns with duals the practice in the big cities." Kawakita added that for 10 cents patrons can sit through a show lasting five hours.

There are approximately 300 American features shown in Japan a year. The pictures are shown with superimposed titles in Japanese. Among the favorite American actors and actresses are Marlene Dietrich, Greta Garbo, Shirley Temple, Clark Gable, Robert Taylor and Gary Cooper, according to Kawakita. He said this is largely due to the publicity campaigns put on by

(*Continued on page* 9)

UA Will Sell Percentage or Flat Rentals

Circuits on Set Prices; Others Have Choice

United Artists sales policy next season will be flexible with exhibitors to be offered the program of 36 pictures on percentage terms or flat rentals, it was stated yesterday.

Major and independent circuits as well as subsequent runs during the 1936-37 season have been playing the company's product on a flat rental basis, it was said, and this policy will be continued. However, percentages will be asked with the exhibitor having his choice of either playing this way or on set rentals.

In addition to four Samuel Goldwyn films listed at 40 per cent each, another group of four will be offered at 35 per cent each. Walter Wanger will have four at 35 per cent and a like number at 30 per cent. Alexander Korda will have two at 35 per cent, another two at 30 and two others at 25. David O. Selznick's group of five will be from 25 per cent up to 35 per cent.

All home office executives who attended the Chicago sales meeting returned yesterday with the exception of L. Jack Schlaifer, western sales manager, who is making a tour of his exchanges. Other division and district managers will shortly visit branches under their supervision.

Film Forces Invited To Meeting of Union

White collar workers of the film industry have been invited to attend a meeting of the M. P. Division of Bookkeepers, Stenographers and Accountants Union next Monday night, it was stated yesterday by an officer of the union. The organization is affiliated with the United Office and Professional Workers of America and the C.I.O.

For the past few weeks, pamphlets have been distributed among office workers of all film companies to join the union. A closed meeting of the

(*Continued on page* 2)

Empire Union Seeks Writ on Dismissals

The Empire State M. P. Operators' Union, claiming to be the only A. F. of L. union in Brooklyn, yesterday applied to N. Y. Supreme Court Justice George H. Furman for an injunction against the Quinral Corp. which

(*Continued on page* 4)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 22, 1937 No. 145

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Columbia University To Have Film Course

Columbia University has established a new academic division, to be known as Film Study, which, beginning in the fall, will offer a 20-week course in film appreciation. One of the University Extension courses, the subject was determined upon in recognition of the film as as important art form and as a growing social force.

Among the speakers during the course will be Gilbert Seldes, Fritz Lang, William J. Fadiman, Paul Strand, Mark Van Doren, Captain John Craig, Julian Bryan, William de Mille, Terry Ramsaye and Morris Ernst. Supplementing the course, which has been designed for the layman, will be a 28-week course on the screen to be given in cooperation with the Museum of Modern Art Film Library. A third branch will be an amateur film show next April.

Start G. N. Specials

Hollywood, June 21.—Production will begin tomorrow on the first of the seven pictures planned by Grand National to cost about $500,000 each. "Something to Sing About," starring James Cagney, will be the first to go into work, followed by "Gorgeous."

◂ Purely Personal ▸

EDWIN MILES FADMAN of Red Star Films will leave Saturday for Europe after a visit of several weeks. While here, Fadman bought 25 features and 20 shorts. He will return to New York in September.

•

Al Christie's pride and joy, a stream-lined 60 foot yacht, has been launched finally in Long Island Sound, after several delays due to pressing business engagements at the Eastern Service Studios.

•

I. E. Lopert, president, follows in two weeks to preside at a meeting of directors of the company in Paris where plans for purchases of outstanding European productions will be discussed.

•

Ralph W. Budd, Warners' personnel director, is general chairman of the Second Annual Rodeo, Wyckoff, N. J., to be held July 3-5, the proceeds to be used for the purchase of pneumonia serum.

•

Clarence Budington Kelland's serial, "Star Rising," now appearing in *Cosmopolitan*, will be produced on Broadway in the fall. Film rights have been withdrawn from the market.

•

Louis Weber, attorney for Skouras Theatres, is the father of a second girl, who has been named Laura. Mother and child are doing nicely at Doctors' Hospital.

•

Joseph R. Vogel, now in St. Louis, will make stopovers at Evansville and Indianapolis before returning to New York in a few days.

•

Melvyn Douglas returned from England yesterday on the *Queen Mary* and will leave today for the coast by plane.

•

George W. Weeks left yesterday for Washington, Charlotte and Atlanta exchanges.

•

Edward Simmons, vice-president of Pax Films, Inc., sails June 30 on the *Normandie* for France.

•

Douglas Shearer arrived from the M-G-M studios in Culver City by plane yesterday.

•

Herbert J. Yates and Moe Seigel returned from Hollywood yesterday.

•

Lindsey Howard got in from the coast yesterday.

•

Clark Gable is reported in town from Hollywood.

Col. Train Off Tomorrow

Columbia's convention special train, which will leave New York tomorrow, will make several stops to pick up delegates en route to the coast, where the meeting will open at the Ambassador in Los Angeles on Sunday, continuing through Thursday. Abe Montague, general sales manager, will head the home office group, while Joseph Seidelman, foreign sales manager, and Joseph Friedman, English head, will represent the foreign forces.

Film Forces Invited To Meeting of Union

(*Continued from page* 1)

membership was held last night at the union's headquarters, but no one affiliated with a film company attended, it was said at the organization's headquarters.

This morning home office representatives will go into session with representatives of exchange service employes and I.A.T.S.E. executives on a number of out-of-town situations. Arrangements for recognizing union exchange groups at Oklahoma City and Cincinnati were completed last week.

Oklahoma Strike Prevented

Oklahoma City, June 21.—The possibility of a strike by 76 exchange employees has been averted by the accession of producers to the wage demands of the Film Exchange Employees Union, George Snodgrass, president, said today. "While we haven't yet received a contract, it is expected today," he stated. "George Krause, assistant to the president of the I.A.T.S.E., wired me this morning assuring me that union terms have been met and a contract has only to be signed," he concluded.

The contract demanded by the union provides for a minimum weekly salary wage of $40 for shipping clerks, $35 for postal clerks, $25 for inspectors and $22.50 for assistant inspectors. Seven local exchanges are included in the contract drawn between Krause and the heads of film companies in New York. They are Paramount, 20th Century-Fox, Warners, Universal, Columbia, RKO, and M-G-M. An eighth, Republic, has agreed to sign, Snodgrass said.

Guild Still Men Irked

Hollywood, June 21.—A peculiar situation has arisen over still photographers for newspapers and studios here in which the American Newspaper Guild and the I. A. T. S. E. may be embroiled in a jurisdictional dispute.

Under the present I. A. T. S. E. setup, all photographers working inside of film studios must be I. A. T. S. E. men. Under closed shop, no new cards are being issued by Local 659.

This means that local or out-of-town newspaper photographers, on regular assignment, cannot shoot stills inside of the lots. Not even Newspaper Guild members can break through.

While there has been no direct beef from the Newspaper Guild, it admittedly is becoming a serious matter of jurisdiction. The I. A. T. S. E. is not even issuing temporary work permits for outside photographers.

Painters, Casey in Confab

Hollywood, June 21.—Committees of scenic artists, painters and makeup men's locals of the Painters' Brotherhood met todav with Pat Casey. The presented their demands for wage scales and working conditions in accordance with the agreement reached when the strike was called off.

The painters are asking a dollar daily increase which means a dollar hourly pay. The scenic artists are satisfied with $2.25 hourly, asking only for a 36-hour week. Makeup men are chiefly concerned with pay for overtime and a 40-hour week. The painters also ask for a 36-hour week.

Musicians to Study Studio Conditions

Louisville, June 21.—The American Federation of Musicians, at the closing session of its annual convention here Saturday, turned over to the executive board for consideration the matter of hours and conditions of employment of union members at the Hollywood studios, for action 30 days after the convention closing date.

At a special session Saturday night, a discussion was held on the use of transcriptions by radio stations and the unauthorized use of musicians in making sound tracks on the coast. Joseph Weber, president of the A. F. of M., declared that the federation has a contract with the studios, which has a year still to run, and expressed the belief that action by the convention might upset the present favorable setup. All the present officers and the executive board of the A. F. of M. were reelected.

Writers, Nylander to Meet

Hollywood, June 21.—Conferences in which the Screen Writers' Guild will seek to supplant Screen Playwrights, Inc., as the collective bargaining agency for film writers will open Wednesday when representatives of both writer groups will meet with Dr. Towne Nylander of the National Labor Relations Board.

Wednesday's conference will be the first of a series to determine whether a poll of writers in the studios or a public hearing is necessary to decide which of the organizations shall be designated as the bargaining agency. At the present time the Screen Playwrights' code with the producers is in effect.

Fleischer Report to NLRB

Washington, June 21.—Officials of the National Labor Relations Board today were in receipt of the confidential informal report of the examiner who last week held hearings in New York on the Max Fleischer studio strike, but expressed the opinion that probably a week or more would elapse before a decision could be rendered as to whether an election should be held to determine what organization represents a majority of the employes.

The board not only has a number of cases pending before it, it was explained, but makes a thorough study of the examiners' reports before rendering decisions.

Expect Seattle Demands

Seattle, June 21.—Although no demands have been made as yet, it is understood on good authority that employes of downtown theatres here will soon request a general raise in wage scales. Ushers, doormen and cashiers who recently have been unionized soon will receive their A. F. of L. charter, and following two recent membership meetings it is believed certain that a wage readjustment will be requested.

Sign Operator Agreement

Klamath Falls, Ore., June 21.—Four theatres here under the management of Harry W. Poole, are included in an agreement signed with the operators' union of the I. A.

Confer on Frisco Sales

San Francisco, June 21.—The new theatre employes' union has held its first meeting with operators of first runs.

'Another Dawn'

Another Hit *for* Warner Bros.!

Now Filling the 6200 Seats of RADIO CITY MUSIC HALL!

You Can See It In The Stars!

Starring

KAY
Francis
and
ERROL
Flynn

with Ian Hunter • Frieda Inescort
Herbert Mundin • G. P. Huntley, Jr.
Music by Erich Wolfgang Korngold
Directed by William Dieterle

Cite Para. in SEC Report on Bankruptcies

(Continued from page 1)

ried over into the new," it was declared. "Graphic illustration of the type of management policies and activities which should be examined in any reorganization is afforded by incidents from the history of Paramount-Publix Corp."

Quoting from the testimony of John D. Hertz, the commission pointed out that prior to the time he joined the Paramount management nothing had been done in the way of negotiating for reductions in theatre rentals, and under his direction $5,900,000 was taken off the theatre leases. The company also was paying excessive insurance premiums, which he reduced from 25 to 35 per cent. Heavy telephone charges were cut down and the expenses of the company's legal department were pared. Nepotism was rampant and he "cleaned house."

Expenditures Reduced

Hertz reduced expenditures by about one-sixth, it was explained, but nevertheless was forced to resign.

"We mention these allegations of diversion of company assets, of nepotism, of profligate management, and of tempermental direction of corporate affairs, not to evaluate this bitter Hertz-Zukor controversy, but because of the frequent importance of such matters in reorganizations," the S.E.C. said in its report. "They are of the variety with which committees must deal, not only in discovering corporate assets in the form of claims against the management, but more particularly in appraising the faithfulness and competence of the management. It seems obvious that committees dominated and controlled by a profligate management would be apt to close their eyes to such matters irrespective of their importance to security holders."

As other evidences of matters with which committees must deal, the report cited the alleged wrongful hypothecation of assets through transfers to a subsidiary, the Film Production Corp., and the giving of bank creditors a claim against those assets prior to that of Paramount's debenture holders, the alleged wrongful repurchase of its stock out of capital, and alleged excessive salaries and bonuses.

Reorganization Hit

The commission also cited the Paramount reorganization as an illustration of underwriters and bankers active in the management of a company and later participating in its reorganization, in this instance Kuhn, Loeb & Co. It pointed out the importance to the underwriters of having the control fall into "friendly" hands.

"It seems clear that the reconstituted reorganization system should entail a basic and fundamental change in the present system," the report concluded. "No longer should the management and investment bankers be in a position of domination and control. No longer should stockholders be permitted to represent bondholders. The result should be not only a shift of the power from the inside groups to security holders and their representatives, but also a reconstitution of committees so as to provide security holders with more adequate representation.

"The key to reform in the activities of protective committees lies in the legislative grant of the power to deal with these conflicts of interest directly and forthrightly."

Paramount N. E. Men Discussing Product

Boston, June 21.—Details on the company's new product lineup were discussed to approximately 60 Paramount theatre executives, salesmen and branch managers today by William Erbb, division manager, who is presiding at the local two-day regional.

Among those from New York attending the meetings at the Copley-Plaza are Neil F. Agnew, J. J. Unger, Milton S. Kusell, Robert Gillham and Don Velde. The first meeting was adjourned tonight for dinner at the Fox and Hounds Club and "Fo'cas'le" in Marblehead.

Following tomorrow's session, the New York force will return by boat.

Empire Union Seeks Writ on Dismissals

(Continued from page 1)

operates a Brooklyn theatre, to restrain it from discharging union members.

Alexander Kindler, president of the union, stated in an affidavit that the Quinral Corp. entered into a contract with the union in 1932 to hire members of the Empire State union. The affidavit further charges that two union operators were discharged last February without reason. Quinral in reply filed an affidavit that the union has made no effort to arbitrate the differences which were the cause of the dismissal and further that the complaint is technically defective. Justice Furman reserved decision.

Warner Suit on Calendar

Federal Judge John C. Knox yesterday restored to the calendar for trial the $500,000 copyright infringement action of Irving Gielow against Warners and M. Witmark & Sons. The suit was marked off the calendar in May, 1936, to allow depositions of witnesses in California to be taken. Gielow charges that his three songs, "Flirtation Walk," "I Can't Believe" and "Mr. and Mrs. is the Name" were infringed in the Warner picture, "Flirtation Walk."

Jewish Guild Elects

The following officers for the coming year have been elected by the Jewish Theatrical Guild: Eddie Cantor, president; George Jessel, Fred Block, Sam H. Harris, William Morris, Jr., Dr. Hugo Reisenfeld, A. A. Jaller, vice-presidents; Abe Lastfogel, treasurer; Nat Lefkowitz, assistant treasurer; Sam Forrest, financial secretary; Dave Ferguson, executive secretary; William Degen Weinberger, chairman of the board of trustees; Dr. Leo Michel, chairman of the relief committee.

Mercy Buys New House

Portland, June 21.—Mercy's Inland Theatre Corp. has purchased the new theatre under construction for J. E. Shields, Ellensburg, Wash.

Call Mass Meet to Protest Para. Pacts

Washington, June 21.—A mass meeting of national exhibitor organizations to protect Paramount's removing of pictures from its 1936 contract to the 1937 contract, at increased rentals, has been called for June 29, at the Carlton Hotel.

The session is the outgrowth of the Ohio Theatre Owners Ass'n idea and will be presided over by P. E. Woods, of Columbus. The main objective of the meeting will be the declaring of a booking holiday against Paramount and also the protesting of the Adolph Zukor salary arrangement. Approximately 150 organizations have been invited, including all the affiliates of the M.P.P.DA. and Allied groups as well as unaffiliated exhibitor units.

U.M.P.T.O. Plans Para. Protest

Philadelphia, June 21.—Plans for a mass demonstration against Paramount's 1937-'38 selling plan were laid today at a meeting of the U.M.P.T.O. One day next week exhibitors using Paramount product and their employees will march down Vine Street to deliver their demands to the exchange. The group expects at least 2,000 in the line of march. Theatre employees will be asked to join in the demonstration. It is the group's theory that if the Paramount selling plan goes through and is adopted by other companies, employees as well as exhibitors will be jeopardized.

Lewin Pizor, Charles Segall and Dave Barrist will represent the local group at the meeting in Washington on June 29 and will endeavor to suggest mass demonstrations on a national basis, having exhibitors all over the country stage similar marches also. A special committee of 15 U.M.P.T.O. men will meet on Friday to lay final plans for the demonstration. More than 100 theatres were represented at today's meeting. Absent members were notified by wire of the strike against Paramount until demands are met.

Clevelanders Join Protest

Cleveland, June 21.—The Cleveland M. P. Exhibitors Ass'n at a recent meeting voted to send two or more representatives to Washington to attend a meeting there on June 29, at which it is expected that action will be taken in regard to the Paramount situation as regards holding over for the 1937-38 program certain pictures originally sold on the 1936-37 program.

Derr Signs for Studio

Hollywood, June 21.—E. B. Derr has signed a contract with Hollywood Studios (formerly Talisman) for space and offices for the 16 productions he plans for the new season. Six will be in the "Secret Service Smith" series and 10 of the action adventure type.

Two Titles Changed

Hollywood, June 21.—Twentieth Century-Fox has changed the title of "Lancer Spy" to "Life of a Lancer Spy" and Walter Wanger has changed the title of the picture which started out as "Summer Lightning" and has had three other names to "I Met My Love Again."

RKO Sales Forces Leave After Meet

Los Angeles, June 21.—The delegates to the RKO convention, which ended here yesterday with a sightseeing session, entrained tonight for their respective territories.

Jules Levy, general sales manager, in his concluding address on sales policy, declared that of the 48 features which RKO will produce, 25 will be films of major importance, with an increase in percentage figures. Two specials, the Walt Disney cartoon feature, "Snow White and the Seven Dwarfs" and Herbert Wilcox's British production, "Victoria the Great," will be sold separately, Levy said. The percentage on the Disney feature will be computed when the film is near completion and the cost can be ascertained.

Levy also declared that more than 2,500 independent theatre contracts have been signed for the new season thus far, a gain of almost 500 over the same period last year.

RKO's business increased 150 per cent for the first quarter of the year over the corresponding period last year, Leo Spitz, president, told the convention in his closing speech. The fiscal year 1936 showed a gain of 250 per cent over 1935, he said. He lauded Ned E. Depinet, vice-president in charge of distribution, Levy and Phil Reisman, in charge of foreign sales.

The convention was told that the next Fred Astaire-Ginger Rogers picture will be made entirely in Technicolor.

Sales Winners Listed

Winners in the various sales drives were disclosed as follows:

Jules Levy Fifth Anniversary Drive—Buffalo, first; Detroit, second; Jacksonville, third; Winnipeg, first in Canada, with one week's salary to each salesman. Nat Levy, east central district manager received a week's pay, and Walter Branson, midwest district manager, one-half week's salary.

Accessories Sales Contest—M. I. Wolfish, Buffalo, first; Florence McCrory, Jacksonville, second; W. K. Laird, Atlanta, third; V. Kolby, Detroit, fourth; J. H. Hood, Charlotte, fifth; R. J. Abbott and M. Confeld, Minneapolis, sixth; A. E. Ames, Montreal, first in Canada; E. Simon, Winnipeg, second.

March of Time Contest—Philadelphia, first; Chicago, second; San Francisco, third; Cleveland, fourth; Portland, fifth.

"Rainbow on the River" Contest—New Haven, first; Philadelphia, second; Washington, third; Buffalo, fourth; Cleveland, fifth; Pittsburgh, sixth; Toronto, first in Canada; J. E. Cushman, home office representative, first; J. J. Schnitzer, second.

Second "Rainbow on the River"—Contest—Philadelphia, first; Buffalo, second; Detroit, third; New Haven, fourth; Boston, fifth; Washington, sixth; Winnipeg, first in Canada; Vancouver, second; J. J. Schnitzer, first, home office representative; J. E. Cushman, second.

George O'Brien Contest—Eastern division: Cleveland, first; Pittsburgh, second; Memphis, first in west-south division; Jacksonville, second; St. Louis, third.

Joe E. Brown Contest—New Haven, first; Cleveland, second; Philadelphia, third; Boston, fourth; Montreal, first in Canada; Toronto, second; three district managers: Harry Cohen, west; Walter E. Branson, midwest; Nat Levy, east central.

Cromwell, Goldwyn Part

Hollywood, June 21.—Differing with Samuel Goldwyn over the characterizations in "Marco Polo," John Cromwell and the producer came to an amicable settlement of the former's deal today. The director went off the picture after four days of shooting. No successor to Cromwell has been named. Shooting has been suspended.

"SLAVE SHIP" BEATING "ROAD TO GLORY" RECORD RUN AT RIVOLI!

Latest of 20th's smash-money hits . . . current sensation of Broadway...wrests top boxoffice honors from "The Road to Glory" . . . greatest of 20th's record-holders at New York's long-run Rivoli!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Short Subjects

"The Wily Weasel"

(Universal)

Oswald is troubled by the depredations of a weasel among his hens and their eggs. He sets his dogs to watch and sets clever snares and traps. As expected the dogs chase the marauder and he smartly eludes them, finally falling victim to a rolling pin in the hands of a chicken. It is cleverly executed stuff with plenty of laughs. Production Code Seal No. 3,160. Running time, 7 mins. "G."

"Paramount Pictorial 6-11"

(Paramount)

This issue deals entirely with fishing, from Florida to Alaska and Japan. There are interesting scenes of the technique of catching crayfish, bears catching salmon, and Japanese Waltonians using cormorants to get their fish. Production Code Seal No. 01,607. Running time, 10 mins. "G."

"The Singing Bandit"

(Mentone-Universal)

A standard but nevertheless moderately entertaining musical. It is set in a Mexican cafe. The usual material about a handsome, romantic bandit is worked in with songs and dances. Featured are J. Harold Murray, Val Irving, Jean Travers and the Florenz Senoritas. Production Code Seal No. 01,611. Running time, 10 mins. "G."

"Pan American Champions"

(Rice-Paramount)

Interesting glimpses of athletes and athletics in the Latin-American countries. There are fine shots of jai-alai and the Argentine polo team, both in action. Production Code Seal No. 01,619. Running time, 10 mins. "G."

"Stevedores"

(Universal)

Meany, Miny and Moe work for a Captain Bligh-ish sort of boss. He cracks the whip at the slightest shirk. The three monks lead him a merry chase all over a ship. Much clever animation ensues and the cartoon winds up with the four sousing up on pickled herrings. Production Code Seal No. 3,108. Running time, 6½ mins. "G."

"Friml Favorites"

(Paramount)

The son of the well known composer leads his band in a few of his father's more popular tunes. It is smooth, pleasant music. Mildred Windelle and The Showmen do the vocals in good style. Production Code Seal No. 01,570. Running time, 11 mins. "G."

Saxe Gets Madison Spot

Madison, Wis., June 21.—Saxe Amusement Management, Inc., has secured a renewal of its lease on the Capitol for another 10 years as the approval by Circuit Judge Daniel W. Sullivan in Milwaukee of the company's offer of $570,000. An offer of $565,000 was presented by Fox, which controls the Parkway, Strand, Orpheum and Madison.

Looking 'Em Over

"Damaged Goods"

(Criterion-Grand National)

This film adaptation of Eugene Brieux's famous stage play—the indictment of social forces concerning suppressed knowledge of the prevention and treatment of venereal disease—is said to be the producer's sincere effort to aid President Roosevelt's campaign to educate the nation to such disease.

The film presents its dramatized case in a straightforward manner. A young man contracts a disease shortly before he is to be married. He refuses to heed the advice of a doctor and visits a quack. Within a short period he marries, thinking himself cured. Later his infected child is born and then he realizes his reluctance to listen to sound medical advice. But the kindly medico whose advice was ignored manages to mend the broken lives and inculcate in the bride's father, a Congressman, the need for widespread action.

Upton Sinclair is credited with the adaptation. Phil Stone directed. The leading roles are played by Pedro De Cordoba, Phyllis Barry, Douglas Walton, Aletta Duncan, Ferdinand Munier, Esther Dale, Clarence Wilson, Frank Melton and Gretchen Thomas.

Motion Picture Daily, however is of the opinion the subject matter does not properly fit into the entertainment formula and that films of the nature of "Damaged Goods," therefore, do not belong in commercial theatres.

Reviewed without production code seal. Running time, 60 minutes. "G."

"The Thirteen"

(Amkino)

The Russian studios in this latest importation have eliminated their usual propagandistic thrusts. Instead they have dramatized a real-life incident that unfolds with a forceful impact. It bears a similarity to "The Lost Patrol."

A patrol of Red Army soldiers is returning from eastern Russia, the period of service expired. They are accompanied by a geologist. Their trek across the desert leads them to a water hole where bandit arms have been buried in a well. A little water still flows, however. Soon after the discovery of the cache, outlaws arrive and a pitched battle occurs. This is followed by a truce. Terms are offered and refused. The vicious tribesmen lay siege to the water hole. One by one the defenders are killed. In the meantime, military aid is being sought. The series of raids on the well are particularly fine dramatic examples of the Russian flair for battle scenes and military action, the atmosphere of the desert background location lending to the story. The defense is finally reduced to one man. When his ammunition is exhausted he runs from cover to find the reinforcements taking over the struggle.

There are incidents during the siege that are masterfully handled. The propaganda element, almost entirely absent, merely stresses the devotion of soldiers—any soldiers—to their officers. The survivor does, however, state that he has held out so long for "the people." Mikhail Romm directed.

Reviewed without production code seal. Running time, 85 minutes. "G."

"Timberesque"

(Syndicate)

The only variation from the boy-meets-girl theme here is the inclusion in the narrative of a number of exciting scenes of animals in combat. The cutting and editing is poor. It may manage to hold interest, but that is all.

A playboy is jilted. He runs away to find solace in the "great outdoors," away from women and their entanglements. But, true to form, a female intrudes and love blooms once again. The unfolding of the simple scenario is heightened to a degree by sequences of woodland inhabitants in their struggle against natural enemies.

The cast includes Barry Norton and Vyola Von. King Guidice produced and directed. Robert Cline's outdoor photography is good.

Production Code Seal No. 3,382. Running time, 41 minutes. "G."

Washer Starts Duties

Ben Washer yesterday assumed new duties as eastern publicity representative for Goldwyn Prod., succeeding Linton Wells, resigned. Washer handled publicity for the stage version of "Dead End."

Shift Canadian Manager

Toronto, June 21.—Mark Plottel, manager of the Winnipeg office of RKO, has been transferred to Montreal to head the branch there, by Leo M. Devaney, general manager of RKO in Canada.

Variety Club

Cleveland

Cleveland, June 21.—Variety Club will give up its quarters in the Statler Hotel the early part of July to locate in the Allerton Hotel penthouse where larger space and an open air dance floor will be available. Chief Barker M. B. Horwitz states that the club will spend $10,000 in new furnishings. The money is being raised by a plan of personal loans from members.

Pittsburgh

Pittsburgh, June 21.—Family night is being held every Friday in the club's new William Penn Hotel headquarters and a Bank Night prize of $25 is awarded each night.

Mike Gallagher has returned from Detroit with the contract for the refreshment concessions at the U. S. Golf Open.

The weekly Monday night dinners are growing in attendance from week to week.

Mike Cullen's coat of tan is the envy of all barkers since his return from Florida.

Harold Lund, a former officer of Tent No. 1, was a steady visitor during his vacation here.

The theatre managers get their revenge on Harold W. Cohen, the critic, in those poker sessions.

The women's room of the new headquarters is the most attractive of any private club in Pittsburgh. Only the bar is forbidden the women in the present setup.

Washington

Washington, June 21.—The first Saturday night function of Variety Club in many months came off when the Social Activities Committee, headed by Archie D. Engel, tossed a box and Bingo party.

Because of ambiguity of the notices and lateness of mailing, only about 35 barkers and friends showed up.

For the Bingo, Chairman Engel was the numbers reader.

Wall Street

Light Gains on Board

	High	Low	Close	Net Change
Columbia	29	29	29	.....
Consolidated	2⅞	2¾	2⅞	+ ⅛
Eastman	170	170	170	+ ½
Gen. T. Equip.	21¼	20¾	21	+ ¼
Loew's, Inc.	75⅞	75	75⅞	+ ⅜
Loew's, pfd.	105½	105½	105½	+ ¼
Paramount	18⅛	17¾	17¾	— ¼
Paramount 2 pfd.	16⅞	16¾	16¾	— ½
RKO	7	7	7	— ⅛
Universal, pfd.	63	63	63	.....
Warner Bros.	12⅜	12⅛	12⅛	— ¼

G. N. Up on Curb

	High	Low	Close	Net Change
Grand National	2⅛	2⅛	2⅛	+ ½
Technicolor	26½	26¼	26½	— ¼
Trans-Lux	4½	4¼	4¼	— ¼

Bonds Up Fractionally

	High	Low	Close	Net Change
Loew's	99¼	99	99¼	+¼
Paramount B'way 3s '55	66½	66½	66½	+ ½
Paramount Pict. 6s '55	100¼	100	100¼	— ¼
Paramount	87	87	87	.....
Warner Bros. 6s '39 wd	94	94	94	— ½

(Quotations at close of June 21)

DIEU ET MON DROIT

WORLD PREMIERE AT HOLLYWOOD'S CARTHAY CIRCLE

Chosen to share the glory of "Wee Willie Winkie's" brilliant $2.00, two-a-day world premiere engagement!

The Coronation

in

TECHNICOLOR

Here's just one of the trade press raves:

"All the pomp, the pageantry, the riotous color of robes and jewels and cheering throngs attendant upon the coronation of a monarch and his queen, have been caught in their impressive splendor by the wonder of the Technicolor camera in this color featurette!"—says *Motion Picture Daily*.

Exclusive with

20th CENTURY FOX

"My Girl" on Dual Boston's Only Grosser

Boston, June 21.—Boston grosses became unsteady as hot weather affected grosses. "There Goes My Girl," dualed with "Fire Over England," went to $12,500, over average by only $500 for the lead at the RKO Memorial.

"Slim" and Major Bowes' unit on the stage at the Metropolitan failed to gross more than $18,000. Average is $22,000.

"Parnell," co-featured with "Let's Get Married" and held over for a second week did a nosedive, grossing only $11,000 at the Orpheum, and $10,000 at Loew's State.

Total first run business was $58,900. Average is $68,000.

Estimated takings for the week ending June 17:

"I MET HIM IN PARIS" (Para.)
(2nd run)
"THAT I MAY LIVE" (20th-Fox)
(1st run)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $4,500. (Average, $4,500)

"THERE GOES MY GIRL" (RKO)
"FIRE OVER ENGLAND" (U. A.)
RKO MEMORIAL—(2,907), 25c-50c-65, 7 days. **Gross:** $12,500. (Average, $12,000)

"PARNELL" (M-G-M)
"LET'S GET MARRIED" (Col.)
LOEW'S ORPHEUM—(2,970), 35c-45c-65c, 7 days, 2nd week. **Gross:** $11,000. (Average, $12,000)

"PARNELL" (M-G-M)
"LET'S GET MARRIED" (Col.)
LOEW'S STATE—(3,537), 35c-45c-65c, 7 days, 2nd week. **Gross:** $10,000. (Average, $11,000)

"SLIM" (W. B.)
METROPOLITAN—(4,332), 35c-55c-75c, 7 days. Stage: Major Bowe's Amateurs. **Gross:** $18,000. (Average, $22,000)

"I MET HIM IN PARIS" (Para.)
(2nd run)
"THAT I MAY LIVE" (20th-Fox)
(1st run)
PARAMOUNT—(1,793), 25c-50c, 7 days. **Gross:** $7,000. (Average, $7,000)

"BEHIND THE HEADLINES" (RKO)
"ELEPHANT BOY" (U. A.)
RKO BOSTON—(3,246), 25c-50c-65c, 7 days. **Gross:** $7,400. (Average, $11,000)

Continental Is Low Bidder on Roxy Job

Continental Bank & Trust Co., which was trustee under the indenture for the old Roxy bonds, was the low bidder yesterday at a hearing in Federal Judge Francis G. Caffey's chambers at which bids for trustee's services for the new bonds of the reorganized Roxy were opened.

Six banks entered bids. The Continental's bid was $2,000 for the first year's services and $750 a year thereafter for the remaining 19 years. Other bidders were: Sterling National Bank & Trust Co., $2,150 for the first year and $850 thereafter; Lawyers Trust Co., $2,500 the first year and $1,000 thereafter; Empire Trust Co., $2,557, and $1,057; Clinton Trust Co., first year's fee to be set by court, $1,250 per year thereafter, and Manufacturers' Trust Co., $4,562 for the first year and $1,500 a year thereafter. Judge Caffey will designate the trustee at a regular reorganization hearing on Friday.

I. Bernard Leff of the D. W. Blumenthal office, representing the Adler first mortgage bondholders' committee, urged the court to appoint an individual trustee in addition to a corporate trustee on the grounds that the bondholders' interests would be better served.

Out Hollywood Way

Hollywood, June 21.—With the borrowing of John Carradine from 20th Century-Fox, Samuel Goldwyn completed the cast of principals for "The Adventures of Marco Polo." Gary Cooper plays the title role, supported by Sigrid Gurie, who makes her film debut.

Helen Mack has the feminine lead opposite Joe E. Brown in David L. Loew's "Fit for a King," which RKO will release as the final Brown starrer on the program. . . . George Sanders gets three-month-leave of absence to go to England for a vacation, but 20th Century-Fox may place him in either the Gracie Fields starrer or the Annabella film, to be made over there.

Samuel Goldwyn has ordered the construction of a new block of dressing room suites. . . . Gertrude Michael returns to Paramount to recreate her "Sophie Lang" character for the tentatively titled "Sophie Lang in Hollywood."

Upon completion of Paramount's "Easy Living," Mitchell Leisen will take 10 weeks off and go to England. . . . Barry Young, former editor of the Cine-Sound newsreel in Australia, is in town doing a series of stories on the lots from *Smith's Weekly*, Anzac publication. . . . Elmer Sheeley joins Slavko Vorkapich on the montage shots for M-G-M's "The Firefly." . . . Bert Glazer, M-G-M script clerk, has been made assistant to Roy Rowland, directing the Robert Benchley short, "How to Wake Up."

✚

Casting—Universal has borrowed Jed Prouty from 20th Century-Fox for "100 Men and a Girl." . . . John Boles and Ann Sothern top the cast of RKO's "Don't Forget to Remember." . . . Ida Lupino draws the feminine lead in "Fight for Your Lady," same lot. . . . Alan Dinehart, Jane Darwell, Allan Lane, Minna Gombell and Lon Chaney, Jr., in 20th Century-Fox's "Wife, Doctor and Nurse."

✚

Contracts—Fritz Lang signed by Paramount to a two-year deal, during which he will make three pictures. First will be "You and Me," with Sylvia Sidney-George Raft. . . . Universal signs Eleanor Hansen, former Indianapolis model, to a term deal.

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Writers—Armine von Tepeski, authority on Hawaiian life, joins M-G-M's scenario staff. . . . Michael Jackson and Richard Murphy signed by M-G-M short department. . . .

"Prince" Is Denver Lead; Gets $10,000

Denver, June 21.—"The Prince and the Pauper" turned in the best showing of a generally good week with a take of $10,000 at the Denver. It was moved to the Aladdin.

"I Met Him in Paris" was $2,000 to the good on a take of $7,000 at the Denham and it was held over. "Parnell" and "They Wanted to Marry," on a dual at the Orpheum, garnered $8,000, up by $2,000.

Total first run business was $34,000. Average is $27,000.

Estimated takings for the week ending June 16:

"WOMAN CHASES MAN" (U.A.)
ALADDIN—(1,500), 25c-40c-50c, 7 days, following a week at the Denver. **Gross:** $4,000. (Average, $3,000)

"THIS IS MY AFFAIR" (20th-Fox)
BROADWAY—(1,500), 25c-40c, 7 days, following a week each at the Denver and the Aladdin. **Gross:** $2,500. (Average, $2,000)

"I MET HIM IN PARIS" (Para.)
DENHAM—(1,500), 25c-35c-40c, 7 days. **Gross:** $7,000. (Average, $5,000)

"PRINCE AND THE PAUPER" (F.N.)
DENVER—(2,500), 25c-35c-50c, 7 days. Stage band. **Gross:** $10,000. (Average, $7,500)

"PARNELL" (M-G-M)
"THEY WANTED TO MARRY" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $8,000. (Average, $6,000)

"I PROMISE TO PAY" (Col.)
"VENUS MAKES TROUBLE" (Col.)
PARAMOUNT—(2,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $3,500)

Plans Another Open-Air

Boston, June 21.—E. M. Loew will open a new automobile open-air theatre on the Lynn marshes, it is understood.

"My Affair" Hits $13,500 In Cleveland

Cleveland, June 21.—"This Is My Affair" took top honors. At Warners' Hippodrome it grossed $13,500. This beat the $10,000 summer average by $3,500.

"A Day at the Races" at Loew's State also made a good showing with $14,000. Average for this time of the year is $12,000. It was moved to the Stillman for a second week downtown.

Total first run business was $49,500. Average is $47,000.

Estimated takings for the week ending June 18:

"BEHIND THE HEADLINES" (RKO)
ALLEN—(3,000), 30c-35c-42c, 4 days. **Gross:** $2,500. (Average, 7 days, $5,000)

"DRAEGERMAN COURAGE" (W. B.)
ALLEN—(3,000), 30c-35c-42c, 3 days. **Gross:** $2,300. (Average, 7 days, $5,000)

"A DAY AT THE RACES" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $14,000. (Average, $12,000)

"TURN OFF THE MOON" (Para.)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $4,000. (Average, $5,000)

"SLIM" (W. B.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Vaudeville. **Gross:** $14,000. (Average, $15,000)

"THIS IS MY AFFAIR" (20th-Fox)
WARNERS' HIPPODROME—(3,500), 30c-35c-42c, 7 days. **Gross:** $13,500. (Average, $10,000)

Texas Opposes Dust Reel

Houston, June 21.—The Texas House of Representatives has passed a resolution asking withdrawal of the March of Time reel dealing with the Texas Panhandle "dust bowl" on the ground that it is not an accurate representation of the Panhandle.

"Races" Leads Philadelphia With $21,000

Philadelphia, June 21.—"A Day at the Races" led the field with a strong $21,000 at the Fox. It was held for a second week.

Nothing else in town touched average. Warm weather and generally weak attractions kept grosses down.

"Woman Chases Man" found the going rougher than expected with $12-000 for its week at the Boyd. "Parnell" started slipping in its second week at the Stanley and left after six days with a gross of $10,000.

"Slim" got excellent notices, but couldn't top $5,800 at the Stanton.

Total first run business was $66,500. Average is $68,600.

Estimated takings for the week ending June 17:

"WAY OUT WEST" (M-G-M)
ARCADIA—(600), 25c-40c-50c, 4 days, 2nd run. **Gross:** $900. (Average, 7 days, $2,800)

"WOMAN CHASES MAN" (U.A.)
BOYD—(2,400), 40c-55c-65c, 7 days. **Gross:** $12,000. (Average, $14,000)

"AS GOOD AS MARRIED" (Univ.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Eddie White, Estelle Taylor, Roxyettes, Ruthie Long, Patsy Dell, Six DeGardos. **Gross:** $10,500. (Average, $12,000)

"A DAY AT THE RACES" (M-G-M)
FOX—(,3000), 40c-55c-65c, 7 days. **Gross:** $21,000. (Average, $14,000)

"THIS IS MY AFFAIR" (20th-Fox)
KARLTON—(1,000), 25c-35c-40c, 7 days, 2nd run. **Gross:** $3,000. (Average, $4,000)

"I MET HIM IN PARIS" (Para.)
KEITH'S—(2,000), 30c-40c-50c, 7 days, 2nd run. **Gross:** $3,300. (Average, $4,000)

"PARNELL" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 6 days, 2nd week. **Gross:** $10,000. (Average, 7 days, $14,000)

"SLIM" (W.B.)
STANTON—(1,700), 30c-40c-50c, 7 days. **Gross:** $5,800. (Average, $7,000)

"Races" Dual Big Milwaukee Grosser

Milwaukee, June 21.—"A Day at the Races" and "That I May Live" took high money, $9,500, at Fox's Wisconsin in an otherwise dull week. This was $1,500 to the good.

The circuit's Strand, playing an extended second week run of "Parnell" and "Pick A Star," was the only other house to break par with a $4,000 take, $500 above average.

Total first run business was $27,800. Average is $31,000.

Estimated takings:

Week Ending June 15:

"THE HIT PARADE" (Republic)
"KILLERS OF THE SEA" (G. N.)
PALACE—(2,400), 35c-50c, 5 days. **Gross:** $2,800. (Average, $5,000)

Week Ending June 17:

"TRADER HORN" (M-G-M)
"NOBODY'S BABY" (M-G-M)
GARDEN—(1,200), 25c-35c, 7 days. **Gross:** $2,000. (Average, $4,500)

"JIM HANVEY, DETECTIVE" (Republic)
RIVERSIDE—(2,300), 20c-25c-30c, 7 days. Stage: Major Bowes' All Girl Revue. **Gross:** $4,500. (Average, $5,000)

"PARNELL" (M-G-M)
"PICK A STAR" (M-G-M)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,000. (Average, $3,500)

"WOMAN CHASES MAN" (U. A.)
"LOVE FROM A STRANGER" (U. A.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

"A DAY AT THE RACES" (M-G-M)
"THAT I MAY LIVE" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $9,500. (Average, $8,000)

Ontario Censor Head Outlines New Rules

TORONTO, June 21.—O. J. Silverthorne, chairman of the Ontario film censor board, following his recent attack on British film standards, in which he suggested a need for more censorship of British films, has outlined the new policy for his board in the viewing of pictures.

Among the censorship requirements which will act as the official guide for the Ontario board will be: disapproval of films ridiculing religious sects, or races; elimination of all matter which tends to debase morals; loose conduct between men and women will be barred; criminal methods and crimes which give instruction in crime through suggestion will be eliminated; prolonged or passionate love scenes, when suggestive of immorality, will be eliminated. Silverthorne declared also that the board will disapprove any films of a propaganda nature, or which are definitely partisan.

Few Theatre Fires In Canada in Year

TORONTO, June 21.—Only eight of the 1,025 theatres in Canada suffered any kind of a fire during the past calendar year, according to a report from J. Grove Smith, Fire Commissioner of the Dominion Government, before the annual convention of the Dominion Fire Prevention Ass'n.

The total loss incurred in the eight fires was only $3,176, making the theatres of the country the lowest fire risk of any branch of business. The commissioner referred to the railways of Canada as having made an excellent showing in ratio to capital investment, but in the rail service there were 482 recorded fires.

Open Pittsburgh Office

Theatre Trailer Corp. has opened another branch office, this time in Pittsburgh with Lew Lefton in charge. Ed Whaley is the representative for the Southern states. Adolph Pollack, general manager of the company, has installed new sound recording equipment at the headquarters in New York.

"Sawyer" Start Is Set

HOLLYWOOD, June 21.—Delayed for months by casting difficulties, "The Adventures of Tom Sawyer" will get under way at Selznick International Wednesday. Ted Limes, 13-year-old Alhambra boy, has been signed for the role of Huckleberry Finn. He, like Tommy Kelly, Bronx lad signed for Tom Sawyer, is a novice.

Libel Suit Transferred

OKLAHOMA CITY, June 21.—The "sawed house" libel suit, in and out of two courts in two years, has been returned to District Court here by Mrs. Fern G. Chadwick, who is seeking $25,000 damages from Universal, Warners, Standard Theatres and Midwest Enterprises Co. She claimed newsreels gave the impression that she had been thrown out of her house.

To Shut Vitaphone Plant

The Vitaphone studio in Brooklyn will close for the usual summer production halt on June 26. The plant will remain closed for 10 weeks.

Japan Will Produce About 500 Next Year—Kawakita

(Continued from page 1)

the American companies, all of which have offices in the country.

With 1,600 theatres now operating, about 11 new houses are now under construction in Osaka and Tokyo. In the large towns, the seating capacity of new theatres averages 4,000.

Kawakita brought with him a print of "New Earth." Setusko Hara, the star of the picture, accompanies the producer and his wife. According to Kawakita, this is the first Japanese film produced with an aim for international release.

"I think the world is interested in what is being done in the Far East," he said, "and while I am here I will try to find producers who will cooperate with us in the production of pictures for distribution in every country. I hope to have some companies visit Japan and produce there."

After a week in New York, Kawakita will leave for Hollywood where he plans to spend a week to 10 days studying production methods. He will sail July 14 from San Francisco on the *Tatsuta Maru.*

Modern Films will handle "New Earth," also called "The Daughter of the Samurai," in this country.

New Manufacturers' Association Formed

(Continued from page 1)

the situation here this year, which found two factions fighting for leadership, the dealers in almost continuous conference, and little or no attention paid to the exhibits of the manufacturers. Plans for the manufacturers' show next year will be made by a committee composed of Joseph B. Kleckner, chairman; Oscar Neu, William Geddris, H. C. Hecht, Harry Strong, C. H. Ashcraft and Joe Robin.

The committee will hold numerous meetings within the next few months. Major and independent producers will be contacted, and commercial and educational film producers will also be asked to cooperate in the venture, which is expected to be held here, probably in June of next year. It is also thought probable that the 1939 show will be held in New York to coincide with the New York World's Fair.

Theatres Fighting St. Louis Tax Bill

ST. LOUIS, June 21.—Local theatres are circulating petitions of protest and some are running trailers opposing the proposed new tax legislation in the Board of Aldermen, which includes taxes on amusement admissions, newspaper advertising, cigarettes and gasoline. It was intended to rush the measures through to passage, but public protest reached such proportions that the board postponed its adjournment date and will reconsider the bills.

The amusement measures would provide for a tax ranging from one cent on tickets costing 75 cents or less, to 10 cents on tickets costing $4. Theatres also would be affected by the proposed tax on newspaper advertising.

ST. LOUIS, June 21.—The Aldermanic Legislation Committee today asked the City Councilor's office for an opinion on the legality of six proposed new taxation bills now pending, including the amusement measure. The committee adjourned until Thursday. They did not act on the amendment to eliminate the tax on tickets selling for less than 25 cents. If acted upon the elimination of this tax would meet the objections raised by Fred Wehrenberg, MPTO president.

Attendance Is Heavy At CEA's Convention

(Continued from page 1)

for the banquet. In all, about 1,600 managers and operators of theatres from northern counties attended a preview exhibition yesterday. The exhibition stands, totaling 40, were the largest number ever in use at a C.E.A. convention.

Following adjournment, the CEA-Moyne negotiating committee met at 10 P. M. They were still sitting at midnight trying to evolve a new quota policy in reply to Government suggestions. They must make their suggestions in council tomorrow.

It is rumored that circuit influences are trying to force a policy agreement with the KRS, but C. P. Metcalfe and Kenneth Nyman were adhering to their opposition to the cost clause, and it is likely that they will appeal against any majority committee decision to the full council. The differences are believed to be acute and may possibly split the CEA seriously.

Wednesday is expected to be the most lively day of the meeting, with Lord Tyrrell, president of the British Board of Film Censors, scheduled to speak, and when C. P. Metcalfe, C.E.A. president, will preside at an open forum for the airing of exhibitors problems.

No Games for Skouras

Despite the fact that Loew's and RKO have reinstated games in local theatres, Skouras Theatres will not revive the practice, it was stated at the circuit's headquarters. According to executives of Skouras, they believe it is a mistake to put games back during the summer months. However, the current moves are being watched closely, and unless something is done to do away with the practice, circuit executives feel they may be forced to book Screeno and Bank Night again.

To Study Texas Bank Night

HOUSTON, June 21.—The Grand Jury of the Criminal District Court at Beaumont has been instructed by Judge R. A. Shivers to investigate Bank Night drawings. In a special charge Judge Shivers told the jurors that the Court of Criminal Appeals at Austin has ruled that Bank Night as commonly practised by theatres is a violation of the state gambling statutes.

Series of College Musicals in Sight

HOLLYWOOD, June 21.—A college musical cycle has hit the town. Following closely upon the heels of Paramount's announcement that it would produce a sequel to "College Holiday," came 20th Century-Fox's plans to star the Ritz Brothers in "Life Begins in College" and Selznick International's idea of having a musical with a college background in Technicolor.

Selznick has signed John Monks, Jr., and Fred Finklehoffe, authors of the play "Brother Rat," to bat out an original on college life, on which Oscar Serlin will be production aide to David O. Selznick.

W. C. Menzies and Robert Sinclair, the latter working in films for the first time, will direct it.

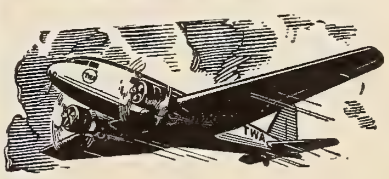
The 20th Century-Fox film will feature football sequences, as in "Pigskin Parade."

Asks Riot Film Showing

WASHINGTON, June 21.—A resolution calling for the exhibition of newsreel pictures of the Chicago riot at the Republic Steel Co. plant before members of the House was introduced in that body today by Representative Teigan of Minnesota. The film is in the possession of Senator Robert M. LaFollette, chairman of the Senate Civil Liberties Committee.

Film Ohio's History

COLUMBUS, June 21.—The Ohio State Dep't of Education is offering to exhibitors free, with all transportation paid, the first six of a series of one-reel subjects depicting the history of Ohio. The reels are educational in nature, and devoid of propaganda of any kind.



Ship It

GENERAL
AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL
AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

Copyright Big Air Problem, N.A.B. Feels

(*Continued from page* 1)

Edward Kelly after which Myers greeted the delegates and expressed confidence in the N.A.B. and in the continuance of its work. He pointed out that last year much had been done for broadcasters, that several problems are now due for serious consideration and that they will be brought up at the proper time.

Judge Eugene Octave Sykes then spoke on the duties and responsibilities of broadcasters. He cited the need for improvement in radio programs in view of the fact that "radio is in the home 16 hours a day." He criticized the assumption of some stations that the right to broadcast is a gift to radiomen by the Government. He emphasized strongly the necessity for subservience to Governmental rules and regulations.

Approve Treasurer's Report

Following Sykes, Harold Hough gave the treasurer's report which met with approval. James W. Baldwin, managing director, then spoke. He stated that important questions before the N.A.B. this year include possibility of the Government entering broadcasting, copyright law changes, taxation on broadcasting stations, extension of licensing periods and the development of a copyright bureau. Baldwin advocated the fighting of a bill seeking to establish Government broadcasting stations for the following reasons: (1) enactment of such a bill might bring Government control to all stations; (2) the existing system gives the Government all the broadcasting time it wants free of charge; (3) the present system offers the greater radio audience; (4) the official handling of radio would destroy the entertainment features of radio by too much time being devoted to educational plans; (5) due to Federal affiliation, statements made over such stations might result in foreign entanglements through misunderstanding; (6) the cost of creating and operating such a system would be a tremendous burden to taxpayers.

Baldwin went on to say that the NAB should continue to support the Government in the Ascap fight. He said only by thorough cooperation could this be done as the Ascap lobby is one of the strongest and best organized. He advocated that one person from each state be selected at this meeting and when the proper time comes each should go to Washington and fight the battle to a finish.

"I think the tax on broadcasting stations a matter for government consideration. Perhaps broadcasters should pay something for their franchise. If the NAB would work with the Government I think something worthwhile would develop," Baldwin said.

Seeks Long License Period

With the F. C. C. desiring at present a six-months' license plan to continue as only a means of holding broadcasters in line the NAB group plans to continue its fight for a longer license period as Congress has the power to license radio stations for three years. A fight to put through such legislation was suggested to the delegates because longer license periods are needed to stabilize business, Baldwin said.

Baldwin also outlined the present setup of the Bureau of Copyright which has been incorporated. A special NAB committee controls 51 per cent of its stock. Through this bureau, raw material music sources are protected and fee-free music is available. Another thing Baldwin mentioned was that the A. T. & T. had lowered its rates for long distance line charges but for shorter lines local tariffs had often been increased. Such things, he said, should be reported to headquarters. In closing Baldwin stated that 20 hours of recorded music now is available to all members at a low price. He also outlined the accomplishments during the last year before closing.

Ascap Condemned

Ed Craney of KGIR, Butte, Mont., took the floor and denounced Ascap in no uncertain terms. Ascap is doing such a good job of lobbying, Craney said, that unless something is done immediately their suit now in the courts will be dropped. He berated Ascap officials, pointing out that conditions outlined by Ascap were untrue in most instances. Craney said that all broadcasters wanted was honest legislation and protection from infringement suits and a chance to pay those who deserved money for their music instead of numerous others. He stated that the money was not going to the right people and until it did the situation would be unhealthy for all. The NAB did not kick about the price paid for music, he added, but they did object to whom it was paid. He said composers and the rightful parties were not getting their share or anywhere near it. Craney's resolution will be taken up tomorrow for adoption. Craney also asked for the starting of state legislation to protect broadcaster's interests. He said that fighting Ascap on all fronts, including Washington, would help.

Officers Nominated

The nominating committee named reported as follows: For president, John Elmer, WCBM, Baltimore; first vice-president, John J. Gillin, WOW, Omaha; second vice-president; William J. Scripps, WWJ, Detroit; treasurer, Harold Hough, WBAP, Forth Worth. For directors, three-year term: Charles Myers, KOIN; Herbert Hollister, Wichita, Kan.; Harry Butcher, CBS, Washington, D. C.; Frank Russell, NBC, Washington; Theodore Streibert, MBS, New York, and for one-year term, Eugene Dyer, WGES, Chicago.

It is understood that the slate selected will undoubtedly be approved.

A special race in honor of the NAB is scheduled at Washington Park tomorrow afternoon. The conventioneers will attend the Louis-Braddock fight 100 per cent. tomorrow night.

Fulfill Forecast

San Francisco, June 21.—As forecast in *Motion Picture Daily* three months ago, NBC will revive "Memory Lane," first of radio's outstanding serials, starting over KGO and the Blue Network on July 5.

As many as possible of the original cast will be assembled for the program, which will be a complete re-playing of the old scripts, not a continuation written by new scriptors. H. C. Connette, local newspaperman who originated the series more than 10 years ago, died last year.

NAB's Program

Chicago, June 21.—The second day's program at the NAB convention follows:

9:30 A.M. Call to order.
Election of officers.
Report of resolutions committee.
Report of elections committee.
2:00 P.M. Call to order.
Report of engineering committee: J. H. De Witt, WSM, National Life and Accident Insurance Co., Nashville, Tenn.

The Wednesday schedule:

9:30 A.M. Call to order.
Introductory remarks and explanation of the commercial section organization by H. K. Carpenter, WHK, Radio Air Service Corp., Cleveland.
Report of the sales managers' division by Lewis H. Avery, WGR, Buffalo Broadcasting Corp., Buffalo.
Report of the committee on national sales methods and costs by Carl Everson, WHKC, Associated Radiocasting Corp., Columbus, O.
An Agency Man Looks at Broadcasting by Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn, Inc., New York, N. Y.
Report of the committee on radio research by Arthur B. Church, KMBC, Midland Broadcasting Co., Kansas City.
Report of the committee on radio promotion by John J. Gillin, Jr., WOW, Woodmen of the World Life Insurance Ass'n, Omaha.
A Retailer Makes an Appraisal of Radio by Marvin Oreck, Oreck's, Inc., Duluth.
Report of the committee on standardization of sales forms by Martin Campbell, WFAA, A. H. Belo Corp., Dallas.
Presentation, discussion and vote on resolutions pertaining to the commercial section.
2:00 P.M. Call to order.
A Panel Discussion: H. K. Carpenter, WHK, chairman. Subjects include:
  How Should a Station Service Its Local Accounts? by Marvin Oreck and Lewis H. Avery.
  How Can We Simplify Our Rate Cards? by John J. Gillin, Jr., and Martin Campbell.
  How Can Our Present Methods of Securing National Spot Business Be Improved? by John J. Gillin, Jr., and Arthur B. Church.
  How Can Creative Selling Be Encouraged? by Arthur Pryor, Jr., and Arthur B. Church.
  What Information Should Stations Release with Respect to Their "Circulation"? by H. K. Carpenter and Martin Campbell.
  What Is Your Definition of the Term "Merchandising"?
Installation of Officers.
7:00 P.M. Annual NAB banquet.
Entertainment.
Presentation of Broadcasting trophy to winner of golf tournament.

To Drop "Movies" Program

KANSAS CITY, June 21.—"Let's Go to the Movies," the 15-minute, three times a week program on which Fox Midwest has plugged first run and subsequent run shows for its local houses since early this spring, will go off the air for the hot season July 5.

Annual Awards For Scripters Now Planned

The Radio Script Foundation will establish semi-annual awards for radio script writers and producers, it was announced yesterday. The purpose behind the chartering of the Foundation, it was stated, is to secure for the radio playwrights the same recognition that is given playwrights of the stage and screen.

The best original radio play will be given a first prize of $100 in cash. To the second and third best, a prize of $50 in cash each; and to the fourth, a prize of $25 in cash. With each award will go an engraved citation to the writer.

To the director of the winning play will go a special award, not yet decided upon. The Foundation will give to the station over which the winning play has been broadcast, a commemorative plaque.

Nominations Start Sept 1

The Foundation will begin receiving nominations for the prizes Sept. 1. The selections will terminate Feb. 28, 1938.

The Radio Awards Script Committee comprises: Alfred J. McCosker, president of WOR; Brock Pemberton, representing the theatre; Ben Gross of the *New York News*, representing radio critics; William Burnham; advertising manager Bigelow-Sanford Carpet Co., representing sponsors; Tony Sanford of J. Walter Thompson, representing agencies; Selena Royle, representing stage players; Carl Reed, representing stage playwrights; Dr. O. H. Caldwell, representing technicians, and Paul S. Ellison of the Hygrade Sylvania Corp., representing the radio industry. Joseph M. Koehler, Georgia Bachus and Lloyd Jacquet will judge for the Foundation.

"Guiding Light" Adds Six

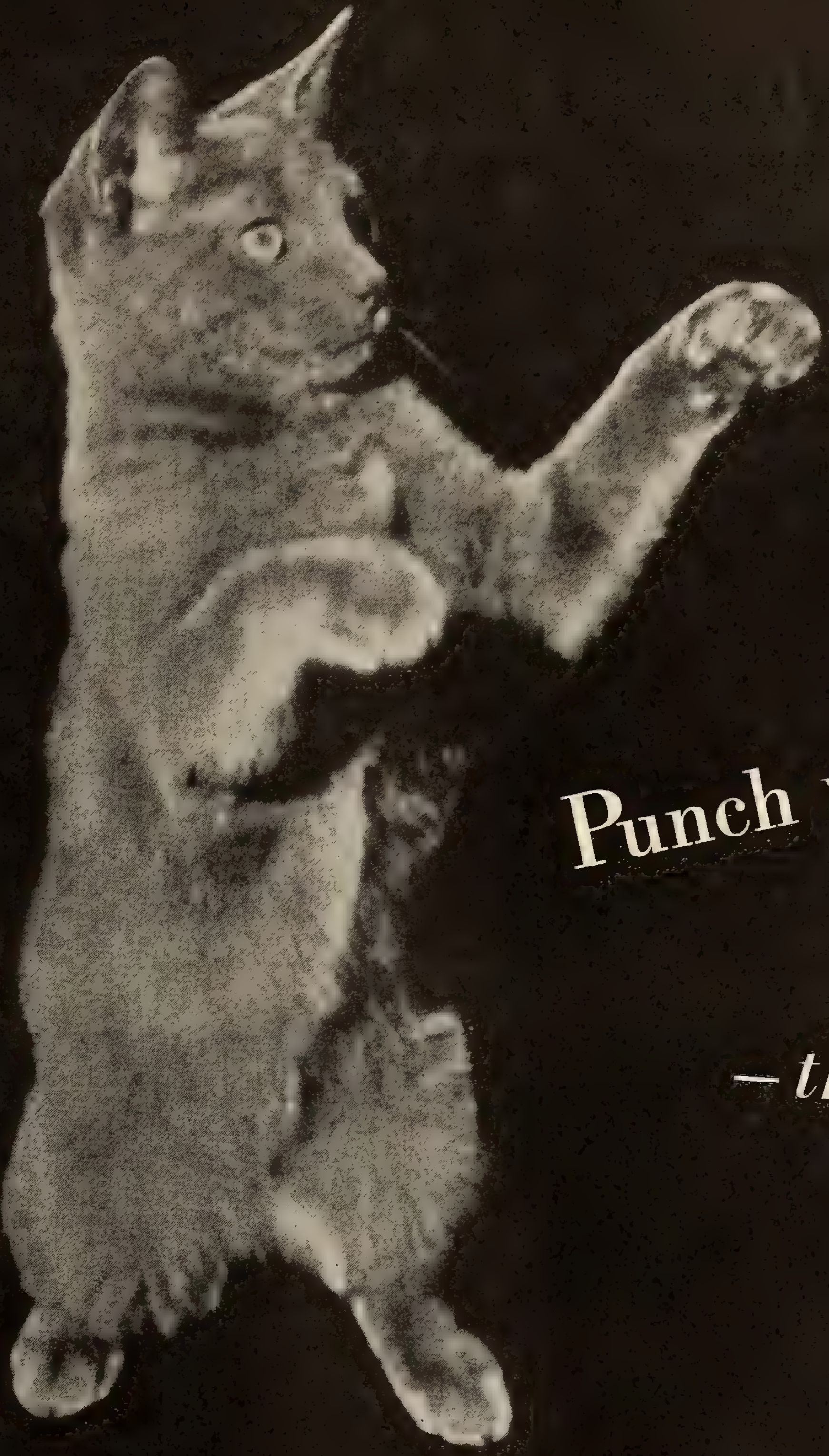
CHICAGO, June 21.—"Guiding Light," authored by Irna Phillips, will add six new stations on June 28, bringing its total network to 55. The six new stations are WOOD, Grand Rapids; KTAR, Phoenix; KDIR, Butte; KGHL, Billings; KDBX, Springfield, Missouri; KDNC, Amarillo. There is no change in time.

June Babies Arrive

San Francisco, June 21.—Not June brides, but June parents, are the order of the month in San Francisco radio circles, with the Stork making four trips in 30 days, two to NBC, two to KYA.

Recipients of the traditional small bundles of charm are: Arthur and Mrs. Schwarzman KPO pianist and harpist; David Vaile, KYA studio supervisor; Carl Kalisch, NBC violinist, and Gordon Owen, KYA's sports broadcaster.

All were boys except Schwarzman's daughter, who was christened Sandra.



Punch with a purr

—that's radio!

Punch with a purr—and the advertising allegory doesn't stop there. Radio is quick as a cat in its timing and speed. Firm in its grasp* as a mouser when she pounces. *And it has 86,000,000 lives!*

**of almost every market you can name!*

COLUMBIA BROADCASTING SYSTEM

New Shows On the Air

The Bard—Under Difficulties

Static which crackled and thundered in radio receivers throughout the metropolitan area last night made listening an ordeal and well nigh ruined reception of the first of NBC's Shakespearean cycle, "Hamlet," featuring John Barrymore as the melancholy Dane.

As a consequence of the atmospheric conditions which distorted the dialogue so as to make it almost unintelligible, and in justice to NBC which has much at stake in this series, we defer our review of the Shakespearean productions until next week.

"Universal Rhythm"

Sunday on CBS, from 9 to 10 P. M., E.D.S.T., the program known as "Universal Rhythm," heard before on CBS as a half-hour feature, took the place of the "Sunday Evening Hour," institutional Ford program of classical music, which has vacated for the summer season.

The expanded "Universal Rhythm" program, with Frank Crumit, as "em cee," added to the cast, provides a pleasant hour of light orchestral music and vocals, performed and sung by Rex Chandler's orchestra, Alex Templeton, pianist, and Richard Bonelli and Carolyn Urbaneck.

Orchestral selections included "Swing High, Swing Low," "Smoke Gets in Your Eyes," "Soldiers on Parade," "September in the Rain" and other light pieces. Bonelli's contributions were "Gypsy John" and "My Little Buckaroo," while Miss Urbaneck's solo was "Smilin' Thru." Duets and choral numbers, plus several piano selections by Templeton effectively clinched the right of "Universal Rhythm" to being rated as one of the most pleasant of the summer programs.

"Hi There, Audience"

Evaluating the new WOR feature, "Hi There, Audience" via the schoolroom method, we grade it 50 per cent for music, 30 per cent for song, and 20 per cent for comedy.

And speaking of schools, we'd like to suggest the formation of a school for radio comedians. In this fanciful institution all comedy aspirants would be compelled to enroll for a course before being permitted to don the cap and bells on an individual program. As a starter, the faculty should comprise Professors Fred Allen, Jack Benny and W. C. Fields. Long suffering listeners would happily endow such an institution, we're positive . . .

We expected great things of Ray Perkins, mainstay of the new production. In the past Ray has supplied many mirthful moments on the air, but his comedy Sunday night was pretty awful. And in this instance, one can't blame the scriptwriter for the debacle, because Perkins writes his own material. Invariably, his material in the past has been excellent. The only explanation we have for his poor effort Sunday is that it was simply one of his off nights, and we look forward to a much improved showing next week.

The musical lineup included Nat Brusiloff's orchestra, Sid Gary, Barbara La Marr and Willard Amison. They performed satisfactorily.

"Hi, There Audience" is offered Sundays from 9 to 10 P.M., E.D.S.T. It is a sustainer.

BANNER

CBS Lines Up Big Names For Shakespearean Series

CBS yesterday made public the names of the first 14 of the more than 25 stage, screen and radio players who have been signed for that network's cycle of eight Shakespearean plays, which will be broadcast each Monday beginning July 12, from 9 to 10 P.M., E.D.S.T. The engagements are as follows:

Leslie Howard to play the role of "Benedick" in "Much Ado About Nothing," Burgess Meredith to play the title role of "Hamlet," Edward G. Robinson to play "Petruchio" in "Taming of the Shrew," Walter Huston to play the title role in "Henry IV," Sir Cedric Hardwicke to play "Malvolio" in "Twelfth Night," Tallulah Bankhead to play "Viola" in "Twelfth Night," Walter Abel as "Horatio" in "Hamlet," Montagu Love as the "King" and Grace George as the "Queen" in "Hamlet," Orson Welles as "Duke" in "Twelfth Night," William A. Brady as the "Ghost" in "Hamlet," Brian Aherne as "Prince Hal" and Walter Connolly as "Falstaff," both in "Henry IV," and Estelle Winwood as "Maria" in "Twelfth Night."

Talent Being Lined Up

W. B. Lewis, CBS vice-president in charge of programs, is now in Hollywood completing the casting of talent.

The cast thus far signed is far more elaborate than was originally expected, and the inside story has it that the signatoring of the foregoing artists is due to the CBS "burn-up" as a consequence of NBC's scheduling a Shakespearean series in the wake of the CBS announcement. The understanding in radio circles is that William S. Paley's dander has been aroused to such an extent that he's instructed his vice-presidents to sign up the biggest names in show business, no matter what the expense.

Apparently his orders have been obeyed, for most of the artists named above are each in the $1,500 to $3,000 per performance class.

A. C. Love to Hollywood

SAN FRANCISCO, June 21.—Andrew C. Love, NBC's continuity acceptance head here, will be transferred to Hollywood effective July 1, where he will head the new continuity department. The move is necessitated by the increase in program production at NBC's Hollywood studios.

Byron Mills, a member of the local continuity acceptance staff, will move into Love's post here. Additionally, Lee Strahorn, formerly with Lord & Thomas, has joined the NBC publicity staff here.

Blumenschein Joins Agency

Fred W. Blumenschein, until recently with Kelly, Nason & Winsten, has joined the radio department of Blackett-Sample-Hummert as commercial continuity writer.

Denies KROW Sale

Oakland, June 21.—KROW is not for sale, and will not affiliate with any of the Hollywood stations on a network, H. P. Drey, general manager, asserts.

Drey's statement that present station policy will continue was in denial of persistent rumors that some type of network affiliation was in prospect.

Canada to Open New Unit Near Montreal

MONTREAL, June 21.—Plans for the opening of a 50-kilowatt transmitter of the Canadian Broadcasting Corp. at Vercheres, Quebec, have been made known by H. Rooney Pelletier, program director of CRCM.

The opening of the new transmitter scheduled for this fall, was discussed along with other governmental radio expansion plans at a recent convention in Ottawa.

Pelletier said the station will be used for experimentation with ideas, programs and artists this summer.

Birmingham Station May Shift Networks

(*Continued from page* 1)

CBS are considering such a project. Should the move be approved and go into effect, it would simply mean that WAPI would be the CBS outlet and WBRC the NBC outlet. At present, WBRC gets CBS programs while WAPI pipes NBC offerings.

It is conceivable too, that the move, if it is consummated, would result in WAPI getting a full-time wave length. At present the station operates on a part-time schedule; sharing its evening time with KVOO at Tulsa, Okla.

Tidewater Renews at WFIL

PHILADELPHIA, June 21.—The Tidewater Associated Oil Co. of New York, continues as WFIL's largest national time buyer, by renewing a 52-week news contract through Lennen & Mitchell agency. The deal, like a similar one just completed, calls for three five-minute and one 15-minute news program daily, six times per week for the year. Staff announcer Gene Morgan will continue as the "Tydol Reporter" for the news commentations.

M. H. Boyd Is Promoted

Maurice M. Boyd, of the national spot sales division of NBC's eastern sales department, has been appointed head of the division, effective July 1. He succeeds F. E. Spencer, Jr., who has resigned.

Weed & Co. Expands Office

Weed & Co. station representatives, are occupying enlarged New York quarters. Space adjoining the old offices was recently acquired to accommodate the enlarged sales staff.

Don Lee Web Concentrating In Hollywood

Following the current trend of radio to Hollywood, it has been confirmed here that the Don Lee Broadcasting System, an important link in the Mutual network, will concentrate all future Pacific Coast production of the network in Hollywood and Los Angeles.

In a wire to the Mutual offices here, Lewis Allen Weiss, general manager of Don Lee, stated that in line with the general production expansion of the combined Don Lee and Mutual networks scheduled for the fall, he was currently negotiating for new headquarters in Hollywood for the combined webs, with KHJ as western key station of the chains.

First Switches Set

First Pacific Coast programs to be switched to KHJ, Los Angeles, for origination, are "Feminine Fancies" and "Morning Merrymakers," which have been heard from KFRC, San Francisco, for some time. Mel Venter, Bob Bence and Bill Davidson, central personnel of the programs, will move south with the shows, to start broadcasting over the chain from Los Angeles June 28.

Weiss, now in Chicago attending the N.A.B. convention, leaves for the east this week for conferences with Mutual network officials and advertising agencies to work out the lineup of new fall shows which are slated for Hollywood origination over the Mutual-Don Lee system.

It is understood that several of the chain's more important commercial programs, currently being broadcast from New York, will be moved to the coast as soon as quarters can be obtained in Hollywood.

Anderson Joins N. Y. System

G. William Anderson, until recently with the *Herald-Tribune,* has joined the sales staff of the New York State Broadcasting System. Burt Squire is general manager of the network.

Prior to his association with the *Herald-Tribune*, Anderson was with the *Hearst International Magazines,* and was advertising manager of several trade publications.

Back Aircast in Ads

OMAHA, June 20.—KFAB of Central States Broadcasting Co. is using newspaper space locally to plug its "Howdy Neighbor" program, aired for 30 minutes at 1:30 P.M. (CST) each Saturday.

The program, sponsored by Interstate Transit Bus Lines of the Union Pacific System, salutes some Nebraska or Iowa city each Saturday with a broadcast directly from the city.

WHN to Start New Show

WHN will start a new series of all-colored shows June 28, when the "Darktown Strutters Jamboree" makes its bow from 9:15 to 9:45 P. M., E. D. S. T. The cast will include Bob Howard, Edna Brevard, the "Three Jazzsters" and a 15-piece orchestra.

DURING her phenomenal radio career, Jessica Dragonette has enacted every important dramatic role in light opera and has presented the important song literature of the world.

In her new Palmolive series she will broadcast beloved music and thrilling dramas . . . *Sari, Irene, Carmen, Thais, Maytime, The Only Girl, Pink Lady, The Bohemian Girl, Sweethearts, The Chocolate Soldier, The Merry Widow, Rogue Song, Smilin' Thru.*

Above, Miss Dragonette is pictured in two recent characterizations—*Rio Rita* and as *Kathie* in *The Student Prince.*

JESSICA DRAGONETTE

Radio's Foremost Singing Actress

now appearing

Palmolive BEAUTY BOX THEATRE of the air

EVERY WEDNESDAY NIGHT, NINE-THIRTY E. D. S. T., WABC — COLUMBIA NETWORK

Actors Guild May Organize Radio Talent

The organizing of radio talent in Hollywood may be carried on under the direction of the Screen Actors' Guild for Actors' Equity Ass'n, it was indicated here yesterday.

Kenneth Thomson, secretary of the guild, will attend a meeting of the Equity council today at which plans may be set for the radio talent organizing drive on the west coast. The guild, an Equity affiliate, already has promised to cooperate in Hollywood, where a large part of the talent engaged in radio are guild members. Indications are that any film player appearing on the air will have to become a member either of Equity or its radio affiliate, in the event a separate organization is set up for radio talent.

Thomson, who came here from the coast last week to open a guild office in New York, plans to leave for Hollywood tomorrow. The guild will sign contracts with eastern producers between now and Aug. 1, when the guild shop goes into effect in eastern studios.

Charlotte Business Gains

Charlotte, June 21.—Indicative of business conditions and the willingness to buy in the primary area of WBT is the recent pictograph of trade and commerce carried in *Forbes Magazine.* The graph shows that Charlotte is among the first five cities in the second territory in the nation whose business shows a marked increase over last year. The survey is based on an area centering in Charlotte and including 20 surrounding cities and towns.

WBT is a CBS affiliate.

"Family" Going to Hollywood

San Francisco, June 21.—"One Man's Family" will move to Hollywood Aug. 8, supposedly for a month, but it probably will be held there permanently with other NBC programs.

Richard Himber
CONDUCTS THE
LUCKY STRIKE
HIT PARADE
●
WEAF - NBC NETWORK
WEDNESDAYS: 10 P.M.
EDST
(Commencing Aug. 11)

Realism Draws Police

Oklahoma City, June 21.—"There's shooting going on at the Hightower Bldg.," shrieked a voice over the telephone.

"All right, we'll investigate," came a calm voice from the Oklahoma City police station. Three patrol cars were dispatched to the building. After searching for the "Killer," here's what they learned:

That a certain city merchant had $10,000 worth of firecrackers stocked for the next three years, which the City Council had banned after this year. So he prepared to put on a sale, which was advertised over KFXR, in the Hightower Bldg.

As an overture to the broadcast, several firecrackers were shot off before the microphone by Announcer Harold Sparks.

"Maybe the boys shot off one or two in the building," said Bob Elliston, station commercial manager. "Anyway, the next thing we knew the building was under martial law."

Cincinnati Newscast Studios Are Opened

Cincinnati, June 21.—The new WCPO ground floor newsroom, in the center of the downtown business and theatre district, and a few squares from the main studio in the Hotel Sinton, was formally dedicated Saturday, and will be on the air from 6 A.M. to midnight with a minimum of 14 newcasts daily, plus intermediate flashes as important local and foreign breaks occur.

The room is open to the public to listen to regular programs, and see and hear broadcasts of national news received direct over United Press wires, and local happenings as supplied by the *Cincinnati Post,* Scripps-Howard daily, which controls the station.

Window bulletins give broadcasting time schedules with names of sponsors, and sponsor's products are displayed in windows.

Central States Seeks Ideas

Lincoln, June 21.—Central States Broadcasting Co. trio, KFAB, Lincoln and Omaha; KFOR, Lincoln, and KOIL, Omaha, is offering eight full privilege memberships in the Y.M.C.A. to staff members submitting the best light program ideas. The ideas need not be original, except with the stations. Judges include Bruce Wallace, promotion manager; Reginald Martin, station manager; Jim Acuff, salesman, and Barney Oldfield, Motion Picture Daily representative.

Lottridge to Manage KOMA

Oklahoma City, June 21.—Buryl Lottridge, formerly of Omaha, has been appointed commercial manager and assistant to the manager, Neal Barrett, of KOMA, Oklahoma City. Lottridge resigned May 1 as general sales manager of the Central States Broadcasting System. He entered the radio field 11 years ago in Chicago and has been connected with stations in Oklahoma, Kansas, Missouri and Iowa. In 1928 and 1929 he was assistant manager of KCRC, Enid, Okla.

Football for WMCA

As an aftermath to yesterday's article here to the effect that the Socony sponsored Yale football games this season would not be broadcast locally, added information has been received that the games will be heard in the New York area over WMCA.

Benton, Bowles Open Radio Office on Coast

Its survey having been completed, Benton & Bowles has opened an office in the Equitable Bldg., Hollywood, for the production of its west coast radio shows. The Maxwell House "Showboat," produced in New York for the past four and a half-years, will be transferred to Hollywood beginning July 8.

Herschel V. Williams, Jr., will be in charge of production of the agency's Hollywood programs. Chester MacCracken, who has been the business manager of the agency's radio department in New York, will be in charge of all talent buying and other business in connection with the Hollywood programs.

KRE Aids California Jobless

Oakland, June 21.—The California State Employment Service is staging a program over KRE in Berkeley whereby Peter D. Kristich, director of the state free service broadcasts, interviews applicants in search of employment.

Several jobs have been obtained by unemployeds as a result of the Monday night broadcast, Don Hambly of KRE reports.

WCAU Advances Ethyl Felt

Philadelphia, June 21.—Ethyl Felt will become director of all women's programs for WCAU beginning Aug. 15. Miss Felt formerly held a similar post at WDAS here and is currently connected with the social service staff at the Mt. Sinai Hospital, in which capacity she conducts a children's health forum over KYW.

KSL Starting Earlier

Salt Lake City, June 21.—KSL has extended its daily broadcast facilities one half-hour earlier each morning. The station henceforth will be on the air from 6 A. M. until 1 A. M. the following morning, and an all night period Saturdays. The station has a power of 50,000 watts.

Noe Owns 95.5 Per Cent. of WBNO

New Orleans, June 21.—State Senator James A. Noe of Monroe, La., is a 95.5% stockholder in the commercial group operating WBNO in the St. Charles Hotel, licensed to the Coliseum Baptist Church. Senator Noe is an avowed candidate for Governor at the next election two years hence.

WFIL Has 17% Gain First Half of June

Philadelphia, June 21.—The first two weeks in June recorded a new high in WFIL sales, according to Donald Withycomb, general manager. Sales manager Jack Stewart and his staff turned in 29 new accounts and three renewals for a net increase of 27 per cent over any previous semi-monthly report in the station's two and a half years. Local business was up 17 per cent while national placements increased 10 per cent. Besides these, WFIL added three network commercials, one on the WLW line and two on the NBC blue.

A breakdown of the new accounts shows two national advertisers, the Sun Oil Co. and Knowmark Shoe Cleaners, Inc., who have never used WFIL; five local accounts were making their first try on the station; and four others who had never used radio at all. The largest placement was the Tidewater Oil Co. with a renewal contract for 120 minutes per week for 52 weeks.

A. F. A. Meet Opens With 1,500 Present

The 33rd annual convention of the Advertising Federation of America opened yesterday at the Hotel Pennsylvania with 1,500 delegates in attendance. Nine affiliated groups met in business sessions.

The general program included addresses by Clayton Rand, president of the Gulfport, Miss. *Guide* and president of the Nation Editorial Ass'n; Grover Whalen, Lowell Thomas, Strickland W. Gilliam, Dr. James Shelby Thomas, president of the Chrysler Institute of Engineering, and DeLoss Walker, associate editor of *Liberty.*

Wester on WHBY Sales

Green Bay, June 21.—W. C. Wester, for the past one and one-half years member of the commercial staff, has been appointed director of radio sales for WHBY, Inc., owner and operator of stations WTAQ and WHBY, Green Bay. Rev. James A. Wagner is managing director. Wester had served the stations as a salesman in the territory outside the city of Green Bay before his appointment to the newly created post.

NBC Gets Phila. Concerts

Philadelphia, June 21.—Beginning July 3 and every Saturday thereafter throughout the summer, KYW will make exclusive pickups of the Robin Hood Dell summer outdoor concerts of the Philadelphia Orchestra for broadcast on the station and the NBC-Red network. The full hour programs, in the former seasons carried by CBS, will be heard at 8:30 P.M.

NBC Signs Amelia Earhart

San Francisco, June 21.—Amelia Earhart has been signed by NBC for two exclusive broadcasts—one when she arrives at Honolulu, the other when she completes the flight at San Francisco.

WOWO to Celebrate

Fort Wayne, June 21.—WOWO celebrates its 12th year Tuesday. The station began operations in 1925, with a 500-watt power and three employes. Today WOWO is a 10,000-watt station, with more than 40 on its staff.

San Francisco Protests Over Air Transfers

San Francisco, June 21.—Aroused by plans of major networks to transfer important radio production from San Francisco to Los Angeles, Chamber of Commerce officials have lodged protests with Mutual, and contemplate similar action against NBC and CBS.

The Mutual station, KFRC, will switch its daily variety shows, "Morning Merrymakers" and "Feminine Fancies," to KHJ in Los Angeles, June 28.

Several weeks ago KSFO, the CBS outlet, switched its daily variety hour, "Western Home," to KNX, Hollywood. NBC has announced the forthcoming departure of "One Man's Family," to its Hollywood studios.

Chamber of Commerce men report a $10,000 weekly payroll for musicians is endangered, pointing out that workers in all other departments of local radio are gradually being transferred to southern California.

General Electric Gets Broekman

Los Angeles, June 21.—General Electric has signed David Broekman and his Friday night Mutual program for 52 weeks. In addition to Broekman and his orchestra, Jimmy Newell, tenor, and the Stafford Sisters, vocal trio, are the regular artists. The series takes the place of Mutual's "Thomas Lee Presents" program.

Dupre in New WWL Post

New Orleans, June 21.—Henry Dupre, announcer, has been named director of WWL's department of special features and events. He has been connected with WWL for five years.

Evelyn Gardiner Elected

Pittsburgh, June 21. — Evelyn Gardiner, director of the KDKA "Home Forum," has been elected president of the local branch of the Home Economics in Business group of the American Home Economics Ass'n.

Reagan Writes About Films

Des Moines, June 21.—"Dutch" Reagan, formerly sports announcer for WHO, now in Hollywood starting work on his first picture with Warners, is writing a story about his experiences, for the Des Moines *Sunday Register*.

WOW Starts "Melodies" Series

Omaha, June 21.—"Mid-Day Melodies," with music six days a week and a news resume on Sundays, is being sponsored by Quaker Petroleum over WOW from 12:15 to 12:30 P. M. In charge is Program Manager Harry Burke.

The Script Library
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A Radio Script for Every Sustaining and Commercial Need

Radio Personals

BURNS LEE of Benton & Bowles leaves New York for Hollywood today aboard an Eastern Airliner to take over the publicity reigns of the newly established Benton & Bowles Hollywood office . . . Budd Hulick of Stoopnagle & Budd left for Hollywood last night to attend the wedding of Nelson Hesse, who handles the Stoop and Budd destinies . . . NBC will present a memorial program to the late Sir James Barrie with Eva Le Galliene playing the lead in "Peter Pan" on the Blue this Thursday . . . Rita Doyle and Antoinette Force of the NBC statisical staff, will become brides next week . . . Kate Smith and Joe Penner, both on CBS, leave the network for the summer this week . . . Walter Winchell has been signed to play the role of Hildy Johnson in "Front Page" on the Lux "Radio Theatre" next week . . .

+

Cincinnati Town Pump

Cincinnati, June 21.—Durwood Kirby, WLW announcer, has left the local studio to join NBC in Chicago. . . . Stuart Finley, from WIBX, Utica, has been added to the staff of WCPO, local Scripps-Howard station, as announcer. . . . Charles Wood, formerly with WXYZ, Detroit, and Glen Parker, with CBS in New York, have been added to the WLW and WSAI announcing staffs.

+

Los Angeles Town Pump

Los Angeles, June 21.—J. Walter Thompson agency has set Reginald Denny, Constance Bennett and Florence George on the Kraft program June 24, and Gladys George to do "personal appearance" with Don Ameche on the Chase and Sanborn hour July 11. Also Ann Sothern to do "50 Roads to Town" with Ameche for C. & S. July 18. Miss Sothern and Ameche were starred in the picture by 20th Century-Fox. . . . "Submarine Sal," drama by Benet Costa of a United States naval base and a girls' popularity contest, went into the "Popular Theatre" on KFWB and Southern California network stations Saturday at 9:30 p.m., P. S. T. . . . It is produced by the Federal Theatre of the Air.

+

Oklahoma City Town Pump

Oklahoma City, June 21.—E. L. Colburn has been transferred from the local sales staff of the Daily *Oklahoman* and *Times* to the sales staff of WKY, Oklahoma City . . . L. C. Stokely, formerly of KANS, Wichita, has been added to the WKY sales staff . . . Jack Lovell, chief WKY operator, is trying to figure out how to filter out the loud noises he is getting from a new addition in the family . . . Ken Wright, WKY staff organist, returned to his home church in Great Bend, Kan., to appear in a special program dedicating the church's new two-manual pipe organ which, incidentally, he helped the church buy.

+

Philadelphia Town Pump

Philadelphia, June 21.—Ben Greenblatt, KYW piano rambler, who has crossed the Atlantic 17 times, will make his first U. S. tour this summer . . . WFIL announcer Dave Tyson takes leave of absence next week to fill the post of "Daddy Dave" at the Kiddies Theatre on the Steel Pier, Atlantic City . . . Todd Sloan, KYW engineering supervisor, will sail this week for a West Indies cruise . . . WIP adds five new night clubs to its nightly dance band remote airings . . . Charlie Kerr, staff artist at WCAU, heads the orchestra for the summer music at Convention Hall in Cape May, N. J. . . . Morton Lawrence will return to the WCAU announcing staff, replacing Lon Pierce, who has left for a New York announcing post.

+

San Antonio Town Pump

San Antonio, June 21.—W. R. Harrod is pinch-hitting for Radio Columnist-Editor Renwicke Cary of *The Light* who is away on his vacation. . . . KABC now has 10 daily news periods. . . . Jack True of the KONO production staff is in Dallas waxing for Brunswick. . . . Johnny Williams, violinist, has joined the Tune Wranglers who are heard daily over WOAI.

+

San Francisco Town Pump

San Francisco, June 21.—Leo Cleary and Ken Gillum, KPO comics who appeared on Rudy Vallee's program several times last year, have split . . . KGO maestro Paul Martin will vacation in New York, attempting to market his newly-invented electric steel guitar . . . Armand Girard, radio baritone, sang with the San Francisco Symphony at Stanford University commencement exercises Sunday . . . Ruth Peterson, who appeared recently on Dean Maddox's KFRC amateur hour, has been signed as vocalist by M-G-M. . . .

Lucy Cuddy, KSFO, did the script for the annual San Juan Pageant . . . Tom Gerun, former radio orchestra leader, is now running a night club . . . The entire KYA crowd helped Bob Stanley to board the *Malolo* when he left the local station for a berth on the production staff at KGMB in Honolulu . . . Bob Hall, radio editor of the *Call-Bulletin*, has been flying with Don Thompson on the latter's NBC-United Airlines broadcasts from several thousand feet above the old earth . . . Bill Fuller has quit the staff of Ralph Brunton's KJBS to devote all his time to free-lancing. He will, however, keep up the "Downstairs" morning program.

Odd Fellows Broadcast

New Orleans, June 21.—The first fraternal broadcast in the city was heard over WWL Friday and Saturday evenings by the Independent Order of Odd Fellows, in an effort to build up their membership.

KYA Rates Increase With Greater Power

San Francisco, June 21.—With its new transmitter functioning under the increased 5,000-watt power recently authorized by the FCC, KYA has tilted rates approximately one-third all down the line. The new rate card is the Hearst station's first in more than two years.

Evening base rate of $125 per hour becomes $170, the daytime hourly rate, formerly $62, moves to $85, and the after-midnight cost per hour is now $57 as against the earlier $42. M. E. "Bob" Roberts is station manager.

F. P. Morton Opens Agency

Greensboro, N. C., June 21.—Frank P. Morton has opened an agency here under the name of Morton Advertising Co. The agency will specialize in business and industrial accounts.

Morton was formerly associated with the Carl J. Balliet agency; with the Southeastern Hotels Co. as advertising and sales manager, and the Textile Chemical Products Co. William Stack will be art director for the agency.

WTAQ Being Remodeled

Green Bay, Wis., June 21.—Extensive improvements are underway at the studios of WTAQ here. The commercial staff has moved into the recently completed suite of 12 rooms, while the penthouse studios are being rebuilt. The station is planning a special broadcast for the formal opening of the new studios.

Uses Associated's Service

Knoxville, June 21.—WNOX here is now using Associated transcription service. The station gave the service a big send-off with five column ad in the *News-Sentinel*, local affiliate, and full hour evening program initial day.

Bloodworth Made Editor

Los Angeles, June 21. — James Bloodworth, member of KHJ's writing staff, has been upped to continuity editor, succeeding Carroll O'Meara, who resigned for a Young & Rubicam spot.

Judson LaHaye Writes Song

Bridgeport, June 21.—Judson LaHaye, WICC program director, has composed a new popular ballad, "Love is Not Laughter," introduced on the station by Ruth Ferry, songstress.

WKRC Opening Earlier

Cincinnati, June 21.—The time for daily opening of WKRC, CBS affiliate, has been moved forward 15 minutes, the first program now going on at 6:30 instead of 6:45 A. M.

LEO SAYS:
Not only at convention time but every time, WHN's number I Showmanship spells increased sales for our advertisers!
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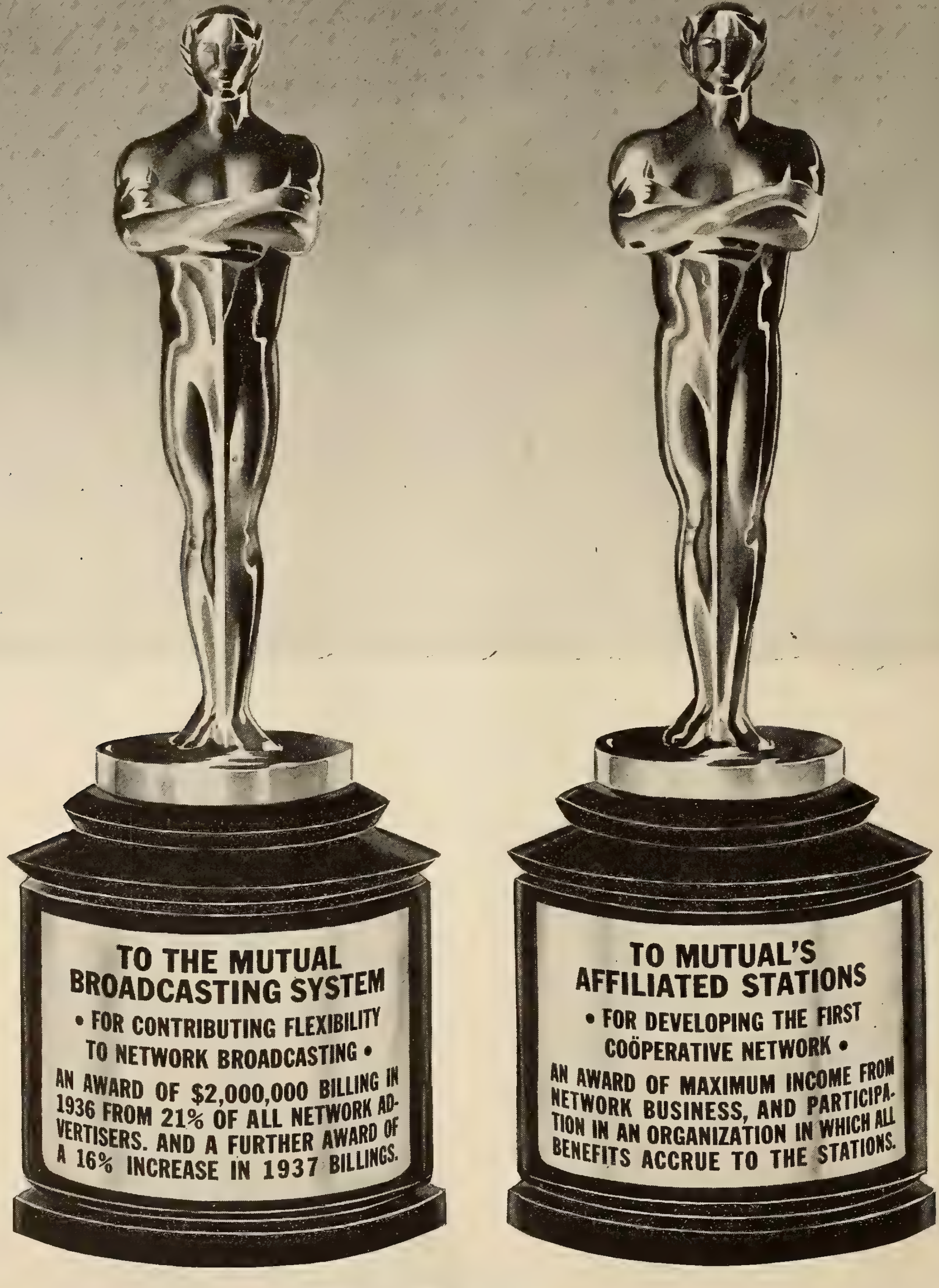

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Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 146 NEW YORK, WEDNESDAY, JUNE 23, 1937 TEN CENTS

Elmer Chosen As President Of the N. A. B.

Craney's Name Entered At Last Moment

CHICAGO, June 22.—John Elmer, president of WCBM, Baltimore, was elected president of the National Ass'n of Broadcasters by a vote of 147 to 52 for Ed Craney of KGIR, Butte, Mont., at the second day's session of the association at the Hotel Sherman. Craney's name was entered by petition. Elmer succeeds Charles Myers of KOIN, Portland, Ore.

All other officers on the slate presented by the nominating committee, including the board of directors, were unanimously elected as follows: first vice-president, John J. Gillin, WOW, Omaha; second vice-president, William J. Scripps, WWJ, Detroit; treasurer, Harold Hough, WBAP, Fort Worth; directors, three-year term, Charles Myers, KOIN; Herbert Hollister, Wichita; Harry Hutcher, CBS, Washington; Frank Russell, NBC, Washington; Theodore Streibert, MBS, New York, and for one-year term, Eugene Dyer, WGES, Chicago.

In an interview following his election Elmer said: "I think of broad-

(*Continued on page* 10)

Additional developments in radio on pages 10, 11 and 12.

Para's Zukor Suit Reply Ready July 1

Paramount will file a reply by July 1 to the stockholders' action to enjoin the company from putting Adolph Zukor's new employment contract into effect, an official of the company stated yesterday.

The action, which was brought June 12 by A. Ella Hayin, owner of a small number of Paramount shares, will be set for hearing shortly after the filing of the company's answer. On June 15 Zukor's contract was

(*Continued on page* 3)

Giveaway Bug Loose In Denver Once More

DENVER, June 22.—Giveaways are again in the headlines here, with the Fox houses and the Denham and Alpine entered in the fray.

Fox, with eleven houses called the "Lucky 11," is offering a car each week, in addition to $1,000 in four prizes—$500, $200, $200, and $100. Using the same ticket plan formerly

(*Continued on page* 3)

Educational Will Study 16 mm. Film

Educational Pictures will conduct a survey of the 16 mm. field this summer to determine the possibilities of the market and to assist the company in deciding whether or not to enter 16 mm. film production, E. W. Hammons, Educational president, said yesterday.

Hammons pointed out that practically all of the catalogued subjects available for 16 mm. projectors are at least two and one-half years old and that the absence of a fresh supply of subjects is felt to be a retarding influence in the marketing of 16 mm. equipment. The company's survey, he said, in addition to determining the number of projectors of this type actually in use, will also attempt to ascertain the extent to which the market

(*Continued on page* 3)

Brylawski Retained By Condor on S. E. C.

Condor Pictures has retained Fulton Brylawski, prominent Washington attorney, to represent the company in its application for stock registration before the S. E. C., George Hirliman, Condor president, said yesterday.

With Brylawski handling the further developments in connection with the registration application, it will not be necessary for Hirliman to remain in the east for new S. E. C. hearings,

(*Continued on page* 6)

More Exchange Pacts Are Discussed Here

Distributor representatives and exchange union delegates met yesterday in an effort to set up basic working conditions in a number of key cities. Agreements have been concluded on nine exchange territories with 23 remaining to be cleared up. Kansas City and Indianapolis situations are expected to be settled this week.

Rockefeller Claim Is Hit at Hearing

Creditors' attacks on the settlement of the $9,100,000 Rockefeller Center claim against RKO for 500,000 shares of the reorganized company's new common stock marked the resumption of arguments before Special Master George W. Alger yesterday on the RKO reorganization plan. At one point, Alger asked Timothy N. Pfeiffer, representative of the Rockefeller interests, whether it would be possible to reduce the amount claimed, but Pfeiffer replied that considerable concessions already had been made.

Carlos Israels, representing unsecured creditors, stated that his group had given approval to the plan as a result of negotiations which effected several amendments to the plan. He indicated that the interest rate of 5½

(*Continued on page* 7)

Depinet and Reisman Back from RKO Meet

Ned E. Depinet, Phil Reisman and Ben Cammack returned yesterday from the coast by plane after attending the RKO convention on the coast. Eastern and home office delegates will return tomorrow.

Barret McCormick, publicity and advertising head, is remaining in Hollywood for a few days. Nate J. Blumberg, J. J. O'Connor and Max Fellerman of the theatre department, have

(*Continued on page* 7)

File More Bay State Bank Night Actions

BOSTON, June 22.—George S. Ryan, attorney, has filed two additional suits in an effort to collect royalties on Bank Night. One is against Norman Glassman of the Rialto, Lowell, operated by the Merrimac Amusement Co., in Lowell District Court. The other is against William Warr, Warr The-

(*Continued on page* 3)

Steel Riot Film Pops Up In London; Para. Amazed

England is seeing the Paramount News shots of the Republic Steel riots at Chicago the Sunday before Memorial Day and this country isn't. You could have fanned a lot of Paramount executives over with a humming bird's feather when they heard about it yesterday afternoon.

On his way west to the Paramount convention A. J. Richard, editor of the reel, said he thought he was doing a public service by not permitting the reel to be shown. It might cause more riots.

Senator La Follette's Civil Liberties Committee investigating labor troubles asked that the film be shown. Somehow or other a St. Louis *Post-Dispatch* reporter got into the screening and wrote two columns about it. The article was reprinted widely in this country.

Yesterday cables came through

(*Continued on page* 7)

CEA Quality Clause Fight To Be Pressed

Council Votes to Force Demand on Quota

By BRUCE ALLAN

HARROGATE, England, June 22.—present general council of the Cinematograph Exhibitors' Ass'n, after a four-hour discussion today at the annual summer conference here, passed resolutions "that this general council confirms its previous decision to press for a quality clause."

The resolutions were passed by a vote of 53 to 20, and referred to the demand of the C.E.A. that the proposed new Films Act include a provision for the determination of quota films on a quality basis.

The council appointed a new committee of 11 members and the presiment and vice-president of the C.E.A. in place of the Moyne negotiating committee. The decision amounts to a dismissal of the old Moyne committee and endorsement of the stand of C. P. Metcalfe, president, and Ken Nyman, vice-president.

The committee includes: J. Prendergast, E. Trounson, J. Alexander, Major C. H. Bell, Richard Dooner, Sydney K. Lewis, E. J. Hinge, T. H. Hartley, F. G W. Chamberlain, J. McCullie and H. P. E. Mears. A. J. Gale and Theodore J. Fligelstone were also qualified for the committee as ex-officio members, but declined to serve.

The stand of Metcalfe and Nyman,

(*Continued on page* 7)

C. E. A. Asks Inquiry On All New Theatres

LONDON, June 14.—The Council of the Cinematograph Exhibitors' Ass'n has requested the Board of Trade to consider the setting up of machinery for an official inquiry into all new plans for theatre construction. It has also made the point that, in considering such plans, regard should be paid

(*Continued on page* 7)

Italy Decree Has No Effect on Hays Deal

The decree published in the *Official Gazette* in Rome yesterday, which made official and effective the increase in the dubbing tax on films imported into Italy, and establishes a new quota for theatres with respect to Italian films, was declared here yesterday to have nothing to do with the recent agreement reached between Will H.

(*Continued on page* 6)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 23, 1937 No. 146

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Warner Club Sails Today to Bear Mt.

Aboard the chartered Day Line steamer, *Peter Stuyvesant,* the New York Warner Club today will sail to Bear Mountain where the annual outing of the club will be climaxed by a series of games, races and social events. Camille Garrity has been elected "Miss Warner Club" for the day and will be featured in a filming of the trip.

Arrangements for the outing are in charge of Harry Meyer, chairman; Ed Hinchy, club president; Max Blackman, R. W. Budd, Harold Rodner, Louis Aldrich, A. W. Schwalberg, J. T. Holmes, Irving Birnbaum and Marie Carol.

Screeno Pleases Loew's

The return of Screeno in Loew theatres has met with gratifying results, executives of the circuit declared yesterday after a checkup. In nearly all instances "giant double Screeno" is being used with extra prizes offered.

Nelson at Carolina

SPARTANBURG, S. C., June 22.—Bill Nelson has been named assistant manager of the Carolina here.

Insiders' Outlook

By RED KANN

JUST like the plots out of Hollywood and, in many ways more dramatic than most, came Joe Schenck's deal for a fifty per cent interest in the Robb and Rowley chain. On behalf of the United Artists Theatre Circuit, Inc., of which he is the dominant factor, Schenck has embarked upon this expansion in a field not identified with his post as chairman of the board of Twentieth Century-Fox. And before there need arise any confusion, it is well to set down early that the company which made the investment in this important Southwestern circuit, has no connection, near or far, with the United Artists Distributing Corporation. . .

▼

What is the why behind the deal? After some digging around, your researcher ran into the circumstances and gives them to you with something beyond mere reasonable assurance that they represent only hearsay:

Firstly, you're apt to be in difficulties if you seek to stifle a man's ambition. Schenck is ambitious and always has been. It is our understanding he looks upon Texas as pretty much of an empire of its own, sees no particular reason why Karl Hoblitzelle and Bob O'Donnell, which is to say Paramount, should be the sole large factor in that territory. Having reached such a conclusion, he planned to act. The Robb and Rowley deal, it can be said now, is not to be likened to a complete bolt out of the blue. It has been under discussion for about six months. . . .

▼

On or about the time the word was bruited about that Schenck was looking it over with much assurance a deal eventually would be struck, Paramount did not lag far behind. It expressed its displeasure and, as we piece the inside together, it went further by hinting darkly at reprisals against Twentieth Century-Fox in its richest theatre territory, the Pacific seaboard where Fox West Coast is king, emperor and, many insist, dictator all in the one swoop. Sidney Kent and Sypros Skouras reputedly pointed at long length the difficulties which might trail any deal Schenck might make with Robb and Rowley. How their point of view was disposed of is effectively indicated by the fact that the purchase ultimately was made. . . .

▼

Thereby the United Artists Theatre Circuit, Inc., took a decided step forward in the neighborhood of the other national chains. It has its scattered theatres in some of the "A" towns. It is in Los Angeles and in Pasadena and it controls what was formerly known as the Fox Metropolitan Playhouses here in little old New York. The investment has its curious angle, also, in the fact that, while Robb and Rowley continue management, Schenck as half owner will, or ought to, have something to say about any deals R. & R. might make for Twentieth Century-Fox product. Schenck, in a word, thereby is a seller and a buyer of his own output in this one direction anyway.

▼

Will he go further? Years ago, we learned the dangers inherent in the crystal ball and, thus and generally speaking, laid off. However, and provided you don't hold us to it, we feel informed sufficiently in this one instance, at least, to urge that you experience no special surprise if you find the United Artists circuit stepping elsewhere in due course. Not in the form of new theatres; there is little purpose these days of building them. But it could easily, and it probably will, take shape in an acquired interest, if not to say a control, in existing circuits. Thus, on the one side, you find Schenck a heavily interested exhibitor by virtue of National Theatres, Twentieth Century-Fox's exhibition arm and a stalwart one. On the other, you see a sort of a paralleling activity growing apace through the U.A. circuit. Will he put the one into his major interest which, in terms of outlets, is National Theatres? You might view yourself as having been in the know if one of these minutes, weeks, months and, perhaps as far off as years, he does.

▼ ▼

The pleasant and rotund Douglas W. Churchill, covering Hollywood for *The New York Times:*

> A radically altered "Stage Door" is being photographed at RKO. . . . It is probable that playwrights Edna Ferber and George J. Kaufman will be vexed by some of the changes. Director Gregory La Cava has tossed out all the original with the exception of the framework, but La Cava and the studio believe that the film will present a more faithful conception of the children who stem from everywhere and who converge with their hopes, deceits and tragedies in the parlor of Mrs. Orcutt's boarding house. . . . La Cava believes that much of the reasoning of Authors Ferber and Kaufman is specious and that they failed to create a document that accurately presents the problems and psychology of the dozen or so girls with whom the play deals. He turned several stenographers loose on the town with pencils and books and they rode in buses, sat in studio reception rooms, talked to extras on sets. . . . La Cava says that the result is far richer, far more dramatic than the dialogue of the play.

Question: Why, then did Radio buy the play for something like $150,000? . . .

▼ ▼

Warners were after "Room Service." Radio topped the offer and made the killing for $255,000. Reported conversation between Mervyn LeRoy and Sam Briskin:

Mervyn: "Sam, you're ruining the business, spending that kind of money for a play."

Sam: "What did Warners offer?"

LeRoy: "$250,000." . . .

▼ ▼

Max Gordon, stage producer and film producer-to-be, has been doing very well by himself with "The Women." His profit has been hitting regularly in the five figure division each week.

Hand-waving by Gordon prior to his departure for Europe:

"Sure, I'm making money, but I'm making it in the wrong era."

▼ ▼

Excited radio announcers, describing the arrival of the Soviet top-of-the-world flyers at Vancouver, Wash:

"We expect to interview the flyers later. Stay on this station. This is an NBC exclusive, a prestation of the Red network."

Hamilton Fish, please note. . . .

Hawks, Cohn to Fly Non-stop to Coast

Frank Hawks, who will make a serial for Columbia next season, will take off Sunday with Jack Cohn, vice-president of the film company, on a non-stop flight to the coast. They will be met at the Burbank airport by more than 200 convention delegates.

Home office and eastern sales representatives will leave at midnight tonight for Los Angeles, where the first business session will open Monday at the Ambassador. En route, the men will participate in a community sing festival. Books containing 200 printed songs will be given to the salesmen. Hy Dabb will be sing leader. Between song periods branch and district managers will hold individual business sessions in drawing rooms.

Hawks and Cohn will leave from Floyd Bennett Field. Shortly after Hawks arrives on the coast he will begin work in "The Adventures of the Mysterious Pilot."

Rodgers Tours Exchange

William F. Rodgers, general sales manager of M-G-M, is on a swing of exchanges. He was in Cleveland yesterday where he met Tom Connors, division manager, and Jack Flynn, district manager. Rodgers is due in Chicago today and from there will visit Milwaukee, Minneapolis, Omaha, Salt Lake City, Denver and San Francisco. He is scheduled to be away three weeks.

Educational Will Study 16 mm. Film

(Continued from page 1)

might be increased by availability of a constant supply of new 16 mm. productions.

Hammons said that Educational would make no decision on entering the 16 mm. production field itself before completing the survey. He stated that Educational has no plans at this time for entering feature production and expects no change in the present status within the next few months.

Giveaway Bug Loose In Denver Once More

(Continued from page 1)

used by the Huffman houses, the Fox group is also allowing courtesy matinee registrations.

The Denham, first run, and the Alpine, neighborhood, have two cash nights each week, their offerings running $500 or more. This twosome is also allowing matinee registrations, furnishing cards to be filled out.

Only one Fox house, the Isis, 15-cent grind, is not in the Fox cooperative affair. One Denver first-run, the Orpheum, has always kept away from giveaways, and is not entering this time either.

File More Bay State Bank Night Actions

(Continued from page 1)

atre, Wareham, in Plymouth District Court.

In the latter suit Ryan contends royalties were due at the time Warr sold the theatre to the Joelson Circuit.

Several other suits, all on a breach of contract basis, are pending.

Some time ago the U. S. Circuit Court of Appeals ruled royalties could not be collected through copyright suits as the Bank Night system is not copyrightable.

Test Illinois Game Law

Davenport, Ia., June 22.—Illinois States' Attorney Francis C. King has filed information against Isadore Brotman, manager of the Paradise in Moline, on a charge of unlawfully maintaining a lottery. He has started it as a test case to try out the new Bank Night law in Illinois.

Para's Zukor Suit Reply Ready July 1

(Continued from page 1)

overwhelmingly approved by Paramount stockholders.

The company's legal staff has encountered new delays in preparing Paramount's action to enjoin North Dakota from enforcing the Allied States-sponsored theatre "divorce" law, it was stated, with the result that the action, which was expected to be ready by July 1, may not be filed until July 10 to 15.

Prizewinners on Coast

Hollywood, June 22.—Robert K. Fulton of Waterloo, Ia., and Leo Henderson of Helena, Mont., arrived here today for a week's visit. They were winners in the Tristates and Intermountain circuits of the Adolph Zukor drive prizes.

◂ *Purely Personal* ▸

Charles Light, general foreign manager for Alexander Film Co., has gone to Toronto on business. He will also stop at Winnipeg and Vancouver and then will go to Colorado Springs for the company's convention.

●

Bill Shiffrin's play, "Genius Over Broadway," is now the attraction at the Pasadena Playhouse, Pasadena, Cal. This is the second play written by Shiffrin.

●

Charles Weinstein has just returned after having supervised the installation of new lighting fixtures in the Calvert, Washington, and the Savoia, Philadelphia.

●

Henry Loew, brother of the late Marcus Loew and manager of the National, will leave the end of the week for an extended vacation in Maine.

●

Eddie Forman, author of the Joe Palooka series of Vitaphone shorts, will spend an eight-week vacation in California when the Vitaphone studio closes.

●

Randolph Scott will arrive in town Sunday by plane. He will attend the opening of "High, Wide and Handsome" at the Astor in mid-July.

●

Frank Capra and Mrs. Capra, Robert Riskin, Charles D. Lederer and Edna May Oliver will return from Europe Thursday on the *Rex*.

●

Jack Lee is on the coast to open an office for Monte Proser, Inc., which will be the name for the western office of Blackstone Agency.

●

Walton C. Ament, of counsel to the RKO trustee, will be married June 29 to Mary Alicia Nickerson of Greenwich, Conn.

●

George Oshrin, manager of Loew's Valencia in Jamaica, has resigned due to ill health. No successor has been named.

●

Lillian Jeffrey, secretary to Joe Vogel, returned Monday on the *Queen Mary* after a vacation in London.

●

George Hirliman and M. H. Hoffman of Condor Pictures will leave by plane today for Hollywood.

●

Stanton Griffis, chairman of the Paramount executive committee, returned yesterday from Chicago.

●

Joe Vogel is due back today from the midwest where he has been looking over Loew theatres.

●

Edward Small has gone to England in search of talent for "The Man in the Iron Mask."

●

Max Milder, Warner representative in England, will arrive Wednesday on the *Paris*.

●

Eugene Rodney will leave for Hollywood Friday or Saturday.

●

Edward Halperin, independent producer, is in town lining up new production plans.

●

Wolfe Kaufman of *Variety* will head for Hollywood next week for a month's stay.

●

Dave Gould, dance director for M-G-M, is in town for a month's visit.

●

Rosee Handler of the Columbia home office was married yesterday.

●

Bill Jaffee is in Hollywood. There for a couple of weeks.

●

Y. Frank Freeman is expected back from Miami tomorrow.

●

George Bruce's "Baby Face" has been acquired by M-G-M.

●

John D. Clark left for Hollywood last night.

●

John and Mrs. Balaban are in from Chicago.

●

Hal Horne left for the coast yesterday.

Picture Poem

Under the title "Contributors to Art," the *New Yorker* has published this little piece by Anne Forbes:

Only God, they say, makes trees.
Can he make lovelier names than these:

Darryl Zanuck, Hermes Pan,
Van Nest Polglase? Lowly man
Offers thus on silver screen
Names whose bearers rest unseen.
Jasper Blystone, one Field Gray,
Pandro Berman. Stay, oh stay!
Let me know what form or nature
Dwells behind such nomenclature.
Let me see your features clear,
Who rings so finely on the ear.

Field Gray, say that you'll be mine.
Pandro, be my valentine.

Washington Variety To Have Boxing Show

Washington, June 22.—The local Variety Club tent has completed arrangements for a boxing show to be put on for the welfare fund on July 20. It will be staged at Griffith Stadium.

Freddy Steele, world middleweight champion, and Charles (Hobo) Williams will be the principals in the feature bout. Rudolph Berger is chairman of the general committee.

Sillman to Associated

Leonard Sillman, stage producer, has joined Dudley Murphy's new Associated Artists as associate producer and director, and plans an immediate talent search. New additions to the organization's board of directors are Willard S. McKay, Universal general counsel, and J. Meyer Schine, president of Schine Enterprises.

Ask Fight on Ascap In Kansas-Missouri

Topeka, June 22.—That exhibitors secure cooperation of the parent teacher associations in eliminating the Ascap music tax and then establish local scholarships with the amount thus saved to be administered by P.T.A. groups was suggested by John Stapel, president, to members of the Kansas-Missouri Theatre Ass'n in convention here today. Stapel believes that the M.P.T.O. and Allied have failed in their efforts to free exhibitors of the tax and that exhibitors should arouse public opposition to it on their own screens. Scholarships paid for by money saved from the tax would secure everlasting good-will of communities for exhibitors, theatres and motion pictures alike, thinks Stapel.

Membership Drive to Start

While the idea was accepted enthusiastically by the delegates, definite action is not likely until the association's aggressive campaign to strengthen itself with new members and increased dues begins to function in the next 60 days. A series of local committees throughout the area have been appointed by the directors to sell exhibitors the need of a strong association, particularly in view of the present labor situation. Such problems as double bills, exhibitor support for the bill in the next Kansas legislature session taxing Bank Night winnings 15 per cent and thus making the promotion legal in Kansas where the Supreme Court last year banned it as lottery and use of vaudeville to replace chance games, premiums and doubles were discussed but action was postponed by the association until the drive has developed new strength.

Exhibitors, including Ed Haas, Fox midwest district manager; San Sosna, Manhattan, Kansas, and Homer Strowig, Abilene, Kansas, disclosed that straight picture programs consistently make more money than when combined with vaudeville. Vaudeville suffers too much by comparison with good talking films, said Haas.

Retitle Wayne Film

Hollywood, June 22.—"Idol of the Crowds" has been chosen as the title for John Wayne's latest, which was filmed under the name of "Hell on Ice."

The All-Year Route to CALIFORNIA

Just a cool over-night journey on the lower-ground-level, ALL-YEAR Transcontinental Route. Two Overnight Schedules in 14-berth Flagship Skysleepers:

THE MERCURY
3 stops only
Leaves New York 5:10 pm.
Standard time
Arrives Los Angeles 7:30 am.

THE SOUTHERNER
5 stops only
Leaves New York 8:40 pm.
Standard time
Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VAnderbilt 3-2580
Ticket Office—45 Vanderbilt Ave.

AMERICAN
AIRLINES INC.

ANOTHER SHOW
FROM THE NEW

Breathes there the woman who doesn't think that for some reason—her beauty, personality or acting possibilities—she rates a screen test? They're ALL curious about it—and that goes for men too! Not one will be able to stay away from your theatre when you play

HOLLYWOOD

THE PICTURE THAT ANSWERS A MILLION QUESTIONS!

A two-reel "special" that shows every absorbing detail—from the time the prospect is first caught by the talent scout until she appears on the screen! The greatest summer attraction in screen history!

MANSHIP SCOOP

UNIVERSAL!

SCREEN TEST

Produced by CHARLES E. FORD who gave you "Camera Thrills" and "You Can't Get Away With It"

Directed by S. Sylvan Simon

Special ads! Special stills! Special trailer! Special press book! Special one sheet! A tie-up bonanza! A NATURAL for newspapers!

Italy Decree Has No Effect on Hays Deal

(Continued from page 1)

Hays, president of the M. P. P. D. A., and Premier Mussolini.

Associated Press and United Press dispatches published yesterday interpreted the decree as invalidating the Hays-Mussolini agreement, which provided for the number of American films to be imported into Italy and the amount of money which American firms could export from Italy. It was pointed out here, however, that the principal features of the decree of yesterday as published made no mention of the salient features of the Hays-Mussolini agreement, but merely detailed the important terms of the dubbing tax increase and quota as decided some weeks ago and made known at the time.

The new decree increases the dubbing tax from 30,000 lire to a range of from 50,000 lire to 110,000 lire, depending upon the box-office gross of the picture, under a graduated scale, and changes the quota from one Italian picture for every three foreign films shown to one Italian film for every two foreign pictures exhibited in Italian theatres.

The Italian Government yesterday banned two more American films, "Crack-Up" and a "Charlie Chan."

Dodds, Jewell Due Here on Production

Thomas Dodds, chairman of the board of Atlantic Films, and Jack Jewell, story editor and supervisor, are expected in New York within a few weeks to discuss distribution arrangements for two new productions, one of which will be in Technicolor, on which the company plans to start work soon. Columbia is releasing Atlantic's "Thunder in the City."

Dealer Group Elects

CHICAGO, June 22.—The Theatre Equipment Distributors of America, Inc., rival dealer association to the Independent Theatre Supply Dealers, at the convention ended here yesterday, elected the following officers: Arthur Marrone, president; Joseph Pear, vice-president; E. L. Hurley, secretary; R. Perse, treasurer. The directorate includes: Joseph Guerico, Paul Hueter, Henry Dusman and Marrone.

Columbia Votes Dividend

Columbia yesterday declared a semi-annual stock dividend of two and a half per cent on the common stock, payable Aug. 23 to stockholders of record on Aug. 9. Voting trust certificate holders will receive this dividend in voting trust certificates and cash will be paid for fractional shares of common or voting certificates, based on the closing bid price of the voting shares on Aug. 19.

B. & K. to Pay $1.75

CHICAGO, June 22.—B. & K. has declared a quarterly dividend of $1.75 on the seven per cent preferred stock, payable July 3 to stockholders of record June 25.

Saland Closes K. C. Deal

Nat Saland, president of Ace Pictures Corp., has closed a deal with Joe Silverman of Standard Film Co., Kansas City, for distribution of 31 pictures.

Wants Square Quiet

Mayor LaGuardia has given instructions to Police Commissioner Valentine to make Times Square quieter.

He wants less blowing of automobile horns, fewer street musicians and peddlers, better regulation of traffic and less parking.

Dwight Is Cited By Congress Committee

WASHINGTON, June 22.—Richard E. Dwight, legal associate of 20th Century-Fox and former member of the law firm of Hughes, Schurman & Dwight, was named today at a Senate-House committee hearing as one of a group who sought to reduce income tax payments between 1932 and 1936 by taking out large insurance policies with a Bahamas company.

Charles Evans Hughes, Jr., son of the Chief Justice of the U. S., was a member of Dwight's law firm. On June 10 the firm was dissolved, with Dwight and several of his associates forming the new firm of Dwight, Harris, Koegel and Caskey. The dissolution of the firm was attributed at the hearing to Dwight's differences with the Treasury Dep't. over the transactions cited. A Treasury attorney told the committee that by taking out a $4,000,000 policy with the Bahamas company, paying a single premium, then borrowing on the policy and deducting the interest payment from his income tax return, Dwight was enabled to reduce his 1932 income tax payment by $53,448. He said that for the period from 1932-35, the Internal Revenue Bureau decided that Dwight owed $230,399 in taxes.

Brylawski Retained By Condor on S.E.C.

(Continued from page 1)

he said. With M. H. Hoffman he will leave for the coast today with plans for resuming production on two new pictures in about 10 days. Failure of the S. E. C. to approve Condor's application, filed April 2, brought about a suspension of production activities last week, due to an S. E. C. stop-order which, Hirliman said, obstructed both public and private financing during the period in which the S. E. C. took no action on the application.

Curtis Manages House

TORONTO, June 22.—With the appointment of T. R. Tubman as Ottawa district manager, Famous Players Canadian Corp. has transferred Gene Curtis from the Regent in Ottawa to manager of the Capitol there. Until recently Tubman had been in charge of the Ottawa Capitol.

Nelson at Carolina

SPARTANBURG, S. C., June 22.—William Nelson, formerly of the Strand staff, has been appointed assistant manager of the Carolina.

Owsley's Wife Unknown

HOLLYWOOD, June 22.—Monroe Owsley's will, filed today, leaves his estate to his wife, but so far as his friends know he has no wife.

Union in K. C. Asks Theatre Agreement

KANSAS CITY, June 22.—Substantial increases in wages and decreases in hours, a closed shop and continuation of vacations with pay, are asked in a proposed agreement submitted to Kansas City theatres by the recently formed Theatre Employes' Local 24. The agreement, signed by Felix B. Snow, representative of the I.A.T.S.E. with which the new union is affiliated, went to first runs and to subsequent runs that employ any labor.

The schedule asked for first run employes is: cashiers, $25 a week; front doorman, $23.50; chief of staff, $27.50; assistant chief of staff, $24; ushers and usherettes, $20; back doorman, $20; superintendent of cleaners and porters, $28; assistant superintendent, $22, and porters, cleaners and maids, $20. The same schedule was asked from subsequent runs, except for cashiers, ushers and doormen, for whom the union wants 50 cents an hour. Calling for time and a half for overtime, the agreement provides for a decrease in hours from five to 15 hours per week from existing hours.

Guild, Playwrights Meeting on Monday

HOLLYWOOD, June 22.—Dr. Towne Nylander of the Regional Labor Relations Board today postponed until next Monday the meeting of the Screen Writers' Guild, Screen Playwrights, Inc., and producer representatives for the purpose of determining which of the writer groups shall be designated as the bargaining agency for film writers generally. If the factions agree, a vote will be taken among screen writers to learn their preferences.

If an agreement on this score is not reached Nylander will set a date for a hearing on the Guild's petition to be designated as representative for all writers.

Baltimore Union Elects

BALTIMORE, June 22.—Officers of the ensuing year of the Projectionists' Union have been elected as follows: Harry Bauer, president; George Dusman, first vice-president; John Winn, 2nd vice-president; Philip Sollins, financial secretary; Charles Reisinger, recording secretary; Harry Cluster, business agent; William Holthaus, treasurer; Frederick Swartz, sergeant-at-arms. Those appointed to the board of directors are: Leonard Henderson, Harry Daniels, Herman Cluster, William Maney, Earl Tyson, Earl Jackson, Conrad Freund, Conrad Backert and Albert Roth.

English Unions in Deal

LONDON, June 22.—An interunion agreement was signed yesterday between the National Ass'n of Theatrical Employes and the Ass'n of Cine Technicians for joint action and mutual support covering film production and television.

Sesney Succeeds Burkett

KANSAS CITY, June 22.—Local 170, I.A.T.S.E., has elected Claud Sesney temporary business agent to succeed Frank Burkett, the second election in less than six weeks.

Re-Sign Miss Hutchinson

HOLLYWOOD, June 22.—Josephine Hutchinson has been signed to a new long term contract by M-G-M.

Compensation Law Affects Big Houses

KANSAS CITY, June 22.—Circuit and first run theatres will make up the bulk of the houses affected by the unemployment compensation law which became effective when Governor Stark signed the bill passed by the legislature. Employers of eight or more persons will pay 1.8 per cent of this year's payroll, 2.7 per cent of next year's and succeeding years'. Employes do not contribute under the pool fund plan. Benefits, starting after two years, will be paid for a maximum of 12 weeks and will amount to $5 to $15 a week.

Forrest Smith, state auditor, has ruled that advertising of all kinds is exempted under the new two per cent sales tax. This includes screen and radio advertising, on which the state collected the one per cent levy. The new tax is not applicable to freight transportation, which exempts film delivery.

Ask Three-Reel Cans

NEW HAVEN, June 22.—Allied of Connecticut has informed all exchanges except United Artists and Universal of the resolution passed that shipments of film should no longer be made in cases of over three double reels. Five-reel cases have proven dangerous in lugging up to booths, it is claimed. The notices inform exchanges that after 30 days, film will not be accepted in the large cases. Universal and United Artists are already complying with the request.

Disney to Make "Bamby"

HOLLYWOOD, June 22.—Walt Disney, committed to the production of one feature each year, plans to produce as a feature cartoon "Bamby," Felix Salten's book of last season, for next year. Sidney Franklin has been signed as director, and the characters will be conventional rather than caricatures.

Rose Rosenberg to Metro

LONDON, June 14.—Rose Rosenberg, private secretary for 15 years to J. Ramsay Macdonald, ex-Prime Minister of Great Britain, is to become an executive of Metro-Goldwyn-Mayer British Studios, Ltd., starting in August.

Wall Street

Light Stock Gains

	High	Low	Close	Net Change
Columbia	29	29	29	.....
Consolidated, pfd.	12	12	12	— ⅜
Eastman	170	170	170	.....
Loew's, Inc.	76	75⅜	76	+ ⅛
Paramount	18⅜	17¾	17⅞	+ ⅛
Paramount 2 pfd.	17	16⅞	17	+ ¼
Pathe Film	6½	6½	6½	+ ⅛
RKO	7¼	7⅛	7¼	+ ¼
20th Century-Fox	34⅝	34½	34⅝	+ ⅛
Warner Bros.	12⅜	12¼	12¼	+ ⅛

Technicolor Up 1¼ Points

	High	Low	Close	Net Change
Grand National	2⅛	2	2	— ⅛
Sentry Safety	½	½	½	.....
Technicolor	27⅞	27	27¾	+1¼
Trans-Lux	4¼	4⅛	4⅛	— ⅛

Warner Bonds Rise

	High	Low	Close	Net Change
Loew's	99¼	99¼	99¼	.....
Paramount Pict. 6s '55	100	100	100	— ¼
Warner Bros. 6s '39 wd	94¾	94½	94½	+ ½

(Quotations at close of June 22)

CEA Quality Clause Fight To Be Pressed

(Continued from page 1)

which was endorsed, was in opposition to the majority committee's wish that the quality clause be abandoned, and that negotiations be reopened with the Kinematograph Renters' Society (distributors) on the basis of acceptance of the cost clause as incorporated in the initial draft of the proposed new Films Act prepared by the Board of Trade.

In a full discussion of the situation, Metcalfe was outspoken, declaring that many members of the old committee had not assisted him. He complained of the divided policy in the association and urged that the organization present a definite and declared policy.

Recommends "New Start"

"It is better to make a new start with people who will force your policy," he declared. He further complained of leakage, permitting committee proceedings to be made known to the opposition, and said that many members of the committee were "half sold on the other side before they started." He reiterated the fundamental objection to the cost clause because of the product problem which is involved and declared that the reciprocity idea as recently proposed is not practicable. He said, however, that the C.E.A. would be sympathetic to a workable scheme.

He emphasized that the C.E.A. should not negotiate only with the foreign faction of the K.R.S., but also with the British distributors and the Film Group of F.B.I. If negotiations are carried on with only one section, it should be with the British section, he said.

In general Metcalfe urged maintenance of the present policy against the Board of Trade, if necessary carrying the fight against the cost clause into the House of Commons.

Fligelstone, Gale, F. W. Morrison, Alex King and Ralph S. Bromhead of the old committee argued for a joint policy with the K.R.S. on the ground of the definite rejection of the quality clause by the Board of Trade, but other speakers urged the absolute necessity of maintaining the supply of minor American films, which the cost clause would kill.

See Independents Endangered

Jack Alexander, declaring that the independent exhibitor is fighting for his life and would be extinct in three years under the cost clause, attacked the Board of Trade's "four or five officials anxious that their long weekend shall not be disturbed by the quality clause." Other speeches were in similar vein, urging a combination of independent producers and distributors refusing to accept the declaration of Oliver Stanley, president of the Board of Trade, as final.

It is expected the C.E.A. will tie up with another group declared to represent 1,000 principals and employes who held a meeting in London yesterday expressing dissent from the Government's proposal. A joint protest to the Government and possible public agitation by independent producers, distributors, technicians and others is foreseen, with organized Parliamentary opposition.

The council voted thanks to Ed Kuykendall, president of the M.P.T.O.A. in the United States, for information concerning American rentals. Approximately 700 attended the garden party this afternoon. The banquet tonight also was well attended.

Steel Riot Film Pops Up In London; Para. Amazed

(Continued from page 1)

from London that the reel was being shown there and London papers were commenting upon it with some excitement.

Paramount denied early in the day that the reel belonged to it. Cables were exchanged with the London office and word came back that it was really the Paramount film. An investigation was started.

It developed that a skeleton holiday crew was on duty at the home office when the negative arrived. The man in charge of the foreign shipments was called out of town by the illness of his father. A substitute made a condensed version of the Chicago scenes and included it in the foreign shipment as a matter of routine.

Yesterday London was startled. Paramount was, too, but Paramount still says the reel will not be shown in America.

Rockefeller Claim Is Hit at Hearing

(Continued from page 1)

per cent for the new debentures was still regarded as too high, but that he had been compelled to "take it or leave it." Special Master Alger responded that he was under no such compulsion and indicated that he would give the interest rate considerable study before approving it.

Israels asked approval of the Rockefeller settlement because of the acceptance by the claimants of common stock, which would place other unsecured creditors in a more favorable position. He insisted that if the Rockefeller claim were to be litigated, Rockefeller interests might refuse to accept a junior position with the result that the plan would require complete revision. Under the settlement, RKO would also benefit by the acquisition of a first-run house, according to Israels. He indicated that general creditors expect to wait four or five months before getting the money, even if the plan is approved and urged that disapproval of the settlement might harm the creditors. Chief advantage of the plan would be the ability of creditors to sell their securities on the open market and obtain their money quickly, Israels said.

Calls '31 Conversion Illegal

John Stover, representing Ernest Stirn, a Class A stockholder, charged that conversion of Class A into common stock in 1931 was illegal because a quorum of directors was lacking when the conversion was ordered. He also contended that provisions of the plan would be illegal under the laws of Maryland where the company was incorporated. Stover stated that misrepresentations of fact had been made to Special Master Thomas D. Thatcher by the Rockefeller interests when the claim was being tried.

Pfeiffer denied the charges of misrepresentation, but Special Master Alger refused to consider the issue. Alger asked whether the provision for liquidated damages under the lease for the Music Hall and Center theatres did not provide for more money to Rockefeller Center than if the leases had been unbroken. Pfeiffer argued that the landlord was entitled to the entire cost of construction and equipment because of the breach of the lease by RKO.

Abraham K. Weber, representing common stockholders, said that the Atlas Corp., proponents of the plan, have failed to establish their case. He said that the last re-valuation of the assets took place in 1932, and that the law requires a more recent valuation, not one based on earning power alone.

Richard C. Hunt, representing $1,118,500 of extended notes and $170,000 of debentures, challenged the assertion by Joseph M. Cohen, attorney for common stockholders, that the common had been reduced to one-fourth its value in 1932, and was now being reduced to one-eighth. Hunt stated that only one-fifth of the present outstanding common was issued in 1932. He said that the plan was fair to stockholders and that bondholders were being asked to sacrifice one-half per cent in interest, extend the maturity of the notes, and accept stock for their past-due interest.

Fabian Representative Present

Si Fabian, who leased the Plaza in Schenectady and the Palace in Albany to RKO Proctor, was represented by Frank Reavis. Reavis asked that some provision be made for landlords who hold guarantees by RKO on leases which have not defaulted. He requested either a guarantee by the new company or cash security for three years' rental. It was pointed out by O. C. Doering, attorney for Irving Trust Company, RKO trustee, that three similar cases are now pending in the Circuit Court of Appeals and that decisions clarifying the rights of landlords holding guarantees on undefaulted leases was expected in a few weeks.

Special Master Alger expressed great satisfaction with the management of the debtor by Irving Trust, saying that he had never seen "anything quite so marvelous as the jump in RKO earnings in the last three years."

Argument will continue at Alger's office this afternoon. June 28 has been set as the last day of argument. A formal hearing before Federal Judge William Bondy was adjourned to July 20.

Reveal "Lynton" Settlement

Settlement of the infringement suit of Edward Sheldon and Margaret Ayer Barnes against M-G-M was revealed in U. S. District Court yesterday when a stipulation discontinuing the action was filed. The plaintiffs claimed infringement of their play "Dishonored Lady" in the picture "Lettie Lynton." The amount of the settlement was not given.

CEA Asks Inquiry On All New Theatres

(Continued from page 1)

to the principle that there should be a ratio between the available film output and the number of theatres in the country. Also reaffirmed is the association's desire for official arbitration in trade disputes.

It is generally believed that the Board of Trade takes the view that provisions covering overbuilding and trade arbitration would be out of place in any new Films Act.

Odeon Companies Merge

LONDON, June 14.—Eighty-six companies owning the theatres included in the Oscar Deutsch Odeon circuit have held formal meetings to approve the merging of all companies into one. The move is preparatory to a public issue by Odeon, on a preference or debenture basis, probably of £4,000,000 of a total authorized capital of at least £8,000,000. United Artists has an interest in Odeon.

Goetz Now in London

LONDON, June 22.—William Goetz, 20th Century-Fox executive, has arrived here on the *Normandie* to arrange for the first picture Gracie Fields will make under her Hollywood contract, which will be produced here, and to accompany Annabella, signed recently by the company, to Hollywood.

New London Paper Out

LONDON, June 22.—A new film paper, the *Independent Sentinel*, has begun publication here. It is described in the first issue as presenting the case of the independent producer, exhibitor and distributor. There is no indication in the first issue of the identity of the publisher.

Depinet and Reisman Back from RKO Meet

(Continued from page 1)

gone to San Francisco to look over the circuit's theatres and will return later in the week.

Milton Berle, star of "New Faces," which will open at the Music Hall on July 1, is in Chicago for interviews in connection with the picture.

A Correction

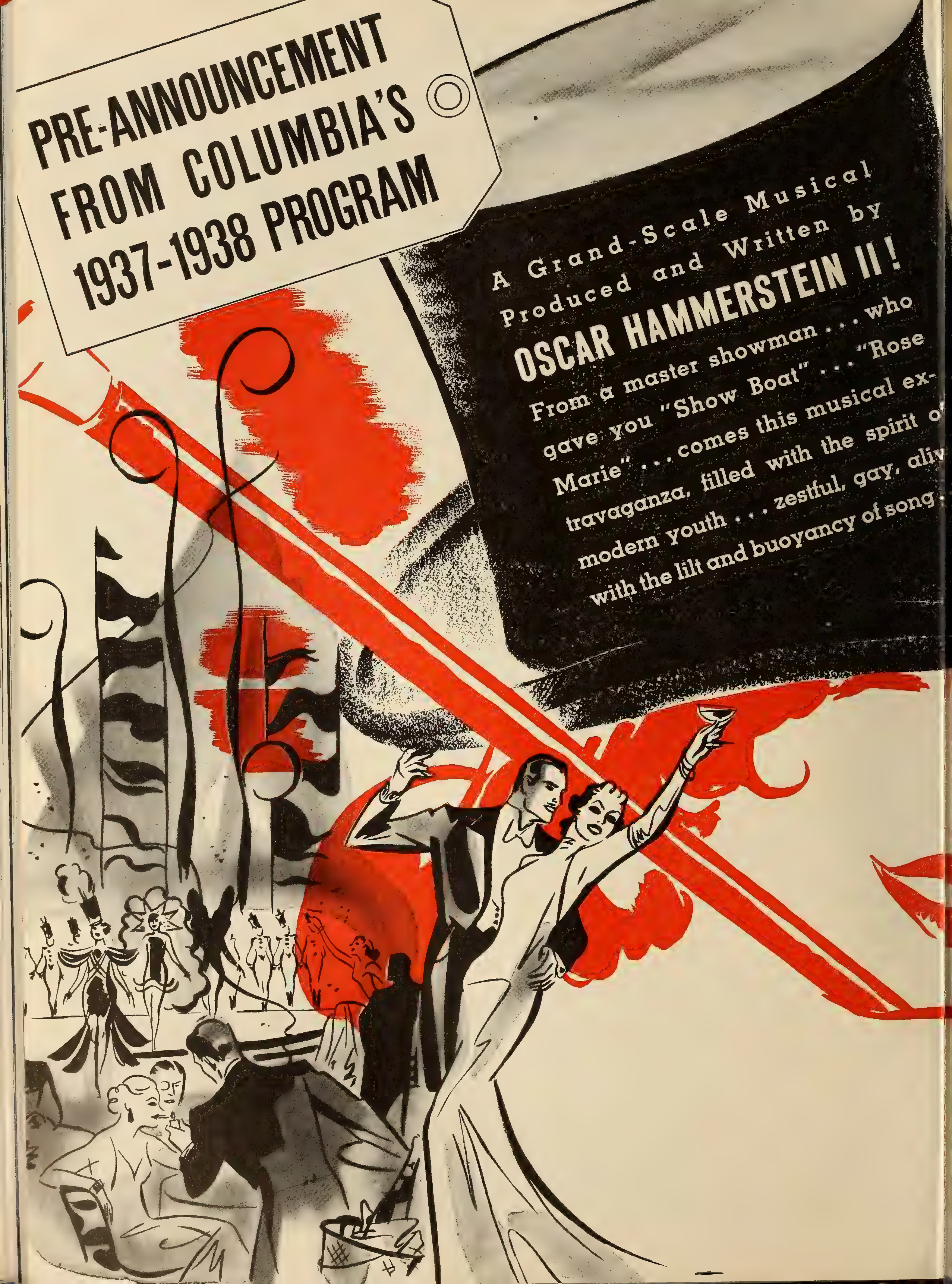
The distribution of "Timberesque," reviewed in yesterday's MOTION PICTURE DAILY, was erroneously reported to be by Syndicate Film Exchange. King Guidice is handling the film.

Dismiss 20th-Fox Case

The suit of Cinema Patents Co., Inc., against 20th Century-Fox, was dismissed yesterday by U. S. District Court Judge John C. Knox for failure to prosecute. The complaint charged infringement of patents for developing, fixing and toning film and asked an injunction and triple damages.

Roxy Suit Dismissed

An action for $120,000 damages for personal injuries brought by Lucy and George Rebb against the Roxy was dismissed yesterday by U. S. District Court Judge John C. Knox for failure to prosecute. The injuries were alleged to have been sustained in July, 1929.

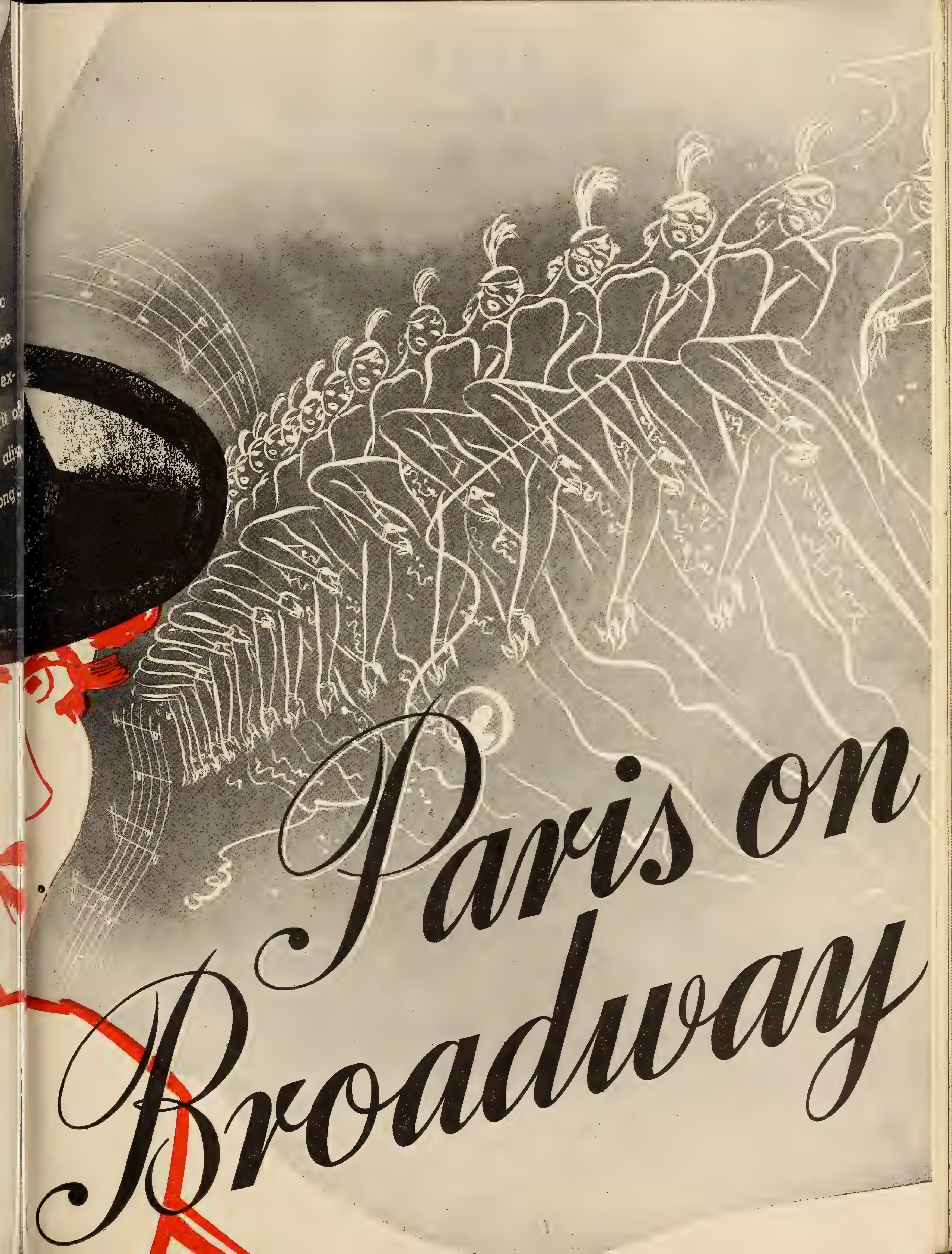


PRE-ANNOUNCEMENT FROM COLUMBIA'S 1937-1938 PROGRAM

A Grand-Scale Musical Produced and Written by

OSCAR HAMMERSTEIN II!

From a master showman . . . who gave you "Show Boat" . . . "Rose Marie" . . . comes this musical extravaganza, filled with the spirit o modern youth . . . zestful, gay, aliv with the lilt and buoyancy of song.



Paris on Broadway

CBS Accused Of Anti-Union Actions Here

Charges of anti-union activity have been filed against CBS by the American Radio Telegraphists' Ass'n, C.I.O. member, with the National Labor Relations Board, it was made known yesterday by Mrs. Eleanore M. Herrick, who is regional director of the board.

Mrs. Herrick said yesterday that the A.R.T.A. had filed a complaint against CBS, charging discrimination against its members and accusing the company of attempting to intimidate some of the CBS engineers. The complaint was signed by Mervyn Rathborne, president of the A.R.T.A.

The anti-union charges against CBS are an aftermath of the network engineers' action of last week in dissolving the company union, the Columbia Broadcast Technicians, to join the A.R.T.A.

Grossman Criticised

Singled out in the A.R.T.A, complaint is Henry Grossman, chief engineer of the eastern division of CBS. According to Rathborne, Grossman allegedly threatened the members of the CBS engineering staff with loss of vacations and sick leave, and loss of other privileges the men now enjoy, unless they left the CIO affiliate.

Grossman was out of the city yesterday covering the Poughkeepsie Regatta for the network, and therefore was not available for comment.

In his petition to Mrs. Herrick yesterday Rathborne also asked for a referendum for collective bargaining, and claimed that 70 of the 82 eligible employes in Columbia's New York office are members of the CIO affiliate.

Not known at the moment is the situation prevailing at the remaining seven CBS owned and operated stations, whose technicians were reported as having followed the WABC chapter's action in dissolving the company union to join the A.R.T.A. The stations are: WJSV, Washington; WBT, Charlotte; WKRC, Cincinnati; KNOX, St. Louis; WBBM, Chicago; WCCO, St. Paul-Minneapolis, and KNX, Los Angeles.

Peppe New Manager Of Wilson, Powell

James V. Peppe has been appointed general manager of Wilson, Powell & Hayward, and will assume his new duties Monday.

Peppe goes to the agency from CBS where until recently he was director of the network's orchestral relations department.

With the appointment of Peppe, Wilson, Powell & Hayward will expand its facilities both in New York and elsewhere.

Courboin to Design Organ

Dr. Charles Courboin, WOR organist who has been selected to play at the Roosevelt-duPont wedding, June 30, has been engaged to design an organ for WFIL, Mutual's Philadelphia affiliate.

John Elmer Elected by NAB; J. J. Gillin Vice-President

(Continued from page 1)

casting as an industry. What is helpful for one person is helpful for all. The plans we have outlined for the coming year will be carried out to the best of our ability. The problems confronting us are important to all broadcasters."

Asked regarding reports that the N.A.B. would split into two groups consisting of networks and independents, Elmer said he thought this very unlikely, as the problems before the organization are too important to involve a split at this time, as all must work together to protect their interests, whether they be chain or independent.

Elmer was a Baltimore publisher and advertising agency man before becoming president of WCBM, Baltimore, in 1931.

Following the election the Resolutions Committee thanked individuals and committees for their help in staging the convention. Resolutions approved included encouragement of prosecution of a Federal suit against Ascap; an expression that the NAB should urge the passage of the Duffy Copyright Bill; that the NAB reiterate its position as favoring issuance of radio station licenses for a term of at least three years; that it approves action by the board of directors favoring the organization of an NAB Bureau of Copyrights, Inc., and the transferring of the property and activities of the old bureau to the new organization.

Ask Publicity

Another resolution approved favors publicizing the art of radio. This matter was left to the board of directors for action.

Plans for a National Radio Week were strongly opposed and a resolution on this subject was killed.

The NAB resolved to fight the Celler Bill providing for a Federal broadcasting station. It was also resolved to pick one member from each state to fight for copyright legislation. A resolution was passed favoring the commemoration of the 50th anniversary of Helen Keller and the late Mrs. Anne Sullivan Macy during the coming year.

Edward A. Allen, president of the Independent Broadcasters' Ass'n, said late today that the group would hold an election tonight and planned to hold together for protective purposes. He said no dues would be charged as none was needed.

A proposal to raise NAB dues 50 per cent was dropped.

Ed Petry took the floor at the morning session and assailed the tendency of some members to fight Ascap on the front pages.

It was voted that the outgoing president should automatically become a member of the board of directors for three years.

Fred Hart's resolution for reorganizing the association will come up for discussion tomorrow. The resolution is to add state, regional and national units to the NAB. The Resolutions Committee advises that it be considered by a special committee and a report made on the feasibility of the plan and submitted to the board of directors.

Cuts Off Station

Long Beach, Cal., June 22. —Iola Josephson holds the rather dubious honor of having blown KFOX completely off the air in a recent broadcast. Reaching a climatic sequence, Iola blasted away in full voice as her lines grew to a peak. An outraged automatic cutoff on an overload relay went into effect and KFOX went blank.

Richfield Meet on Hookup

Los Angeles, June 22.—Richfield Oil Corp. will hold a sales meeting for its Pacific Coast salesmen over a 10-station NBC Pacific Red network Monday, from 7 to 7:30 A. M., P.S.T. The program will originate in NBC's Hollywood studios, and will include entertainment. Hixson-O'Donnell Advertising, Inc., is the agency.

NBC to Air NEA Meet

The 75th annual convention of the National Education Ass'n, meeting in Detroit, June 27 to July 1, will be covered in seven broadcasts over NBC.

A Dummy From Spain

In the midst of Spain's civil war, a citizen of Barcelona took time off to pen a letter to NBC designed to prove that Charley McCarthy is not the first ventriloquist's dummy to appear on the air. The correspondent's letter referred to one Josep Torres Vilata Toreski, now deceased, and with the missive was enclosed a photograph of Toreski and his dummy. The letter, with original spelling:

"Toreski consacred his youthfulness to the theatre, and traveled around the world. After September, 1934, took place his entrance in the Broadcasting House Radio Barcelona. He died in May, 1937. Toreski's popularity as speaker has passed, also, over the frontiers, because he invented a new radiophonic modality, creating an imaginary personage with whom maintained many and clevery dialogues. The imaginary personage was a turbulent boy of eight years of age 'Miliu' (the dummy).

"The death of Toreski is very regreted."

Coast Church Asks Broadcast License

By CLARENCE LINZ

Washington, June 22.—Application for a new broadcasting station at Los Angeles, to operate on 1,170 kilocycles with 100 watts power, was filed yesterday with the F.C.C. by the Hollenbeck Heights Christian Church.

The commission also received an amended application from George B. Storer, Pontiac, Mich., for a new station to operate on 800 kilocycles with 1,000 watts power, daytime only. His original application sought the use of the 680-kilocycle frequency.

Increase in day power from 500 to 1,000 watts was asked of the commission by WAAB, Boston, and an increase from 1,000 to 5,000 watts was asked by WILL, Urbana, Ill.

Hage Named Eastern Van Cronkhite Head

Chicago, June 22.—Maxwell Hage has been appointed director of the eastern division of Van Cronkhite Associates, Inc. He is leaving United Press where he has been radio production manager.

According to the announcement issued by John Van Cronkhite, Hage will be located at the firm's New York offices. Previous to going with United Press, he was assistant manager of WJAY, Cleveland, and has been connected with radio for the past nine years. In his new connection, it is understood Hage will direct only the eastern activities of news features and the news counseling service of Van Cronkhite Associates.

Equity Meeting Is Set on Air Talent

A special meeting of the council of Actors Equity Ass'n will be held next Tuesday to consider further the organization's plans for organizing radio talent on both coasts, it was learned yesterday.

The subject was discussed at a regular meeting of the council yesterday at which the cooperation of the Screen Actors Guild in Equity's organizing campaign among film personalities who appear on the radio was assured by Kenneth Thomson, secretary of the Guild. Indications are that under the cooperative arrangement, any member of the Guild appearing on the radio will be obliged to become a member of Equity and continue in good standing in that organization. Thomson plans to leave for the coast on Friday.

All theatrical unions will meet at Equity headquarters today to hear a report from a union delegation which met yesterday with Harry Hopkins, W.P.A. Administrator, on the current lay-offs in connection with the reduction of Federal theatre projects.

Four Renew on Thesaurus

Four stations have renewed their subscriptions to the NBC Thesaurus, recorded program service. Third year renewals were made by WBRY, Waterbury, Conn., to go into effect July 15, and WSB, Atlanta, whose renewal will be effective August 8. Stations which have renewed for the second consecutive year are CKSO, Sudbury, Ontario, and WBCM, Bay City, Mich., both effective immediately.

N. Y. Listeners Are 80% Foreign Origin

WBNX has completed a survey to determine the foreign language audience, and from census figures it has found that 80 per cent of New York's population is foreign born or of foreign parentage. It also found that 3,000,000 people in metropolitan New York are actually foreign born retaining in their customs and language all the characteristics of their native lands.

WBNX's programs are preponderately foreign language shows.

"Radio Melomanie" Off Air

Montreal, June 22.—"Radio Melomanie," local French program in which a piano team plays melodies old and new while em cee Ferdinand Bondi circulates through the studio audiences getting guesses at the titles and inviting guessers to sing a few bars, goes off the air shortly for the summer. During the hot months, however, the show will tour the province of Quebec as a vaudeville unit playing short stands in Valleyfield, Sherbrooke, Ste. Hyacinthe and other cities.

The sponsors will bring the unit back on the airwaves twice weekly over CKAC next September.

WLW Takes String Ensemble

Cincinnati, June 22.—"Eichstadt's String Ensemble," a program of chamber music, featuring violins, viola, 'cello and piano, is a new sustainer over the WLW Line Mondays, Tuesday, Wednesdays and Fridays, 6 to 6:15 P. M., E.S.T. It replaces Jimmy Scribner's "The Johnson Family," which has occupied the spot for several months.

Film Players on "Hotel"

The "Hollywood Hotel" presentation for July 2 will feature Franchot Tone, Maurine O'Sullivan and Virginia Bruce in scenes from "Between Two Women."

WAAB Installs Amplifier

Boston, June 22.—WAAB, the Mutual network's local affiliate, has installed the new Western Electric program amplifier.

Martini Vice-President

Roland Martini, radio director of the Gardner Advertising Co. since 1933, has been elected vice-president of the company.

Dots and Dashes from NAB

By WILLIAM F. CROUCH

NAB Convention Headquarters, Chicago, June 22.—Forgotten tonight were convention details, everyone's mind was on the Louis-Braddock fight at Comiskey Park. Practically everyone was there for the affair.

+

Lester Gottlieb, of MBS, spent three weeks planning the "Crack o' Dawn" breakfast for Monday and when the time came for it he got so excited he didn't even eat anything. Until an hour later—when he remembered.

+

Jerry King, president of Standard Radio, out from Hollywood, spent Monday afternoon golfing. His associates signed up the business that came around and considerable did show up. As a result King was very much pleased.

+

This afternoon found many of the lads at the Washington Park racetrack. The main event was the NAB Handicap.

+

"Miss Lollipop," was the hit of the show. For two reasons. Those in opera length hose. "Miss Lollipop" is better known as Francyne Semmons.

+

John Van Cronkhite of Van Cronkhite Associates was very much on hand and got to meet a lot of chaps that it would take days of traveling to reach otherwise. Van is all for this convention idea when it comes to doing business.

+

CBS and NBC delegates suffered from hayfever when MBS passed carnations around. At least, that's the reason they gave for not taking any.

+

Will Whitmore of Graybar in New York, after starting off with a bad cold, rallied fast today and was in fine fettle for the finishing days.

+

Gene O'Fallon of KFL, down from Denver and the high altitude found Chicago's lake breezes plenty warm.

+

Jack Todd, KANS program director at Wichita, was a booster for Herbert Hollister, also of KANS, for an NAB director job.

+

Harriett De Busman of Hollywood—via Kansas City—spent the first days of the session visiting WHB pals.

+

Speaking of WHB, Don D. Davis and his cohorts did plenty of entertaining in the Airport Room with the Three Deuces trio dispensing plenty of hot-cha-cha with every round of —you know what.

+

John Schilling, and we're still talking about WHB, was up bright and early for the MBS breakfast. He claims he did get to bed before the affair but others claim he didn't—quite.

+

Johnny Johnstone of WOR, was sadly missed. Too much business at home kept him away.

+

Jap Gude and Frank Rand who keep CBS to the fore were much in evidence. Rand met Rubinoff and his violin at the airport Monday noon and took them to the Sherman for a press luncheon.

+

Karl Haymond took top honors on Sunday in the golf tourney, but, having won once before, was ineligible for the trophies which were given to Harry Butcher of CBS and E. C. Pulliam, Jr., of WIRE who tied for first place.

+

A broadcast over CBS for Wednesday night has been planned by James Patt, local CBS director of special events. The new president will be introduced to the radio audience at that time.

+

A combination tea and style show was held Tuesday in the English Room at Marshall Field's for the women attending the NAB meeting. Mrs. Bertha Curran of the local NBC office was in charge.

+

Al Stine of WHB, Kansas City, was on hand with a lot of swell gags, but didn't tell any of them. Says he's saving them for a new show he's writing.

+

A big hit at the convention was the promotion show. The exhibits were in charge of Howard Peterson of WOW, Omaha, who did a swell job in presenting them to the visitors.

+

Fred J. Hart of KGMB in Honolulu and KHBC at Hilo, Hawaii, was propably the popular delegate. He brought along a number of Hawaiian leis which he gave to friends.

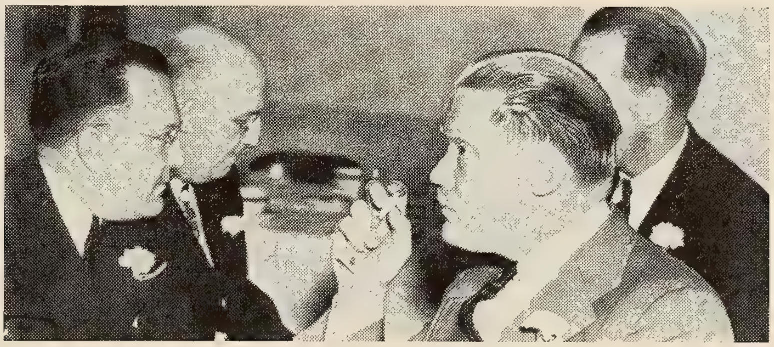
+

Edward A. Allen, WLVA, Lynchburg, was much in evidence conferring with other independent broadcasters.

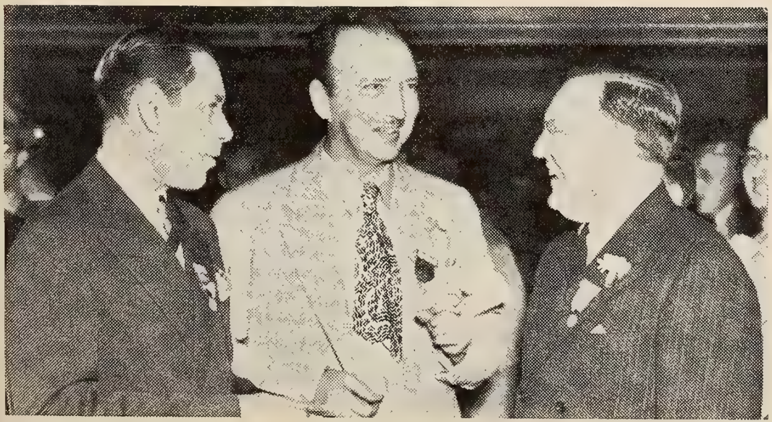
+

Violet S. Evers of KMOX, St. Louis, was one of the lovely feminine delegates attending. She is the publicity counsel at her station.

Scenes Around the Sherman



This huddle looks like a serious one. Left to right: Don Davis, president of WHB, Kansas City; John Shepard, III, president of Colonial Network, Boston, and John Schilling, vice-president and general manager, WHB.



A laugh or two lightening the proceedings at the NAB convention now in its third day at the Hotel Sherman, Chicago. The cameramen here caught, from left to right, P. Willis of NBC; Eugene Dyer of WGES, Chicago, and another shot of Don Davis, president of WHB, Kansas City.

Standing left to right, Lester Gottlieb, publicity coordinator, and Fred Weber, general manager of MBS; Frank Schreiber, publicity representative, WGN, Chicago. Seated, left to right: Ade Hult, MBS sales staff; Ed Wood, sales manager, WGN; T. C. Streibert, vice-president, MBS, and George Harvey, sales staff, MBS.

London Sees Improvements In Television

London, June 14.—Lord Selsdon has opened at the Science Museum, South Kensington, an exhibition of television, organized in conjunction with the British Broadcasting Corp., which provided an interesting historic review of the development of the science and a demonstration of the results obtainable by the most modern sets.

The display of apparatus covered the very earliest experiments in television, which are also described in detail in the brochure of the exhibition. The actual screen displays were provided by transmissions from one room of the Museum to another and all standard receivers were demonstrated and gave practically perfect and flickerless pictures.

The only large picture demonstration was by Scophony, Ltd., which transmitted from their laboratory two miles away. The five foot by four foot picture was noticeably less clear than in the case of the standard "home" receivers, and flicker was definitely a drawback.

KGGC Reorganized

San Francisco, June 22.—KGGC, 250 watts, is in new hands and undergoing general housecleaning. S. H. Patterson, former owner of KVOR, Colorado Springs, is new general manager, replacing W. N. McGill. Latter and Luther Putnam have been dropped from the staff.

Patterson, representing parties as yet unidentified, has announced he will apply to the F.C.C. for permission to buy KGGC from the Golden Gate Broadcasting Co., of which the Rev. R. G. Craig of Glad Tidings Temple is chief stockholder. In new deal the church will not be affiliated.

KLZ to Handle Golf Play

Denver, June 22.—In half-hour broadcasts each day station KLZ will broadcast from the 37th annual Trans-Mississippi golf tournament to be held in Denver this week at the Cherry Hills Country Club. Charles Inglis of the KLZ news staff will handle the broadcasts, giving the play-by-play proceedings.

On Saturday and Sunday, the days of the semi-finals and finals, two hours will be broadcast each day in 30-minute periods. Cherry Hills is to be the scene of next year's national open.

Allen Franklin with WFIL

Philadelphia, June 22. — Allen Franklin, nationally known as an executive and producer, has joined the WFIL sales staff. He was recently associated with KVOO, Tulsa, as program director, and at one time was connected with WEBC, Duluth; KLZ, Denver; WHB, Kansas City, and WFBR, Baltimore.

Daniel Barlow Joins WIP

Philadelphla, June 22.—the newest addition to the WIP technical staff is Daniel Barlow, who was formerly with the engineering department of the Philco Radio & Television Corp.

◀ Radio Personals ▶

JIM MATHENY, publicity penman at WFBM, is in New York to see how it's done at CBS and NBC. The wife is along. . . . Guy Lombardo returns to his weekly dance schedule on Mutual this Thursday. . . . George McElrath, operations engineer; Don Glassman, press; Charles Range, sound effects technician; Thomas L. Riley, production director, and Charles Warburton, production director—all of NBC—leave for their annual two-week vacation June 25. . . . Warren Hull is the latest to be added to the permanent "Showboat" cast for the new summer program. . . .

◆

Genevieve Tobin set for the "Hit Parade" on the NBC side today. . . . Ruby Smith returned yesterday after a 10-week illness to fill the vacancy created by Geraldine Fenrich's resignation as secretary to Fred Niblo at NBC. . . . Bill Bailey, announcer, returns to the network soon, having almost recovered from the aftermath of an appendicitis operation. . . . Joan Bennett and James Gleason have been added to the Lux "Radio Theatre" cast for "The Front Page," which will feature Walter Winchell in the male lead. . . .

◆

Virginia Verrill has been signed for "Showboat" . . . Mike Reilly is set for a six-month stay at the New Penn Club in Pa., through Consolidated. He starts August 8 . . . Toby Wing and Roland Young will guest appear on the Kraft "Music Hall" July 1, the same evening Bing Crosby leaves the show for a vacation . . . The "Swingtime" boys have been signed for a guest appearance on "Town Hall Tonight" today through the Central Artists Bureau . . . Marta Abba and John Halliday guest on the "Sunday Night Party" this week . . . The Shell Show concludes a 26-week run Saturday, with Warden Lawes and Alex Morrison as guests . . .

◆

The "Buccaneers," male quartet, have been set for a date at the Michigan, Detroit, week of June 25, through Harry Frankel of WOR's artist bureau . . . In addition to his Kool cigarette program, Tommy Dorsey has been booked for a seven-week stay at the Hotel Pennsylvania, a week's engagement in Long Island, a two-week stay in Boston, and an indefinite period at the Commodore this fall . . .

◆

James Wood, engineer, leaves for Europe next week . . . Stuart Allen's baby daughter has suffered a severe injury to her spine . . . Johnny Hauser's orchestra is broadcasting four times a week for half-hour periods from Grossinger's, over WOR and the Mutual network . . . John Philip Sousa, 3rd, grandson of the famous band master, has joined NBC . . . And Reinald Werrenrath, Jr., son of the opera baritone, will marry Elizabeth Imbrie of Newburg, N. Y. July 31 . . . Jan Peerce will be Ben Bernie's guest July 6 . . .

David Banks Joins WTJS

Jackson, Miss., June 22.—David Banks, formerly of KARK, Little Rock, has joined the staff of WTJS as publicity director and announcer.

Leslie Brooks, WTJS announcer, has been promoted to studio director.

Claims a Record

Houston, June 22.—Inspired by rival claims of Houston parents over the longest baby born in a Houston hospital, Ted Nabors of the KTRH staff made a baby record claim that got his name on the front page of the *Chronicle*.

Nabors says he is one of three brothers, the smallest of which weighed 12 pounds at birth. Ted weighed 15 pounds, and one brother tipped the scales at 15¾ pounds. Ted is now six feet, four inches tall, and his brothers are six three and one-half, and six feet one. Their mother was six feet in height.

WSAI Starts a Civic Series

Cincinnati, June 22.—A series of civic programs, "Young Cincinnatians," has been inaugurated by WSAI, smaller of the two local Crosley stations, to replace broadcasts formerly originating at the Hamilton County Court House.

Mobile Unit No. 1 is being used, with broadcasts from the Cincinnati Zoo on Mondays, Tuesdays and Thursdays, a local municipal playground on Wednesday, and the Deer Creek Baseball park on Fridays and Saturdays. The program is aired at 11 A.M., E.S.T.

Cincinnati, June 22.—"Grandpa Hans," a new program reminiscent of the famous "Over-the-Rhine" days here, makes its bow over WSAI, and will be heard Mondays through Fridays from 9:45 to 10 A. M., E.S.T., as a sustainer. Ray Shannon does the characterization.

"Remember When," another new sustainer featuring music and narrations of other days, went on WSAI this week, and will be aired Sundays from 10:30 to 11 A. M., E.S.T.

WCKY Power Up June 25

Cincinnati, June 22.—"WCKY, second most powerful station in the Cincinnati area, soon to be more powerful than ever," is the tag line carried with every station announcement from the L. B. Wilson studios.

A power boost from 5,000 to 10,000 watts will become effective June 25, when a new rate scale will be inaugurated.

Miss Goldenburg to Write

Cincinnati, June 22.—Virginia Goldenburg, daughter of the late William Smith Goldenburg, for many years dramatic editor of the *Cincinnati Enquirer,* has joined the continuity staff of WCKY, although she will continue her radio dramatic work as a member of the cast of "The Life of Mary Sothern," over WLW, opposition station.

Clark Made WIRE Manager

Indianapolis, June 22.—William A. Clark, manager of WCPO, Cincinnati, has been named station manager of WIRE here. Clark's experience includes newspaper and theatre work in Cincinnati and in Pittsburgh. He begins his new duties immediately.

Goodwill Group Goes On Tour of Colorado

Denver, June 22.—Arriving in Denver on The City of Denver, streamliner chartered for the trip from Chicago, the KLZ-KVOR goodwill tour left immediately for Colorado Springs.

After lunch at the Antlers Hotel, the group inspected KVOR, and then attended a cocktail party at the home of Spencer Penrose, and dinner at the Cooking Club.

Tomorrow the group will return to Denver and the next day will begin a trip through northern Colorado. The group will stay over night in Estes Park and stop in Grand Lake. Saturday, before leaving for Chicago, a trip will be taken through the Denver Mountain Parks, west of Denver.

KDYL Signs New Business

Salt Lake City, June 22.—New business placed at KDYL includes an order for 109 quarter-hour programs, placed by the Raymond Keene agency, Denver; 78 five-minute remote programs for the Pullman Tailoring Co.; 300 spot announcements for the Monarch Cleaning Co.; 100 spot announcements for the Zagha Linen Shops; 300 spot annonucements for the First Federal Building & Loan Corp.; and 13 quarter-hour Dodge Motor Co. transscriptions for the Lyman Motor Co.

More Group Singing

Kansas City, June 22.—"The Easy Songfest" is a group singing type of program which WDAF will broadcast weekly at 10:30 Monday nights for half an hour, C.S.T. from Edison Hall. The Kansas City Power & Light Co. is sponsoring. The studio audience will participate in the songs. For the audience, the program starts at 10, when, for half an hour before the broadcast, it "rehearses."

"Sunday Serenade" New Series

Cincinnati, June 22. — "Sunday Serenade" is the title of a new series being presented weekly each Sunday from 11:30 to 12 noon, E. S. T., by WKRC, Columbia outlet. Lewis Lind, baritone, with organ accompaniment, is featured, with a guest artist each week. Schiff Shoe Co. sponsors.

Putnam Visits Stations

Longview, Tex., June 22.—T. R. Putnam, station manager of KFRO, has returned from a vacation which carried him to Evansville, Cincinnati, and Memphis. Putnam visited various radio stations in the respective cities along the route.

Cooley Joins WHO

Des Moines, June 22. — Lyman Cooley, formerly with KMOX, St. Louis, and WFAA, Dallas, has joined the staff of WHO and will broadcast his travelogues each Sunday at 4:30 P.M. and Thursdays at 9:45 P.M.

Gil Hodges on KVOR Staff

Denver, June 22.—Gil Hodges is now on the news staff of KVOR, Colorado Springs, having resigned his position as sports announcer and news editor, KVOD, Denver.

Frank Seidel Joins WCAE

Pittsburgh, June 22.—Frank Seidel, former head of continuity at WHKC, Columbus, has joined the staff of WCAE here as a writer of special shows. He will work only on commercial programs.

AIR EDITION, NAB CONVENTION

MOTION PICTURE DAILY

Alert. Intelligent and Indispensable to the Motion Picture Industry

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 146 NEW YORK, WEDNESDAY, JUNE 23, 1937 TEN CENTS

Elmer Chosen As President Of the N.A.B.

Craney's Name Entered At Last Moment

CHICAGO, June 22.—John Elmer, president of WCBM, Baltimore, was elected president of the National Ass'n of Broadcasters by a vote of 147 to 52 for Ed Craney of KGIR, Butte, Mont., at the second day's session of the association at the Hotel Sherman. Craney's name was entered by petition. Elmer succeeds Charles Myers of KOIN, Portland, Ore.

All other officers on the slate presented by the nominating committee, including the board of directors, were unanimously elected as follows: first vice-president, John J. Gillin, WOW, Omaha; second vice-president, William J. Scripps, WWJ, Detroit; treasurer, Harold Hough, WBAP, Fort Worth; directors, three-year term, Charles Myers, KOIN; Herbert Hollister, Wichita; Harry Hutcher, CBS, Washington; Frank Russell, NBC, Washington; Theodore Streibert, MBS, New York, and for one-year term, Eugene Dyer, WGES, Chicago.

In an interview following his election Elmer said: "I think of broad-

(*Continued on page* 10)

Additional developments in radio on pages 10, 11 and 12.

Para's Zukor Suit Reply Ready July 1

Paramount will file a reply by July 1 to the stockholders' action to enjoin the company from putting Adolph Zukor's new employment contract into effect, an official of the company stated yesterday.

The action, which was brought June 12 by A. Ella Hayin, owner of a small number of Paramount shares, will be set for hearing shortly after the filing of the company's answer. On June 15 Zukor's contract was

(*Continued on page* 3)

Giveaway Bug Loose In Denver Once More

DENVER, June 22.—Giveaways are again in the headlines here, with the Fox houses and the Denham and Alpine entered in the fray.

Fox, with eleven houses called the "Lucky 11," is offering a car each week, in addition to $1,000 in four prizes—$500, $200, $200, and $100. Using the same ticket plan formerly

(*Continued on page* 3)

Educational Will Study 16 mm. Film

Educational Pictures will conduct a survey of the 16 mm. field this summer to determine the possibilities of the market and to assist the company in deciding whether or not to enter 16 mm. film production, E. W. Hammons, Educational president, said yesterday.

Hammons pointed out that practically all of the catalogued subjects available for 16 mm. projectors are at least two and one-half years old and that the absence of a fresh supply of subjects is felt to be a retarding influence in the marketing of 16 mm. equipment. The company's survey, he said, in addition to determining the number of projectors of this type actually in use, will also attempt to ascertain the extent to which the market

(*Continued on page* 3)

Brylawski Retained By Condor on S. E. C.

Condor Pictures has retained Fulton Brylawski, prominent Washington attorney, to represent the company in its application for stock registration before the S. E. C., George Hirliman, Condor president, said yesterday.

With Brylawski handling the further developments in connection with the registration application, it will not be necessary for Hirliman to remain in the east for new S. E. C. hearings,

(*Continued on page* 6)

More Exchange Pacts Are Discussed Here

Distributor representatives and exchange union delegates met yesterday in an effort to set up basic working conditions in a number of key cities. Agreements have been concluded on nine exchange territories with 23 remaining to be cleared up. Kansas City and Indianapolis situations are expected to be settled this week.

Rockefeller Claim Is Hit at Hearing

Creditors' attacks on the settlement of the $9,100,000 Rockefeller Center claim against RKO for 500,000 shares of the reorganized company's new common stock marked the resumption of arguments before Special Master George W. Alger yesterday on the RKO reorganization plan. At one point, Alger asked Timothy N. Pfeiffer, representative of the Rockefeller interests, whether it would be possible to reduce the amount claimed, but Pfeiffer replied that considerable concessions already had been made.

Carlos Israels, representing unsecured creditors, stated that his group had given approval to the plan as a result of negotiations which effected several amendments to the plan. He indicated that the interest rate of 5½

(*Continued on page* 7)

Depinet and Reisman Back from RKO Meet

Ned E. Depinet, Phil Reisman and Ben Cammack returned yesterday from the coast by plane after attending the RKO convention on the coast. Eastern and home office delegates will return tomorrow.

Barret McCormick, publicity and advertising head, is remaining in Hollywood for a few days. Nate J. Blumberg, J. J. O'Connor and Max Fellerman of the theatre department, have

(*Continued on page* 7)

File More Bay State Bank Night Actions

BOSTON, June 22.—George S. Ryan, attorney, has filed two additional suits in an effort to collect royalties on Bank Night. One is against Norman Glassman of the Rialto, Lowell, operated by the Merrimac Amusement Co., in Lowell District Court. The other is against William Warr, Warr The-

(*Continued on page* 3)

Steel Riot Film Pops Up In London; Para. Amazed

England is seeing the Paramount News shots of the Republic Steel riots at Chicago the Sunday before Memorial Day and this country isn't. You could have fanned a lot of Paramount executives over with a humming bird's feather when they heard about it yesterday afternoon.

On his way west to the Paramount convention A. J. Richard, editor of the reel, said he thought he was doing a public service by not permitting the reel to be shown. It might cause more riots.

Senator La Follette's Civil Liberties Committee investigating labor troubles asked that the film be shown. Somehow or other a St. Louis *Post-Dispatch* reporter got into the screening and wrote two columns about it. The article was reprinted widely in this country.

Yesterday cables came through

(*Continued on page* 7)

CEA Quality Clause Fight To Be Pressed

Council Votes to Force Demand on Quota

By **BRUCE ALLAN**

HARROGATE, England, June 22.—present general council of the Cinematograph Exhibitors' Ass'n, after a four-hour discussion today at the annual summer conference here, passed resolutions "that this general council confirms its previous decision to press for a quality clause."

The resolutions were passed by a vote of 53 to 20, and referred to the demand of the C.E.A. that the proposed new Films Act include a provision for the determination of quota films on a quality basis.

The council appointed a new committee of 11 members and the presiment and vice-president of the C.E.A. in place of the Moyne negotiating committee. The decision amounts to a dismissal of the old Moyne committee and endorsement of the stand of C. P. Metcalfe, president, and Ken Nyman, vice-president.

The committee includes: J. Prendergast, E. Trounson, J. Alexander, Major C. H. Bell, Richard Dooner, Sydney K. Lewis, E. J. Hinge, T. H. Hartley, F. G W. Chamberlain, J. McCullie and H. P. E. Mears. A. J. Gale and Theodore J. Fligelstone were also qualified for the committee as ex-officio members, but declined to serve.

The stand of Metcalfe and Nyman,

(*Continued on page* 7)

C. E. A. Asks Inquiry On All New Theatres

LONDON, June 14.—The Council of the Cinematograph Exhibitors' Ass'n has requested the Board of Trade to consider the setting up of machinery for an official inquiry into all new plans for theatre construction. It has also made the point that, in considering such plans, regard should be paid

(*Continued on page* 7)

Italy Decree Has No Effect on Hays Deal

The decree published in the *Official Gazette* in Rome yesterday, which made official and effective the increase in the dubbing tax on films imported into Italy, and establishes a new quota for theatres with respect to Italian films, was declared here yesterday to have nothing to do with the recent agreement reached between Will H.

(*Continued on page* 6)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 23, 1937 No. 146

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Warner Club Sails Today to Bear Mt.

Aboard the chartered Day Line steamer, *Peter Stuyvesant*, the New York Warner Club today will sail to Bear Mountain where the annual outing of the club will be climaxed by a series of games, races and social events. Camille Garrity has been elected "Miss Warner Club" for the day and will be featured in a filming of the trip.

Arrangements for the outing are in charge of Harry Meyer, chairman; Ed Hinchy, club president; Max Blackman, R. W. Budd, Harold Rodner, Louis Aldrich, A. W. Schwalberg, J. T. Holmes, Irving Birnbaum and Marie Carol.

Screeno Pleases Loew's

The return of Screeno in Loew theatres has met with gratifying results, executives of the circuit declared yesterday after a checkup. In nearly all instances "giant double Screeno" is being used with extra prizes offered.

Nelson at Carolina

SPARTANBURG, S. C., June 22.—Bill Nelson has been named assistant manager of the Carolina here.

Insiders' Outlook

By RED KANN

JUST like the plots out of Hollywood and, in many ways more dramatic than most, came Joe Schenck's deal for a fifty per cent interest in the Robb and Rowley chain. On behalf of the United Artists Theatre Circuit, Inc., of which he is the dominant factor, Schenck has embarked upon this expansion in a field not identified with his post as chairman of the board of Twentieth Century-Fox. And before there need arise any confusion, it is well to set down early that the company which made the investment in this important Southwestern circuit, has no connection, near or far, with the United Artists Distributing Corporation. . .

▼

What is the why behind the deal? After some digging around, your researcher ran into the circumstances and gives them to you with something beyond mere reasonable assurance that they represent only hearsay:

Firstly, you're apt to be in difficulties if you seek to stifle a man's ambition. Schenck is ambitious and always has been. It is our understanding he looks upon Texas as pretty much of an empire of its own, sees no particular reason why Karl Hoblitzelle and Bob O'Donnell, which is to say Paramount, should be the sole large factor in that territory. Having reached such a conclusion, he planned to act. The Robb and Rowley deal, it can be said now, is not to be likened to a complete bolt out of the blue. It has been under discussion for about six months. . . .

▼

On or about the time the word was bruited about that Schenck was looking it over with much assurance a deal eventually would be struck, Paramount did not lag far behind. It expressed its displeasure and, as we piece the inside together, it went further by hinting darkly at reprisals against Twentieth Century-Fox in its richest theatre territory, the Pacific seaboard where Fox West Coast is king, emperor and, many insist, dictator all in the one swoop. Sidney Kent and Sypros Skouras reputedly pointed at long length the difficulties which might trail any deal Schenck might make with Robb and Rowley. How their point of view was disposed of is effectively indicated by the fact that the purchase ultimately was made. . . .

▼

Thereby the United Artists Theatre Circuit, Inc., took a decided step forward in the neighborhood of the other national chains. It has its scattered theatres in some of the "A" towns. It is in Los Angeles and in Pasadena and it controls what was formerly known as the Fox Metropolitan Playhouses here in little old New York. The investment has its curious angle, also, in the fact that, while Robb and Rowley continue management, Schenck as half owner will, or ought to, have something to say about any deals R. & R. might make for Twentieth Century-Fox product. Schenck, in a word, thereby is a seller and a buyer of his own output in this one direction anyway.

▼

Will he go further? Years ago, we learned the dangers inherent in the crystal ball and, thus and generally speaking, laid off. However, and provided you don't hold us to it, we feel informed sufficiently in this one instance, at least, to urge that you experience no special surprise if you find the United Artists circuit stepping elsewhere in due course. Not in the form of new theatres; there is little purpose these days of building them. But it could easily, and it probably will, take shape in an acquired interest, if not to say a control, in existing circuits. Thus, on the one side, you find Schenck a heavily interested exhibitor by virtue of National Theatres, Twentieth Century-Fox's exhibition arm and a stalwart one. On the other, you see a sort of a paralleling activity growing apace through the U.A. circuit. Will he put the one into his major interest which, in terms of outlets, is National Theatres? You might view yourself as having been in the know if one of these minutes, weeks, months and, perhaps as far off as years, he does.

▼ ▼

The pleasant and rotund Douglas W. Churchill, covering Hollywood for *The New York Times*:

> A radically altered "Stage Door" is being photographed at RKO. . . . It is probable that playwrights Edna Ferber and George J. Kaufman will be vexed by some of the changes. Director Gregory La Cava has tossed out all the original with the exception of the framework, but La Cava and the studio believe that the film will present a more faithful conception of the children who stem from everywhere and who converge with their hopes, deceits and tragedies in the parlor of Mrs. Orcutt's boarding house. . . . La Cava believes that much of the reasoning of Authors Ferber and Kaufman is specious and that they failed to create a document that accurately presents the problems and psychology of the dozen or so girls with whom the play deals. He turned several stenographers loose on the town with pencils and books and they rode in buses, sat in studio reception rooms, talked to extras on sets. . . . La Cava says that the result is far richer, far more dramatic than the dialogue of the play.

Question: Why, then did Radio buy the play for something like $150,000? . . .

▼ ▼

Warners were after "Room Service." Radio topped the offer and made the killing for $255,000. Reported conversation between Mervyn LeRoy and Sam Briskin:

Mervyn: "Sam, you're ruining the business, spending that kind of money for a play."

Sam: "What did Warners offer?"

LeRoy: "$250,000." . . .

▼ ▼

Max Gordon, stage producer and film producer-to-be, has been doing very well by himself with "The Women." His profit has been hitting regularly in the five figure division each week.

Hand-waving by Gordon prior to his departure for Europe:

"Sure, I'm making money, but I'm making it in the wrong era."

▼ ▼

Excited radio announcers, describing the arrival of the Soviet top-of-the-world flyers at Vancouver, Wash:

"We expect to interview the flyers later. Stay on this station. This is an NBC exclusive, a prestation of the Red network."

Hamilton Fish, please note. . . .

Hawks, Cohn to Fly Non-stop to Coast

Frank Hawks, who will make a serial for Columbia next season, will take off Sunday with Jack Cohn, vice-president of the film company, on a non-stop flight to the coast. They will be met at the Burbank airport by more than 200 convention delegates.

Home office and eastern sales representatives will leave at midnight tonight for Los Angeles, where the first business session will open Monday at the Ambassador. En route, the men will participate in a community sing festival. Books containing 200 printed songs will be given to the salesmen. Hy Dabb will be sing leader. Between song periods branch and district managers will hold individual business sessions in drawing rooms.

Hawks and Cohn will leave from Floyd Bennett Field. Shortly after Hawks arrives on the coast he will begin work in "The Adventures of the Mysterious Pilot."

Rodgers Tours Exchange

William F. Rodgers, general sales manager of M-G-M, is on a swing of exchanges. He was in Cleveland yesterday where he met Tom Connors, division manager, and Jack Flynn, district manager. Rodgers is due in Chicago today and from there will visit Milwaukee, Minneapolis, Omaha, Salt Lake City, Denver and San Francisco. He is scheduled to be away three weeks.

Educational Will Study 16 mm. Film

(*Continued from page 1*)

might be increased by availability of a constant supply of new 16 mm. productions.

Hammons said that Educational would make no decision on entering the 16 mm. production field itself before completing the survey. He stated that Educational has no plans at this time for entering feature production and expects no change in the present status within the next few months.

Giveaway Bug Loose In Denver Once More

(*Continued from page 1*)

used by the Huffman houses, the Fox group is also allowing courtesy matinee registrations.

The Denham, first run, and the Alpine, neighborhood, have two cash nights each week, their offerings running $500 or more. This twosome is also allowing matinee registrations, furnishing cards to be filled out.

Only one Fox house, the Isis, 15-cent grind, is not in the Fox cooperative affair. One Denver first-run, the Orpheum, has always kept away from giveaways, and is not entering this time either.

File More Bay State Bank Night Actions

(*Continued from page 1*)

atre, Wareham, in Plymouth District Court.

In the latter suit Ryan contends royalties were due at the time Warr sold the theatre to the Joelson Circuit.

Several other suits, all on a breach of contract basis, are pending.

Some time ago the U. S. Circuit Court of Appeals ruled royalties could not be collected through copyright suits as the Bank Night system is not copyrightable.

Test Illinois Game Law

DAVENPORT, Ia., June 22.—Illinois States' Attorney Francis C. King has filed information against Isadore Brotman, manager of the Paradise in Moline, on a charge of unlawfully maintaining a lottery. He has started it as a test case to try out the new Bank Night law in Illinois.

Para's Zukor Suit Reply Ready July 1

(*Continued from page 1*)

overwhelmingly approved by Paramount stockholders.

The company's legal staff has encountered new delays in preparing Paramount's action to enjoin North Dakota from enforcing the Allied States-sponsored theatre "divorce" law, it was stated, with the result that the action, which was expected to be ready by July 1, may not be filed until July 10 to 15.

Prizewinners on Coast

HOLLYWOOD, June 22.—Robert K. Fulton of Waterloo, Ia., and Leo Henderson of Helena, Mont., arrived here today for a week's visit. They were winners in the Tristates and Intermountain circuits of the Adolph Zukor drive prizes.

◂ *Purely Personal* ▸

CHARLES LIGHT, general foreign manager for Alexander Film Co., has gone to Toronto on business. He will also stop at Winnipeg and Vancouver and then will go to Colorado Springs for the company's convention.

●

BILL SHIFFRIN'S play, "Genius Over Broadway," is now the attraction at the Pasadena Playhouse, Pasadena, Cal. This is the second play written by SHIFFRIN.

●

CHARLES WEINSTEIN has just returned after having supervised the installation of new lighting fixtures in the Calvert, Washington, and the Savoia, Philadelphia.

●

HENRY LOEW, brother of the late MARCUS LOEW and manager of the National, will leave the end of the week for an extended vacation in Maine.

●

EDDIE FORMAN, author of the Joe Palooka series of Vitaphone shorts, will spend an eight-week vacation in California when the Vitaphone studio closes.

●

RANDOLPH SCOTT will arrive in town Sunday by plane. He will attend the opening of "High, Wide and Handsome" at the Astor in mid-July.

●

FRANK CAPRA and MRS. CAPRA, ROBERT RISKIN, CHARLES D. LEDERER and EDNA MAY OLIVER will return from Europe Thursday on the *Rex*.

●

JACK LEE is on the coast to open an office for Monte Proser, Inc., which will be the name for the western office of Blackstone Agency.

●

WALTON C. AMENT, of counsel to the RKO trustee, will be married June 29 to MARY ALICIA NICKERSON of Greenwich, Conn.

●

GEORGE OSHRIN, manager of Loew's Valencia in Jamaica, has resigned due to ill health. No successor has been named.

●

LILLIAN JEFFREY, secretary to JOE VOGEL, returned Monday on the *Queen Mary* after a vacation in London.

●

GEORGE HIRLIMAN and M. H. HOFFMAN of Condor Pictures will leave by plane today for Hollywood.

●

STANTON GRIFFIS, chairman of the Paramount executive committee, returned yesterday from Chicago.

●

JOE VOGEL is due back today from the midwest where he has been looking over Loew theatres.

●

EDWARD SMALL has gone to England in search of talent for "The Man in the Iron Mask."

●

MAX MILDER, Warner representative in England, will arrive Wednesday on the *Paris*.

●

EUGENE RODNEY will leave for Hollywood Friday or Saturday.

●

EDWARD HALPERIN, independent producer, is in town lining up new production plans.

●

WOLFE KAUFMAN of *Variety* will head for Hollywood next week for a month's stay.

●

DAVE GOULD, dance director for M-G-M, is in town for a month's visit.

●

ROSEE HANDLER of the Columbia home office was married yesterday.

●

BILL JAFFEE is in Hollywood. There for a couple of weeks.

●

Y. FRANK FREEMAN is expected back from Miami tomorrow.

●

GEORGE BRUCE'S "Baby Face" has been acquired by M-G-M.

●

JOHN D. CLARK left for Hollywood last night.

●

JOHN and MRS. BALABAN are in from Chicago.

●

HAL HORNE left for the coast yesterday.

Picture Poem

Under the title "Contributors to Art," the *New Yorker* has published this little piece by Anne Forbes:

**Only God, they say, makes trees.
Can he make lovelier names than these:**

**Darryl Zanuck, Hermes Pan,
Van Nest Polglase? Lowly man
Offers thus on silver screen
Names whose bearers rest unseen.
Jasper Blystone, one Field Gray,
Pandro Berman. Stay, oh stay!
Let me know what form or nature
Dwells behind such nomenclature.
Let me see your features clear,
Who rings so finely on the ear.**

**Field Gray, say that you'll be mine.
Pandro, be my valentine.**

Washington Variety To Have Boxing Show

WASHINGTON, June 22.—The local Variety Club tent has completed arrangements for a boxing show to be put on for the welfare fund on July 20. It will be staged at Griffith Stadium.

Freddy Steele, world middleweight champion, and Charles (Hobo) Williams will be the principals in the feature bout. Rudolph Berger is chairman of the general committee.

Sillman to Associated

Leonard Sillman, stage producer, has joined Dudley Murphy's new Associated Artists as associate producer and director, and plans an immediate talent search. New additions to the organization's board of directors are Willard S. McKay, Universal general counsel, and J. Meyer Schine, president of Schine Enterprises.

Ask Fight on Ascap In Kansas-Missouri

TOPEKA, June 22.—That exhibitors secure cooperation of the parent teacher associations in eliminating the Ascap music tax and then establish local scholarships with the amount thus saved to be administered by P.T.A. groups was suggested by John Stapel, president, to members of the Kansas-Missouri Theatre Ass'n in convention here today. Stapel believes that the M.P.T.O. and Allied have failed in their efforts to free exhibitors of the tax and that exhibitors should arouse public opposition to it on their own screens. Scholarships paid for by money saved from the tax would secure everlasting good-will of communities for exhibitors, theatres and motion pictures alike, thinks Stapel.

Membership Drive to Start

While the idea was accepted enthusiastically by the delegates, definite action is not likely until the association's aggressive campaign to strengthen itself with new members and increased dues begins to function in the next 60 days. A series of local committees throughout the area have been appointed by the directors to sell exhibitors the need of a strong association, particularly in view of the present labor situation. Such problems as double bills, exhibitor support for the bill in the next Kansas legislature session taxing Bank Night winnings 15 per cent and thus making the promotion legal in Kansas where the Supreme Court last year banned it as lottery and use of vaudeville to replace chance games, premiums and doubles were discussed but action was postponed by the association until the drive has developed new strength.

Exhibitors, including Ed Haas, Fox midwest district manager; San Sosna, Manhattan, Kansas, and Homer Strowig, Abilene, Kansas, disclosed that straight picture programs consistently make more money than when combined with vaudeville. Vaudeville suffers too much by comparison with good talking films, said Haas.

Retitle Wayne Film

HOLLYWOOD, June 22.—"Idol of the Crowds" has been chosen as the title for John Wayne's latest, which was filmed under the name of "Hell on Ice."

The All-Year Route
to CALIFORNIA

Just a cool over-night journey on the lower-ground-level, ALL-YEAR Transcontinental Route. Two Overnight Schedules in 14-berth Flagship Skysleepers:

THE MERCURY
3 stops only
Leaves New York 5:10 pm.
Standard time
Arrives Los Angeles 7:30 am.

THE SOUTHERNER
5 stops only
Leaves New York 8:40 pm.
Standard time
Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VAnderbilt 3-2580
Ticket Office—45 Vanderbilt Ave.

AMERICAN
AIRLINES INC.

ANOTHER SHOW
FROM THE NEW

Breathes there the woman who doesn't think that for some reason—her beauty, personality or acting possibilities—she rates a screen test? They're ALL curious about it—and that goes for men too! Not one will be able to stay away from your theatre when you play

HOLLYWOOD

THE PICTURE THAT ANSWERS A MILLION QUESTIONS!

A two-reel "special" that shows every absorbing detail—from the time the prospect is first caught by the talent scout until she appears on the screen! The greatest summer attraction in screen history!

MANSHIP SCOOP

UNIVERSAL!

SCREEN TEST

Produced by CHARLES E. FORD who gave you "Camera Thrills" and "You Can't Get Away With It"

Directed by S. Sylvan Simon

Special ads! Special stills! Special trailer! Special press book! Special one sheet! A tie-up bonanza! A NATURAL for newspapers!

Italy Decree Has No Effect on Hays Deal

(*Continued from page 1*)

Hays, president of the M. P. P. D. A., and Premier Mussolini.

Associated Press and United Press dispatches published yesterday interpreted the decree as invalidating the Hays-Mussolini agreement, which provided for the number of American films to be imported into Italy and the amount of money which American firms could export from Italy. It was pointed out here, however, that the principal features of the decree of yesterday as published made no mention of the salient features of the Hays-Mussolini agreement, but merely detailed the important terms of the dubbing tax increase and quota as decided some weeks ago and made known at the time.

The new decree increases the dubbing tax from 30,000 lire to a range of from 50,000 lire to 110,000 lire, depending upon the box-office gross of the picture, under a graduated scale, and changes the quota from one Italian picture for every three foreign films shown to one Italian film for every two foreign pictures exhibited in Italian theatres.

The Italian Government yesterday banned two more American films, "Crack-Up" and a "Charlie Chan."

Dodds, Jewell Due Here on Production

Thomas Dodds, chairman of the board of Atlantic Films, and Jack Jewell, story editor and supervisor, are expected in New York within a few weeks to discuss distribution arrangements for two new productions, one of which will be in Technicolor, on which the company plans to start work soon. Columbia is releasing Atlantic's "Thunder in the City."

Dealer Group Elects

CHICAGO, June 22.—The Theatre Equipment Distributors of America, Inc., rival dealer association to the Independent Theatre Supply Dealers, at the convention ended here yesterday, elected the following officers: Arthur Marrone, president; Joseph Pear, vice-president; E. L. Hurley, secretary; R. Perse, treasurer. The directorate includes: Joseph Guerico, Paul Hueter, Henry Dusman and Marrone.

Columbia Votes Dividend

Columbia yesterday declared a semi-annual stock dividend of two and a half per cent on the common stock, payable Aug. 23 to stockholders of record on Aug. 9. Voting trust certificate holders will receive this dividend in voting trust certificates and cash will be paid for fractional shares of common or voting certificates, based on the closing bid price of the voting shares on Aug. 19.

B. & K. to Pay $1.75

CHICAGO, June 22.—B. & K. has declared a quarterly dividend of $1.75 on the seven per cent preferred stock, payable July 3 to stockholders of record June 25.

Saland Closes K. C. Deal

Nat Saland, president of Ace Pictures Corp., has closed a deal with Joe Silverman of Standard Film Co., Kansas City, for distribution of 31 pictures.

Wants Square Quiet

Mayor LaGuardia has given instructions to Police Commissioner Valentine to make Times Square quieter.

He wants less blowing of automobile horns, fewer street musicians and peddlers, better regulation of traffic and less parking.

Dwight Is Cited By Congress Committee

WASHINGTON, June 22.—Richard E. Dwight, legal associate of 20th Century-Fox and former member of the law firm of Hughes, Schurman & Dwight, was named today at a Senate-House committee hearing as one of a group who sought to reduce income tax payments between 1932 and 1936 by taking out large insurance policies with a Bahamas company.

Charles Evans Hughes, Jr., son of the Chief Justice of the U. S., was a member of Dwight's law firm. On June 10 the firm was dissolved, with Dwight and several of his associates forming the new firm of Dwight, Harris, Koegel and Caskey. The dissolution of the firm was attributed at the hearing to Dwight's differences with the Treasury Dep't. over the transactions cited. A Treasury attorney told the committee that by taking out a $4,000,000 policy with the Bahamas company, paying a single premium, then borrowing on the policy and deducting the interest payment from his income tax return, Dwight was enabled to reduce his 1932 income tax payment by $53,448. He said that for the period from 1932-35, the Internal Revenue Bureau decided that Dwight owed $230,399 in taxes.

Brylawski Retained By Condor on S.E.C.

(*Continued from page 1*)

he said. With M. H. Hoffman he will leave for the coast today with plans for resuming production on two new pictures in about 10 days. Failure of the S. E. C. to approve Condor's application, filed April 2, brought about a suspension of production activities last week, due to an S. E. C. stop-order which, Hirliman said, obstructed both public and private financing during the period in which the S. E. C. took no action on the application.

Curtis Manages House

TORONTO, June 22.—With the appointment of T. R. Tubman as Ottawa district manager, Famous Players Canadian Corp. has transferred Gene Curtis from the Regent in Ottawa to manager of the Capitol there. Until recently Tubman had been in charge of the Ottawa Capitol.

Nelson at Carolina

SPARTANBURG, S. C., June 22.—William Nelson, formerly of the Strand staff, has been appointed assistant manager of the Carolina.

Owsley's Wife Unknown

HOLLYWOOD, June 22.—Monroe Owsley's will, filed today, leaves his estate to his wife, but so far as his friends know he has no wife.

Union in K. C. Asks Theatre Agreement

KANSAS CITY, June 22.—Substantial increases in wages and decreases in hours, a closed shop and continuation of vacations with pay, are asked in a proposed agreement submitted to Kansas City theatres by the recently formed Theatre Employes' Local 24. The agreement, signed by Felix B. Snow, representative of the I.A.T.S.E. with which the new union is affiliated, went to first runs and to subsequent runs that employ any labor.

The schedule asked for first run employes is: cashiers, $25 a week; front doorman, $23.50; chief of staff, $27.50; assistant chief of staff, $24; ushers and usherettes, $20; back doorman, $20; superintendent of cleaners and porters, $28; assistant superintendent, $22, and porters, cleaners and maids, $20. The same schedule was asked from subsequent runs, except for cashiers, ushers and doormen, for whom the union wants 50 cents an hour. Calling for time and a half for overtime, the agreement provides for a decrease in hours from five to 15 hours per week from existing hours.

Guild, Playwrights Meeting on Monday

HOLLYWOOD, June 22.—Dr. Towne Nylander of the Regional Labor Relations Board today postponed until next Monday the meeting of the Screen Writers' Guild, Screen Playwrights, Inc., and producer representatives for the purpose of determining which of the writer groups shall be designated as the bargaining agency for film writers generally. If the factions agree, a vote will be taken among screen writers to learn their preferences.

If an agreement on this score is not reached Nylander will set a date for a hearing on the Guild's petition to be designated as representative for all writers.

Baltimore Union Elects

BALTIMORE, June 22.—Officers of the ensuing year of the Projectionists' Union have been elected as follows: Harry Bauer, president; George Dusman, first vice-president; John Winn, 2nd vice-president; Philip Sollins, financial secretary; Charles Reisinger, recording secretary; Harry Cluster, business agent; William Holthaus, treasurer; Frederick Swartz, sergeant-at-arms. Those appointed to the board of directors are: Leonard Henderson, Harry Daniels, Herman Cluster, William Maney, Earl Tyson, Earl Jackson, Conrad Freund, Conrad Backert and Albert Roth.

English Unions in Deal

LONDON, June 22.—An interunion agreement was signed yesterday between the National Ass'n of Theatrical Employes and the Ass'n of Cine Technicians for joint action and mutual support covering film production and television.

Sesney Succeeds Burkett

KANSAS CITY, June 22.—Local 170, I.A.T.S.E., has elected Claud Sesney temporary business agent to succeed Frank Burkett, the second election in less than six weeks.

Re-Sign Miss Hutchinson

HOLLYWOOD, June 22.—Josephine Hutchinson has been signed to a new long term contract by M-G-M.

Compensation Law Affects Big Houses

KANSAS CITY, June 22.—Circuit and first run theatres will make up the bulk of the houses affected by the unemployment compensation law which became effective when Governor Stark signed the bill passed by the legislature. Employers of eight or more persons will pay 1.8 per cent of this year's payroll, 2.7 per cent of next year's and succeeding years'. Employes do not contribute under the pool fund plan. Benefits, starting after two years, will be paid for a maximum of 12 weeks and will amount to $5 to $15 a week.

Forrest Smith, state auditor, has ruled that advertising of all kinds is exempted under the new two per cent sales tax. This includes screen and radio advertising, on which the state collected the one per cent levy. The new tax is not applicable to freight transportation, which exempts film delivery.

Ask Three-Reel Cans

NEW HAVEN, June 22.—Allied of Connecticut has informed all exchanges except United Artists and Universal of the resolution passed that shipments of film should no longer be made in cases of over three double reels. Five-reel cases have proven dangerous in lugging up to booths, it is claimed. The notices inform exchanges that after 30 days, film will not be accepted in the large cases. Universal and United Artists are already complying with the request.

Disney to Make "Bamby"

HOLLYWOOD, June 22.—Walt Disney, committed to the production of one feature each year, plans to produce as a feature cartoon "Bamby," Felix Salten's book of last season, for next year. Sidney Franklin has been signed as director, and the characters will be conventional rather than caricatures.

Rose Rosenberg to Metro

LONDON, June 14.—Rose Rosenberg, private secretary for 15 years to J. Ramsay Macdonald, ex-Prime Minister of Great Britain, is to become an executive of Metro-Goldwyn-Mayer British Studios, Ltd., starting in August.

Wall Street

Light Stock Gains

	High	Low	Close	Net Change
Columbia	29	29	29	.....
Consolidated, pfd.	12	12	12	— 3/8
Eastman	170	170	170	.....
Loew's, Inc.	76	75 3/8	76	+ 1/8
Paramount	18 3/8	17 3/4	17 7/8	+ 1/8
Paramount 2 pfd.	17	16 7/8	17	+ 1/4
Pathe Film	6 1/2	6 1/2	6 1/2	+ 1/8
RKO	7 1/4	7 1/8	7 1/4	+ 1/4
20th Century-Fox.	34 5/8	34 1/2	34 5/8	+ 1/8
Warner Bros.	12 3/8	12 1/4	12 1/4	+ 1/8

Technicolor Up 1 1/4 Points

	High	Low	Close	Net Change
Grand National	2 1/8	2	2	— 1/8
Sentry Safety	1/2	1/2	1/2	.....
Technicolor	27 7/8	27	27 3/4	+1 1/4
Trans-Lux	4 1/4	4 1/8	4 1/8	— 1/8

Warner Bonds Rise

	High	Low	Close	Net Change
Loew's	99 1/4	99 1/4	99 1/4	.....
Paramount Pict. 6s '55	100	100	100	— 1/4
Warner Bros. 6s '39 wd	94 3/4	94 1/2	94 1/2	+ 1/2

(Quotations at close of June 22)

CEA Quality Clause Fight To Be Pressed

(Continued from page 1)

which was endorsed, was in opposition to the majority committee's wish that the quality clause be abandoned, and that negotiations be reopened with the Kinematograph Renters' Society (distributors) on the basis of acceptance of the cost clause as incorporated in the initial draft of the proposed new Films Act prepared by the Board of Trade.

In a full discussion of the situation, Metcalfe was outspoken, declaring that many members of the old committee had not assisted him. He complained of the divided policy in the association and urged that the organization present a definite and declared policy.

Recommends "New Start"

"It is better to make a new start with people who will force your policy," he declared. He further complained of leakage, permitting committee proceedings to be made known to the opposition, and said that many members of the committee were "half sold on the other side before they started." He reiterated the fundamental objection to the cost clause because of the product problem which is involved and declared that the reciprocity idea as recently proposed is not practicable. He said, however, that the C.E.A. would be sympathetic to a workable scheme.

He emphasized that the C.E.A. should not negotiate only with the foreign faction of the K.R.S., but also with the British distributors and the Film Group of F.B.I. If negotiations are carried on with only one section, it should be with the British section, he said.

In general Metcalfe urged maintenance of the present policy against the Board of Trade, if necessary carrying the fight against the cost clause into the House of Commons.

Fligelstone, Gale, F. W. Morrison, Alex King and Ralph S. Bromhead of the old committee argued for a joint policy with the K.R.S. on the ground of the definite rejection of the quality clause by the Board of Trade, but other speakers urged the absolute necessity of maintaining the supply of minor American films, which the cost clause would kill.

See Independents Endangered

Jack Alexander, declaring that the independent exhibitor is fighting for his life and would be extinct in three years under the cost clause, attacked the Board of Trade's "four or five officials anxious that their long weekend shall not be disturbed by the quality clause." Other speeches were in similar vein, urging a combination of independent producers and distributors refusing to accept the declaration of Oliver Stanley, president of the Board of Trade, as final.

It is expected the C.E.A. will tie up with another group declared to represent 1,000 principals and employes who held a meeting in London yesterday expressing dissent from the Government's proposal. A joint protest to the Government and possible public agitation by independent producers, distributors, technicians and others is foreseen, with organized Parliamentary opposition.

The council voted thanks to Ed Kuykendall, president of the M.P.T.O.A. in the United States, for information concerning American rentals. Approximately 700 attended the garden party this afternoon. The banquet tonight also was well attended.

Steel Riot Film Pops Up In London; Para. Amazed

(Continued from page 1)

from London that the reel was being shown there and London papers were commenting upon it with some excitement.

Paramount denied early in the day that the reel belonged to it. Cables were exchanged with the London office and word came back that it was really the Paramount film. An investigation was started.

It developed that a skeleton holiday crew was on duty at the home office when the negative arrived. The man in charge of the foreign shipments was called out of town by the illness of his father. A substitute made a condensed version of the Chicago scenes and included it in the foreign shipment as a matter of routine.

Yesterday London was startled. Paramount was, too, but Paramount still says the reel will not be shown in America.

Rockefeller Claim Is Hit at Hearing

(Continued from page 1)

per cent for the new debentures was still regarded as too high, but that he had been compelled to "take it or leave it." Special Master Alger responded that he was under no such compulsion and indicated that he would give the interest rate considerable study before approving it.

Israels asked approval of the Rockefeller settlement because of the acceptance by the claimants of common stock, which would place other unsecured creditors in a more favorable position. He insisted that if the Rockefeller claim were to be litigated, Rockefeller interests might refuse to accept a junior position with the result that the plan would require complete revision. Under the settlement, RKO would also benefit by the acquisition of a first-run house, according to Israels. He indicated that general creditors expect to wait four or five months before getting the money, even if the plan is approved and urged that disapproval of the settlement might harm the creditors. Chief advantage of the plan would be the ability of creditors to sell their securities on the open market and obtain their money quickly, Israels said.

Calls '31 Conversion Illegal

John Stover, representing Ernest Stirn, a Class A stockholder, charged that conversion of Class A into common stock in 1931 was illegal because a quorum of directors was lacking when the conversion was ordered. He also contended that provisions of the plan would be illegal under the laws of Maryland where the company was incorporated. Stover stated that misrepresentations of fact had been made to Special Master Thomas D. Thatcher by the Rockefeller interests when the claim was being tried.

Pfeiffer denied the charges of misrepresentation, but Special Master Alger refused to consider the issue. Alger asked whether the provision for liquidated damages under the lease for the Music Hall and Center theatres did not provide for more money to Rockefeller Center than if the leases had been unbroken. Pfeiffer argued that the landlord was entitled to the entire cost of construction and equipment because of the breach of the lease by RKO.

Abraham K. Weber, representing common stockholders, said that the Atlas Corp., proponents of the plan, have failed to establish their case. He said that the last re-valuation of the assets took place in 1932, and that the law requires a more recent valuation, not one based on earning power alone.

Richard C. Hunt, representing $1,118,500 of extended notes and $170,000 of debentures, challenged the assertion by Joseph M. Cohen, attorney for common stockholders, that the common had been reduced to one-fourth its value in 1932, and was now being reduced to one-eighth. Hunt stated that only one-fifth of the present outstanding common was issued in 1932. He said that the plan was fair to stockholders and that bondholders were being asked to sacrifice one-half per cent in interest, extend the maturity of the notes, and accept stock for their past-due interest.

Fabian Representative Present

Si Fabian, who leased the Plaza in Schenectady and the Palace in Albany to RKO Proctor, was represented by Frank Reavis. Reavis asked that some provision be made for landlords who hold guarantees by RKO on leases which have not defaulted. He requested either a guarantee by the new company or cash security for three years' rental. It was pointed out by O. C. Doering, attorney for Irving Trust Company, RKO trustee, that three similar cases are now pending in the Circuit Court of Appeals and that decisions clarifying the rights of landlords holding guarantees on undefaulted leases was expected in a few weeks.

Special Master Alger expressed great satisfaction with the management of the debtor by Irving Trust, saying that he had never seen "anything quite so marvelous as the jump in RKO earnings in the last three years."

Argument will continue at Alger's office this afternoon. June 28 has been set as the last day of argument. A formal hearing before Federal Judge William Bondy was adjourned to July 20.

Reveal "Lynton" Settlement

Settlement of the infringement suit of Edward Sheldon and Margaret Ayer Barnes against M-G-M was revealed in U. S. District Court yesterday when a stipulation discontinuing the action was filed. The plaintiffs claimed infringement of their play "Dishonored Lady" in the picture "Lettie Lynton." The amount of the settlement was not given.

CEA Asks Inquiry On All New Theatres

(Continued from page 1)

to the principle that there should be a ratio between the available film output and the number of theatres in the country. Also reaffirmed is the association's desire for official arbitration in trade disputes.

It is generally believed that the Board of Trade takes the view that provisions covering overbuilding and trade arbitration would be out of place in any new Films Act.

Odeon Companies Merge

London, June 14.—Eighty-six companies owning the theatres included in the Oscar Deutsch Odeon circuit have held formal meetings to approve the merging of all companies into one. The move is preparatory to a public issue by Odeon, on a preference or debenture basis, probably of £4,000,000 of a total authorized capital of at least £8,000,000. United Artists has an interest in Odeon.

Goetz Now in London

London, June 22.—William Goetz, 20th Century-Fox executive, has arrived here on the *Normandie* to arrange for the first picture Gracie Fields will make under her Hollywood contract, which will be produced here, and to accompany Annabella, signed recently by the company, to Hollywood.

New London Paper Out

London, June 22.—A new film paper, the *Independent Sentinel*, has begun publication here. It is described in the first issue as presenting the case of the independent producer, exhibitor and distributor. There is no indication in the first issue of the identity of the publisher.

Depinet and Reisman Back from RKO Meet

(Continued from page 1)

gone to San Francisco to look over the circuit's theatres and will return later in the week.

Milton Berle, star of "New Faces," which will open at the Music Hall on July 1, is in Chicago for interviews in connection with the picture.

A Correction

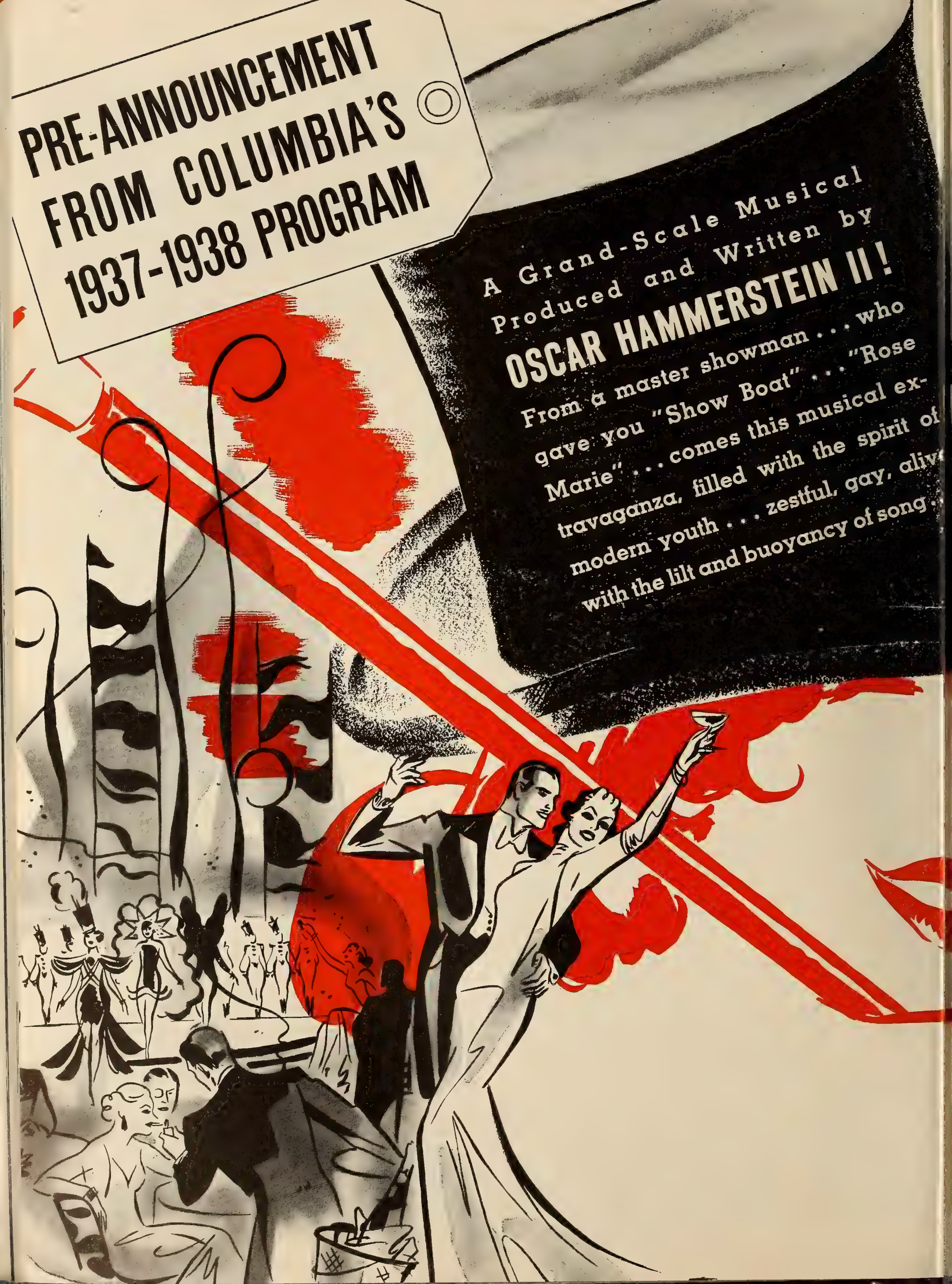
The distribution of "Timberesque," reviewed in yesterday's Motion Picture Daily, was erroneously reported to be by Syndicate Film Exchange. King Guidice is handling the film.

Dismiss 20th-Fox Case

The suit of Cinema Patents Co., Inc., against 20th Century-Fox, was dismissed yesterday by U. S. District Court Judge John C. Knox for failure to prosecute. The complaint charged infringement of patents for developing, fixing and toning film and asked an injunction and triple damages.

Roxy Suit Dismissed

An action for $120,000 damages for personal injuries brought by Lucy and George Rebb against the Roxy was dismissed yesterday by U. S. District Court Judge John C. Knox for failure to prosecute. The injuries were alleged to have been sustained in July, 1929.

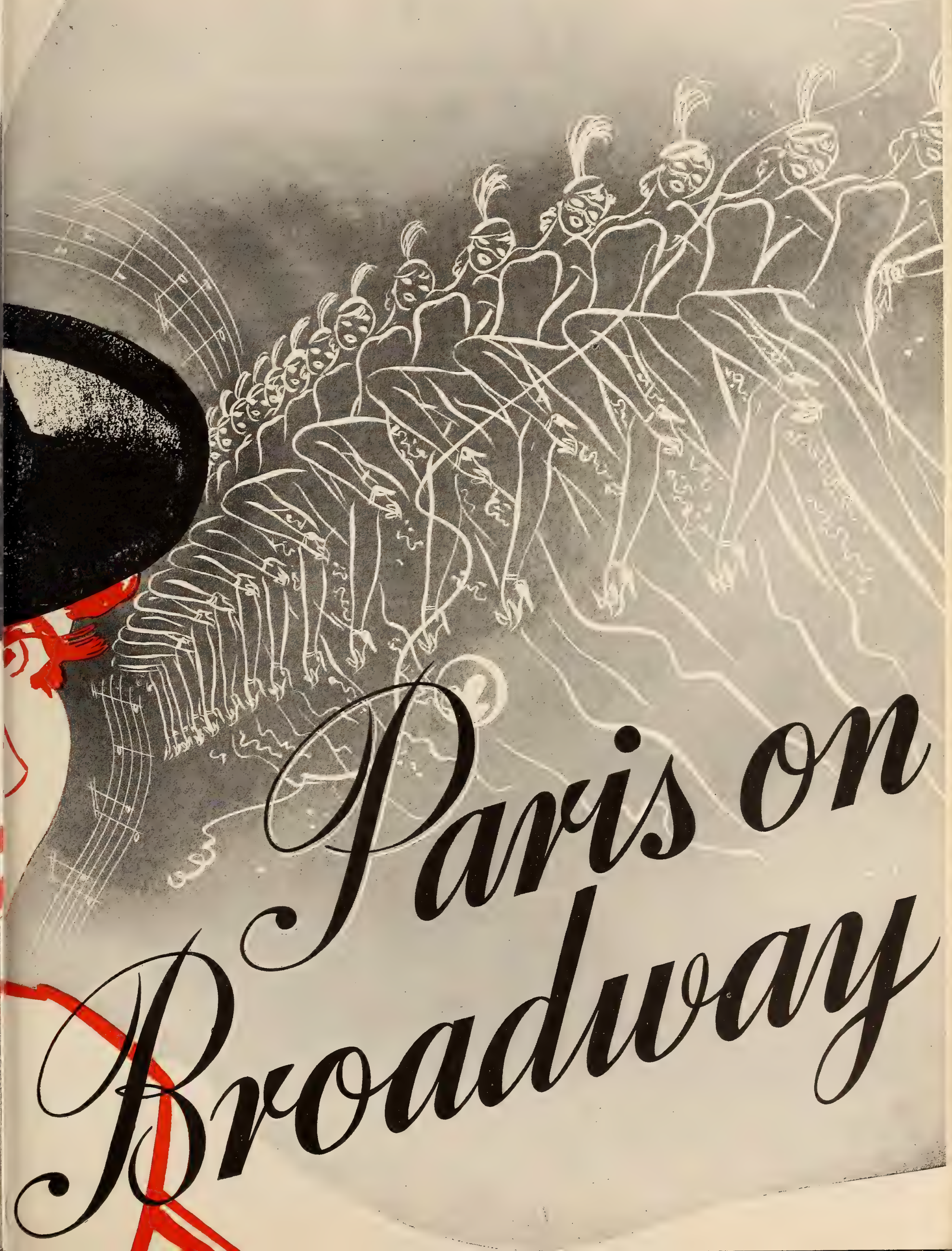


PRE-ANNOUNCEMENT FROM COLUMBIA'S 1937-1938 PROGRAM

A Grand-Scale Musical
Produced and Written by

OSCAR HAMMERSTEIN II!

From a master showman . . . who gave you "Show Boat" . . . "Rose Marie" . . . comes this musical extravaganza, filled with the spirit of modern youth . . . zestful, gay, aliv with the lilt and buoyancy of song.



Paris on Broadway

CBS Accused Of Anti-Union Actions Here

Charges of anti-union activity have been filed against CBS by the American Radio Telegraphists' Ass'n, C.I.O. member, with the National Labor Relations Board, it was made known yesterday by Mrs. Eleanore M. Herrick, who is regional director of the board.

Mrs. Herrick said yesterday that the A.R.T.A. had filed a complaint against CBS, charging discrimination against its members and accusing the company of attempting to intimidate some of the CBS engineers. The complaint was signed by Mervyn Rathborne, president of the A.R.T.A.

The anti-union charges against CBS are an aftermath of the network engineers' action of last week in dissolving the company union, the Columbia Broadcast Technicians, to join the A.R.T.A.

Grossman Criticised

Singled out in the A.R.T.A, complaint is Henry Grossman, chief engineer of the eastern division of CBS. According to Rathborne, Grossman allegedly threatened the members of the CBS engineering staff with loss of vacations and sick leave, and loss of other privileges the men now enjoy, unless they left the CIO affiliate.

Grossman was out of the city yesterday covering the Poughkeepsie Regatta for the network, and therefore was not available for comment.

In his petition to Mrs. Herrick yesterday Rathborne also asked for a referendum for collective bargaining, and claimed that 70 of the 82 eligible employes in Columbia's New York office are members of the CIO affiliate.

Not known at the moment is the situation prevailing at the remaining seven CBS owned and operated stations, whose technicians were reported as having followed the WABC chapter's action in dissolving the company union to join the A.R.T.A. The stations are: WJSV, Washington; WBT, Charlotte; WKRC, Cincinnati; KNOX, St. Louis; WBBM, Chicago; WCCO, St. Paul-Minneapolis, and KNX, Los Angeles.

Peppe New Manager Of Wilson, Powell

James V. Peppe has been appointed general manager of Wilson, Powell & Hayward, and will assume his new duties Monday.

Peppe goes to the agency from CBS where until recently he was director of the network's orchestral relations department.

With the appointment of Peppe, Wilson, Powell & Hayward will expand its facilities both in New York and elsewhere.

Courboin to Design Organ

Dr. Charles Courboin, WOR organist who has been selected to play at the Roosevelt-duPont wedding, June 30, has been engaged to design an organ for WFIL, Mutual's Philadelphia affiliate.

John Elmer Elected by NAB; J. J. Gillin Vice-President

(*Continued from page* 1)

casting as an industry. What is helpful for one person is helpful for all. The plans we have outlined for the coming year will be carried out to the best of our ability. The problems confronting us are important to all broadcasters."

Asked regarding reports that the N.A.B. would split into two groups consisting of networks and independents, Elmer said he thought this very unlikely, as the problems before the organization are too important to involve a split at this time, as all must work together to protect their interests, whether they be chain or independent.

Elmer was a Baltimore publisher and advertising agency man before becoming president of WCBM, Baltimore, in 1931.

Following the election the Resolutions Committee thanked individuals and committees for their help in staging the convention. Resolutions approved included encouragement of prosecution of a Federal suit against Ascap; an expression that the NAB should urge the passage of the Duffy Copyright Bill; that the NAB reiterate its position as favoring issuance of radio station licenses for a term of at least three years; that it approves action by the board of directors favoring the organization of an NAB Bureau of Copyrights, Inc., and the transferring of the property and activities of the old bureau to the new organization.

Ask Publicity

Another resolution approved favors publicizing the art of radio. This matter was left to the board of directors for action.

Plans for a National Radio Week were strongly opposed and a resolution on this subject was killed.

The NAB resolved to fight the Celler Bill providing for a Federal broadcasting station. It was also resolved to pick one member from each state to fight for copyright legislation. A resolution was passed favoring the commemoration of the 50th anniversary of Helen Keller and the late Mrs. Anne Sullivan Macy during the coming year.

Edward A. Allen, president of the Independent Broadcasters' Ass'n, said late today that the group would hold an election tonight and planned to hold together for protective purposes. He said no dues would be charged as none was needed.

A proposal to raise NAB dues 50 per cent was dropped.

Ed Petry took the floor at the morning session and assailed the tendency of some members to fight Ascap on the front pages.

It was voted that the outgoing president should automatically become a member of the board of directors for three years.

Fred Hart's resolution for reorganizing the association will come up for discussion tomorrow. The resolution is to add state, regional and national units to the NAB. The Resolutions Committee advises that it be considered by a special committee and a report made on the feasibility of the plan and submitted to the board of directors.

Cuts Off Station

Long Beach, Cal., June 22.—Iola Josephson holds the rather dubious honor of having blown KFOX completely off the air in a recent broadcast. Reaching a climatic sequence, Iola blasted away in full voice as her lines grew to a peak. An outraged automatic cutoff on an overload relay went into effect and KFOX went blank.

Richfield Meet on Hookup

Los Angeles, June 22.—Richfield Oil Corp. will hold a sales meeting for its Pacific Coast salesmen over a 10-station NBC Pacific Red network Monday, from 7 to 7:30 A. M., P.S.T. The program will originate in NBC's Hollywood studios, and will include entertainment. Hixson-O'Donnell Advertising, Inc., is the agency.

NBC to Air NEA Meet

The 75th annual convention of the National Education Ass'n, meeting in Detroit, June 27 to July 1, will be covered in seven broadcasts over NBC.

A Dummy From Spain

In the midst of Spain's civil war, a citizen of Barcelona took time off to pen a letter to NBC designed to prove that Charley McCarthy is not the first ventriloquist's dummy to appear on the air. The correspondent's letter referred to one Josep Torres Vilata Toreski, now deceased, and with the missive was enclosed a photograph of Toreski and his dummy. The letter, with original spelling:

"Toreski consacred his youthfulness to the theatre, and traveled around the world. After September, 1934, took place his entrance in the Broadcasting House Radio Barcelona. He died in May, 1937. Toreski's popularity as speaker has passed, also, over the frontiers, because he invented a new radiophonic modality, creating an imaginary personage with whom maintained many and clevery dialogues. The imaginary personage was a turbulent boy of eight years of age 'Miliu' (the dummy).

"The death of Toreski is very regreted."

Coast Church Asks Broadcast License

By CLARENCE LINZ

Washington, June 22.—Application for a new broadcasting station at Los Angeles, to operate on 1,170 kilocycles with 100 watts power, was filed yesterday with the F.C.C. by the Hollenbeck Heights Christian Church.

The commission also received an amended application from George B. Storer, Pontiac, Mich., for a new station to operate on 800 kilocycles with 1,000 watts power, daytime only. His original application sought the use of the 680-kilocycle frequency.

Increase in day power from 500 to 1,000 watts was asked of the commission by WAAB, Boston, and an increase from 1,000 to 5,000 watts was asked by WILL, Urbana, Ill.

Hage Named Eastern Van Cronkhite Head

Chicago, June 22.—Maxwell Hage has been appointed director of the eastern division of Van Cronkhite Associates, Inc. He is leaving United Press where he has been radio production manager.

According to the announcement issued by John Van Cronkhite, Hage will be located at the firm's New York offices. Previous to going with United Press, he was assistant manager of WJAY, Cleveland, and has been connected with radio for the past nine years. In his new connection, it is understood Hage will direct only the eastern activities of news features and the news counseling service of Van Cronkhite Associates.

Equity Meeting Is Set on Air Talent

A special meeting of the council of Actors Equity Ass'n will be held next Tuesday to consider further the organization's plans for organizing radio talent on both coasts, it was learned yesterday.

The subject was discussed at a regular meeting of the council yesterday at which the cooperation of the Screen Actors Guild in Equity's organizing campaign among film personalities who appear on the radio was assured by Kenneth Thomson, secretary of the Guild. Indications are that under the cooperative arrangement, any member of the Guild appearing on the radio will be obliged to become a member of Equity and continue in good standing in that organization. Thomson plans to leave for the coast on Friday.

All theatrical unions will meet at Equity headquarters today to hear a report from a union delegation which met yesterday with Harry Hopkins, W.P.A. Administrator, on the current lay-offs in connection with the reduction of Federal theatre projects.

Four Renew on Thesaurus

Four stations have renewed their subscriptions to the NBC Thesaurus, recorded program service. Third year renewals were made by WBRY, Waterbury, Conn., to go into effect July 15, and WSB, Atlanta, whose renewal will be effective August 8. Stations which have renewed for the second consecutive year are CKSO, Sudbury, Ontario, and WBCM, Bay City, Mich., both effective immediately.

N. Y. Listeners Are 80% Foreign Origin

WBNX has completed a survey to determine the foreign language audience, and from census figures it has found that 80 per cent of New York's population is foreign born or of foreign parentage. It also found that 3,000,000 people in metropolitan New York are actually foreign born retaining in their customs and language all the characteristics of their native lands.

WBNX's programs are preponderately foreign language shows.

"Radio Melomanie" Off Air

MONTREAL, June 22.—"Radio Melomanie," local French program in which a piano team plays melodies old and new while em cee Ferdinand Bondi circulates through the studio audiences getting guesses at the titles and inviting guessers to sing a few bars, goes off the air shortly for the summer. During the hot months, however, the show will tour the province of Quebec as a vaudeville unit playing short stands in Valleyfield, Sherbrooke, Ste. Hyacinthe and other cities.

The sponsors will bring the unit back on the airwaves twice weekly over CKAC next September.

WLW Takes String Ensemble

CINCINNATI, June 22.—"Eichstadt's String Ensemble," a program of chamber music, featuring violins, viola, 'cello and piano, is a new sustainer over the WLW Line Mondays, Tuesday, Wednesdays and Fridays, 6 to 6:15 P. M., E.S.T. It replaces Jimmy Scribner's "The Johnson Family," which has occupied the spot for several months.

Film Players on "Hotel"

The "Hollywood Hotel" presentation for July 2 will feature Franchot Tone, Maurine O'Sullivan and Virginia Bruce in scenes from "Between Two Women."

WAAB Installs Amplifier

BOSTON, June 22.—WAAB, the Mutual network's local affiliate, has installed the new Western Electric program amplifier.

Martini Vice-President

Roland Martini, radio director of the Gardner Advertising Co. since 1933, has been elected vice-president of the company.

Dots and Dashes from NAB

By WILLIAM F. CROUCH

NAB CONVENTION HEADQUARTERS, CHICAGO, June 22.—Forgotten tonight were convention details, everyone's mind was on the Louis-Braddock fight at Comiskey Park. Practically everyone was there for the affair.

+

LESTER GOTTLIEB, of MBS, spent three weeks planning the "Crack o' Dawn" breakfast for Monday and when the time came for it he got so excited he didn't even eat anything. Until an hour later—when he remembered.

+

JERRY KING, president of Standard Radio, out from Hollywood, spent Monday afternoon golfing. His associates signed up the business that came around and considerable did show up. As a result KING was very much pleased.

+

This afternoon found many of the lads at the Washington Park racetrack. The main event was the NAB Handicap.

+

"Miss Lollipop," was the hit of the show. For two reasons. Those in opera length hose. "Miss Lollipop" is better known as FRANCYNE SEMMONS.

+

JOHN VAN CRONKHITE of Van Cronkhite Associates was very much on hand and got to meet a lot of chaps that it would take days of traveling to reach otherwise. VAN is all for this convention idea when it comes to doing business.

+

CBS and NBC delegates suffered from hayfever when MBS passed carnations around. At least, that's the reason they gave for not taking any.

+

WILL WHITMORE of Graybar in New York, after starting off with a bad cold, rallied fast today and was in fine fettle for the finishing days.

+

GENE O'FALLON of KFL, down from Denver and the high altitude found Chicago's lake breezes plenty warm.

+

JACK TODD, KANS program directtor at Wichita, was a booster for HERBERT HOLLISTER, also of KANS, for an NAB director job.

+

HARRIETT DE BUSMAN of Hollywood—via Kansas City—spent the first days of the session visiting WHB pals.

+

Speaking of WHB, DON D. DAVIS and his cohorts did plenty of entertaining in the Airport Room with the Three Deuces trio dispensing plenty of hot-cha-cha with every round of —you know what.

+

JOHN SCHILLING, and we're still talking about WHB, was up bright and early for the MBS breakfast. He claims he did get to bed before the affair but others claim he didn't—quite.

+

JOHNNY JOHNSTONE of WOR, was sadly missed. Too much business at home kept him away.

+

JAP GUDE and FRANK RAND who keep CBS to the fore were much in evidence. RAND met RUBINOFF and his violin at the airport Monday noon and took them to the Sherman for a press luncheon.

+

KARL HAYMOND took top honors on Sunday in the golf tourney, but, having won once before, was ineligible for the trophies which were given to HARRY BUTCHER of CBS and E. C. PULLIAM, Jr., of WIRE who tied for first place.

+

A broadcast over CBS for Wednesday night has been planned by JAMES PATT, local CBS director of special events. The new president will be introduced to the radio audience at that time.

+

A combination tea and style show was held Tuesday in the English Room at Marshall Field's for the women attending the NAB meeting. Mrs. BERTHA CURRAN of the local NBC office was in charge.

+

AL STINE of WHB, Kansas City, was on hand with a lot of swell gags, but didn't tell any of them. Says he's saving them for a new show he's writing.

+

A big hit at the convention was the promotion show. The exhibits were in charge of HOWARD PETERSON of WOW, Omaha, who did a swell job in presenting them to the visitors.

+

FRED J. HART of KGMB in Honolulu and KHBC at Hilo, Hawaii, was propably the popular delegate. He brought along a number of Hawaiian leis which he gave to friends.

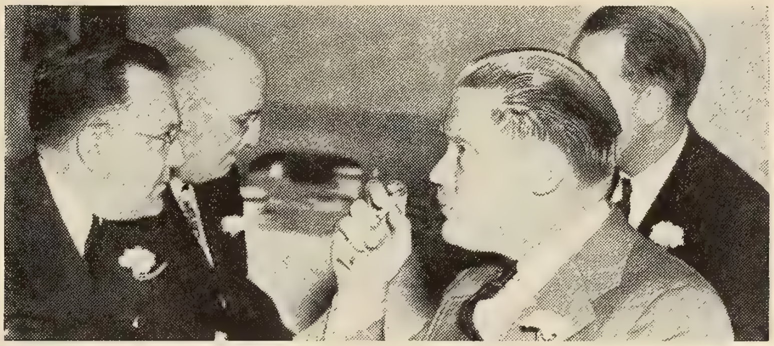
+

EDWARD A. ALLEN, WLVA, Lynchburg, was much in evidence conferring with other independent broadcasters.

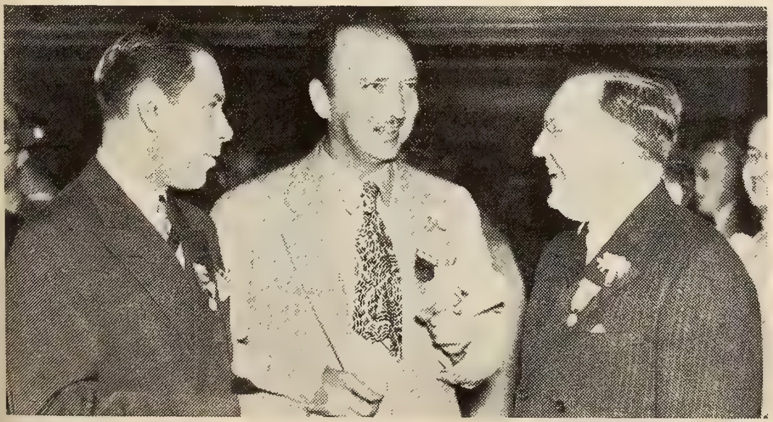
+

VIOLET S. EVERS of KMOX, St. Louis, was one of the lovely feminine delegates attending. She is the publicity counsel at her station.

Scenes Around the Sherman



This huddle looks like a serious one. Left to right: Don Davis, president of WHB, Kansas City; John Shepard, III, president of Colonial Network, Boston, and John Schilling, vice-president and general manager, WHB.



A laugh or two lightening the proceedings at the NAB convention now in its third day at the Hotel Sherman, Chicago. The cameramen here caught, from left to right, P. Willis of NBC; Eugene Dyer of WGES, Chicago, and another shot of Don Davis, president of WHB, Kansas City.

Standing left to right, Lester Gottlieb, publicity coordinator, and Fred Weber, general manager of MBS; Frank Schreiber, publicity representative, WGN, Chicago. Seated, left to right: Ade Hult, MBS sales staff; Ed Wood, sales manager, WGN; T. C. Streibert, vice-president, MBS, and George Harvey, sales staff, MBS.

London Sees Improvements In Television

LONDON, June 14.—Lord Selsdon has opened at the Science Museum, South Kensington, an exhibition of television, organized in conjunction with the British Broadcasting Corp., which provided an interesting historic review of the development of the science and a demonstration of the results obtainable by the most modern sets.

The display of apparatus covered the very earliest experiments in television, which are also described in detail in the brochure of the exhibition. The actual screen displays were provided by transmissions from one room of the Museum to another and all standard receivers were demonstrated and gave practically perfect and flickerless pictures.

The only large picture demonstration was by Scophony, Ltd., which transmitted from their laboratory two miles away. The five foot by four foot picture was noticeably less clear than in the case of the standard "home" receivers, and flicker was definitely a drawback.

KGGC Reorganized

SAN FRANCISCO, June 22.—KGGC, 250 watts, is in new hands and undergoing general housecleaning. S. H. Patterson, former owner of KVOR, Colorado Springs, is new general manager, replacing W. N. McGill. Latter and Luther Putnam have been dropped from the staff.

Patterson, representing parties as yet unidentified, has announced he will apply to the F.C.C. for permission to buy KGGC from the Golden Gate Broadcasting Co., of which the Rev. R. G. Craig of Glad Tidings Temple is chief stockholder. In new deal the church will not be affiliated.

KLZ to Handle Golf Play

DENVER, June 22.—In half-hour broadcasts each day station KLZ will broadcast from the 37th annual Trans-Mississippi golf tournament to be held in Denver this week at the Cherry Hills Country Club. Charles Inglis of the KLZ news staff will handle the broadcasts, giving the play-by-play proceedings.

On Saturday and Sunday, the days of the semi-finals and finals, two hours will be broadcast each day in 30-minute periods. Cherry Hills is to be the scene of next year's national open.

Allen Franklin with WFIL

PHILADELPHIA, June 22. — Allen Franklin, nationally known as an executive and producer, has joined the WFIL sales staff. He was recently associated with KVOO, Tulsa, as program director, and at one time was connected with WEBC, Duluth; KLZ, Denver; WHB, Kansas City, and WFBR, Baltimore.

Daniel Barlow Joins WIP

PHILADELPHLA, June 22.—the newest addition to the WIP technical staff is Daniel Barlow, who was formerly with the engineering department of the Philco Radio & Television Corp.

Radio Personals

JIM MATHENY, publicity penman at WFBM, is in New York to see how it's done at CBS and NBC. The wife is along. . . . Guy Lombardo returns to his weekly dance schedule on Mutual this Thursday. . . . George McElrath, operations engineer; Don Glassman, press; Charles Range, sound effects technician; Thomas L. Riley, production director, and Charles Warburton, production director—all of NBC—leave for their annual two-week vacation June 25. . . . Warren Hull is the latest to be added to the permanent "Showboat" cast for the new summer program. . . .

◆

Genevieve Tobin set for the "Hit Parade" on the NBC side today. . . . Ruby Smith returned yesterday after a 10-week illness to fill the vacancy created by Geraldine Fenrich's resignation as secretary to Fred Niblo at NBC. . . . Bill Bailey, announcer, returns to the network soon, having almost recovered from the aftermath of an appendicitis operation. . . . Joan Bennett and James Gleason have been added to the Lux "Radio Theatre" cast for "The Front Page," which will feature Walter Winchell in the male lead. . . .

◆

Virginia Verrill has been signed for "Showboat" . . . Mike Reilly is set for a six-month stay at the New Penn Club in Pa., through Consolidated. He starts August 8 . . . Toby Wing and Roland Young will guest appear on the Kraft "Music Hall" July 1, the same evening Bing Crosby leaves the show for a vacation . . . The "Swingtime" boys have been signed for a guest appearance on "Town Hall Tonight" today through the Central Artists Bureau . . . Marta Abba and John Halliday guest on the "Sunday Night Party" this week . . . The Shell Show concludes a 26-week run Saturday, with Warden Lawes and Alex Morrison as guests . . .

◆

The "Buccaneers," male quartet, have been set for a date at the Michigan, Detroit, week of June 25, through Harry Frankel of WOR's artist bureau . . . In addition to his Kool cigarette program, Tommy Dorsey has been booked for a seven-week stay at the Hotel Pennsylvania, a week's engagement in Long Island, a two-week stay in Boston, and an indefinite period at the Commodore this fall . . .

◆

James Wood, engineer, leaves for Europe next week . . . Stuart Allen's baby daughter has suffered a severe injury to her spine . . . Johnny Hauser's orchestra is broadcasting four times a week for half-hour periods from Grossinger's, over WOR and the Mutual network . . . John Philip Sousa, 3rd, grandson of the famous band master, has joined NBC . . . And Reinald Werrenrath, Jr., son of the opera baritone, will marry Elizabeth Imbrie of Newburg, N. Y. July 31 . . . Jan Peerce will be Ben Bernie's guest July 6 . . .

David Banks Joins WTJS

JACKSON, Miss., June 22.—David Banks, formerly of KARK, Little Rock, has joined the staff of WTJS as publicity director and announcer.

Leslie Brooks, WTJS announcer, has been promoted to studio director.

Claims a Record

Houston, June 22.—Inspired by rival claims of Houston parents over the longest baby born in a Houston hospital, Ted Nabors of the KTRH staff made a baby record claim that got his name on the front page of the *Chronicle*.

Nabors says he is one of three brothers, the smallest of which weighed 12 pounds at birth. Ted weighed 15 pounds, and one brother tipped the scales at 15¾ pounds. Ted is now six feet, four inches tall, and his brothers are six three and one-half, and six feet one. Their mother was six feet in height.

WSAI Starts a Civic Series

CINCINNATI, June 22.—A series of civic programs, "Young Cincinnatians," has been inaugurated by WSAI, smaller of the two local Crosley stations, to replace broadcasts formerly originating at the Hamilton County Court House.

Mobile Unit No. 1 is being used, with broadcasts from the Cincinnati Zoo on Mondays, Tuesdays and Thursdays, a local municipal playground on Wednesday, and the Deer Creek Baseball park on Fridays and Saturdays. The program is aired at 11 A.M., E.S.T.

CINCINNATI, June 22.—"Grandpa Hans," a new program reminiscent of the famous "Over-the-Rhine" days here, makes its bow over WSAI, and will be heard Mondays through Fridays from 9:45 to 10 A. M., E.S.T., as a sustainer. Ray Shannon does the characterization.

"Remember When," another new sustainer featuring music and narrations of other days, went on WSAI this week, and will be aired Sundays from 10:30 to 11 A. M., E.S.T.

WCKY Power Up June 25

CINCINNATI, June 22.—"WCKY, second most powerful station in the Cincinnati area, soon to be more powerful than ever," is the tag line carried with every station announcement from the L. B. Wilson studios.

A power boost from 5,000 to 10,000 watts will become effective June 25, when a new rate scale will be inaugurated.

Miss Goldenburg to Write

CINCINNATI, June 22.—Virginia Goldenburg, daughter of the late William Smith Goldenburg, for many years dramatic editor of the *Cincinnati Enquirer*, has joined the continuity staff of WCKY, although she will continue her radio dramatic work as a member of the cast of "The Life of Mary Sothern," over WLW, opposition station.

Clark Made WIRE Manager

INDIANAPOLIS, June 22.—William A. Clark, manager of WCPO, Cincinnati, has been named station manager of WIRE here. Clark's experience includes newspaper and theatre work in Cincinnati and in Pittsburgh. He begins his new duties immediately.

Goodwill Group Goes On Tour of Colorado

DENVER, June 22.—Arriving in Denver on The City of Denver, streamliner chartered for the trip from Chicago, the KLZ-KVOR goodwill tour left immediately for Colorado Springs.

After lunch at the Antlers Hotel, the group inspected KVOR, and then attended a cocktail party at the home of Spencer Penrose, and dinner at the Cooking Club.

Tomorrow the group will return to Denver and the next day will begin a trip through northern Colorado. The group will stay over night in Estes Park and stop in Grand Lake. Saturday, before leaving for Chicago, a trip will be taken through the Denver Mountain Parks, west of Denver.

KDYL Signs New Business

SALT LAKE CITY, June 22.—New business placed at KDYL includes an order for 109 quarter-hour programs, placed by the Raymond Keene agency, Denver; 78 five-minute remote programs for the Pullman Tailoring Co.; 300 spot announcements for the Monarch Cleaning Co.; 100 spot announcements for the Zagha Linen Shops; 300 spot annonucements for the First Federal Building & Loan Corp.; and 13 quarter-hour Dodge Motor Co. transscriptions for the Lyman Motor Co.

More Group Singing

KANSAS CITY, June 22.—"The Easy Songfest" is a group singing type of program which WDAF will broadcast weekly at 10:30 Monday nights for half an hour, C.S.T. from Edison Hall. The Kansas City Power & Light Co. is sponsoring. The studio audience will participate in the songs. For the audience, the program starts at 10, when, for half an hour before the broadcast, it "rehearses."

"Sunday Serenade" New Series

CINCINNATI, June 22. — "Sunday Serenade" is the title of a new series being presented weekly each Sunday from 11:30 to 12 noon, E. S. T., by WKRC, Columbia outlet. Lewis Lind, baritone, with organ accompaniment, is featured, with a guest artist each week. Schiff Shoe Co. sponsors.

Putnam Visits Stations

LONGVIEW, Tex., June 22.—T. R. Putnam, station manager of KFRO, has returned from a vacation which carried him to Evansville, Cincinnati, and Memphis. Putnam visited various radio stations in the respective cities along the route.

Cooley Joins WHO

DES MOINES, June 22. — Lyman Cooley, formerly with KMOX, St. Louis, and WFAA, Dallas, has joined the staff of WHO and will broadcast his travelogues each Sunday at 4:30 P.M. and Thursdays at 9:45 P.M.

Gil Hodges on KVOR Staff

DENVER, June 22.—Gil Hodges is now on the news staff of KVOR, Colorado Springs, having resigned his position as sports announcer and news editor, KVOD, Denver.

Frank Seidel Joins WCAE

PITTSBURGH, June 22.—Frank Seidel, former head of continuity at WHKC, Columbus, has joined the staff of WCAE here as a writer of special shows. He will work only on commercial programs.

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Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
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Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 41. NO. 147 NEW YORK, THURSDAY, JUNE 24, 1937 TEN CENTS

ProgramsNeed Change, Pryor Tells the NAB

Insists Time Would Be Easier to Sell

CHICAGO, June 23.—"Radio would be a lot easier to sell if you fellows would put on good programs," declared Arthur Pryor, Jr., who was the principal speaker today at the morning session of the closing day of the National Ass'n of Broadcasters' convention at the Hotel Sherman.

"Radio is easy to sell with good programs," he asserted. "If you neglect to build up a staff responsible for your programs, however, you will suffer greatly and not until the ones making the programs get what they deserve financially will this be possible."

Additional developments in radio on pages 6 and 7.

Pryor said that good salesmen were plentiful, but that the industry needed men who knew what the public wanted from radio and how to serve it.

He continued: "Nice people pay very little attention to radio."

This is due, he said, to "many horrible things that come out of loud

(Continued on page 6)

Fortune Study Shows Singles Preference

In its ninth quarterly survey, published in the July issue, *Fortune* Magazine declares that the replies of the public showed that an overwhelming majority of the film goers polled prefer a single feature and shorts to double features.

The results indicated that 63.9 per cent preferred single bills, 21.7 per cent expressed a preference for double features, while 3.1 per cent indicated no preference and 11.3 per cent do not go to pictures. The survey explains: "All kinds and conditions of people agree that they prefer single features, although the poor like double features twice as much as the prosperous, presumably because they think they get more for their money."

Journal Will Have 3 Film Departments

Regina Crewe's New York film column and Louella O. Parson's Hollywood gossip will transfer from the *New York American* to the *New York Evening Journal* with the abandon-

(Continued on page 8)

5 New Pacts Signatured, Making 14 Exchange Centers Unionized

Agreements were reached yesterday and Tuesday between major distributor representatives and exchange union agents in Kansas City, Indianapolis, Denver, Des Moines and Albany, making a total of 14 key centers for which basic hours and wages have been settled.

The next meeting will be held either next Tuesday or Wednesday with Salt Lake City among the cities to be discussed. In each instance, a maximum working schedule of 40 hours a week has been agreed upon. Wages vary with the local situation.

Opponents of Cost Clause Rally Forces

By BRUCE ALLAN

HARROGATE, ENGLAND, June 23.—There was a clear indication at the annual summer conference of the Cinematograph Exhibitors' Ass'n here, now in its third day, that all the the various interests opposing the cost clause in the proposed new quota law will present a united front in opposition.

The cost clause would place quota films on a basis of cost of production to determine fulfillment of quota terms, a method emphatically opposed by the majority of the C.E.A., which is

(Continued on page 7)

Columbia to Have 146 Short Subjects

Columbia's short subject lineup to be announced at the annual convention in Los Angeles beginning Monday will list 116 one-reelers, 26 two-reelers and four serials. The four serials are being produced by the Weiss Bros. and 16 of the single shorts will be known as New Columbia "Happy Hour" Entertainments.

Home office and eastern sales delegates left last night at midnight for

(Continued on page 8)

Selznick's Pictures Will Be Sold at 35%

Selznick International's five pictures on U. A.'s release schedule will be sold at 35 per cent each, it was learned yesterday. This is the same policy which has always prevailed on S. I. productions.

The first release will be "Prisoner of Zenda," which will be followed by "The Adventures of Tom Sawyer," "Nothing Sacred" and two untitled pictures.

Plans for the production of "Gone

(Continued on page 8)

Suit Planned Naming RKO's Board of 1931

A small group of common stockholders of RKO plan to start suit against those directors of RKO who were in office during 1931 for malfeasance in connection with the $11,600,000 debenture issue of that year, it was revealed by David Stoneman during argument on the proposed plan of reorganization before Special Master George W. Alger yesterday.

Stoneman charged that the issuance was improper and would be made the basis for a suit after hearings on the plan have been ended. He also attacked the refinancing of 1931 when

(Continued on page 8)

Broadway Admission Taxes Fall in April

WASHINGTON, June 23.—Theatre attendance in the Broadway district fell off in April, it was disclosed today with the publication by the Internal Revenue Bureau of figures of admission tax collections in May.

Receipts from admissions to theatres dropped from $496,035 in April to $413,918 the following month, it was announced, while taxes from free or reduced rate admissions declined from

(Continued on page 8)

"Slave Ship" Gets $32,500 First Week

"Slave Ship" concluded a first week at the Rivoli with approximately $32,500. 20th Century-Fox put on a big advertising campaign for the seafaring picture. Incidentally, "Captains Courageous" is slated to bow out of the Astor on July 5.

"I Met Him in Paris" at the Paramount and George Hall and his band substituting for Ozzie Nelson in the third week tallied $28,000. "Thief Meets Thief" at the Rialto took in about $7,900.

Loew Extends Partner Deals In Two Cities

St. Louis, Providence Houses Involved

Loew's is extending its partnership deals to two new key centers with a possibility of others in prospect. The cities are St. Louis and Providence. In each instance the major circuit is buying a half interest in the theatres, which in no way gives the seller, however, an interest in Loew units in the same cities.

The principal reason for the moves is said to provide additional outlets for holdover pictures. Big films will be switched to the new theatres after they complete runs at the Loew houses.

Deals of this nature, it was stated, will prove beneficial to both M-G-M and independent theatres affected, the reason advanced being that big pictures, after they finish at Loew theatres, are good for several additional weeks at other first class houses in the town.

One of the two deals is the Fanchon & Marco for the Missouri, St. Louis, which, starting next season, will play top pictures booked by the State there. This partnership arrangement is virtually set, with attorneys for both par-

(Continued on page 8)

Skouras Enterprises Bankruptcy Is Ended

ST. LOUIS, June 23.—With the approval by Referee Hope of a dividend amounting to $303,451, bankruptcy proceedings in Skouras Bros. Enterprises here have been wound up. About 90 per cent of the dividend will go to the Bondholders' Protective Committee.

Spyros, Charles and George Skouras formed Skouras Bros. Enterprises and sold out to Warners in the fall of 1928. The company for many years owned 52 per cent of the St. Louis Amusement Co., the West End Lyric and other houses.

Reelection of Para. Officers Predicted

The reelection of all offices of Paramount Pictures, Inc., is expected at the annual meeting of the company's board of directors, which is scheduled for next Monday.

Officers are Adolph Zukor, chairman of the board; Barney Balaban, president; Stanton Griffis, chairman of

(Continued on page 3)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 24, 1937 No. 147

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

"Saratoga" Decision Expected This Week

HOLLYWOOD, June 23.—Decision on whether M-G-M will release "Saratoga," Jean Harlow's last picture, will be made this week, Louis B. Mayer said yesterday, disclosing that newspaper polls being taken by editors in various sections of the country have shown an almost unanimous desire that the original picture be shown.

Mayer also said that theatre operators are being flooded with fans' requests for the picture, and the studio has received thousands of letters asking the release of the picture.

Sponsor Odeon Issue

LONDON, June 23.—Philip Hill and Partners, Ltd., disclosed today that they are sponsoring the £1,800,000 debenture issue of Odeon Theatres, in which United Artists has an interest.

Bonded Film Storage Corp.
LOWEST RATES
•
TWICE-A-DAY DELIVERY SERVICE
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1600 BROADWAY N.Y.C.
CIRCLE 6-0081-2-3-4

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Wee Willie Winkie"

(20th Century-Fox)

HOLLYWOOD, June 23.—Shirley Temple may have had a better picture. If so, it will be quickly forgotten when this is seen. There may have been greater pictures in the past and probably will in the future. Few, however, can hope to guarantee the same audience satisfaction and exhibitor respect as Kipling's colorful story of romance, adventure and danger in India's Khyber Pass. Seldom has it been possible for managers to offer to patrons such worthy entertainment. Even more rarely has such valuable potential exploitation material been offered.

Dominating all of the many showmanship qualities is that in "Winkie" a new Temple is born. Gone are the childish whimsicalities. Yet, retaining all her sweetness, simplicity and charm, demonstrating her extraordinary talents with finesse and conviction, she emerges a dramatic artiste of superior rank. "Winkie" writes finish to Shirley's cute career. She embarks on a new and brighter one which all should welcome.

The stirring and martial adventure-romance-drama story has been transferred to the screen with forceful and precise realism. Brilliantly adapted by Ernest Pascal and Julien Josephson to permit the hokum to blend with theatricalism and to include emotion-stirring humanness, John Ford's direction is sure and sharp. Great credit for the film's forceful appeal is due to the splendid manner in which Victor McLaglen, Aubrey Smith, June Lang, Michael Whalen, Cesar Romero, Douglas Scott and Constance Collier support Shirley.

As it tells the story of fierce and treacherous savages held in check by British soldiers in a lonely mountain desert outpost, "Winkie" is the essence of sound drama. Its thrill action is suspenseful and nerve-tingling excitement to the last degree. Compensated by the gruff comedy of rough soldiers, the dramatic motivation is counterbalanced by appealing romance involving Miss Lang and Whalen, always necessary to the plot but never unreasonably intruding on the basic motivation. There are many things in "Winkie" to arouse the attention of audiences as they have not often been engaged. Shirley's attachment and affection for the ribald Sergeant McLaglen is honest sentiment. Her relations with the strict disciplinarian grandfather (Smith) alternately provoke smiles and heart tugs. The bond existing between her and Romero, tribesman chieftain, which eventually brings about peace between the savage nomads and the embattled British, gives the story vibrant character.

Produced on a big scale supplementing the rugged outdoor scenic backgrounds, it is dramatically photographed by Arthur Miller, with a quality music score by Alfred Newman vividly emphasizing the picture's oral action values. A money-in-bank film if ever there was one, "Winkie" will be in the air and known to the public long before it is available for general presentation. Showman have high ranking personalities to exploit. In addition there is so much other valuable material into which to sink the teeth that only complete inertia can debar "Winkie" from becoming one of the year's outstanding commercial entertainment productions.

Production Code Seal No. 3,122. Running time, 95 minutes. "G."

"Slim," now current at the Strand, was previewed by wire from the coast on May 7.

"Mountain Music," yesterday's opener at the Paramount, was reviewed by wire on June 10 from Hollywood.

"Riding on Air," tonight's preview at the Roxy, was reviewed from the coast by wire.

"Slave Ship" at the Rivoli, "A Day at the Races" at the Capitol and "The Last Train from Madrid" at the Criterion are holdovers.

Skouras to Take on 7 Springer Theatres

Negotiations have been completed whereby Skouras Theatres will take over the Beacon, 77th St., Stoddard, Carlton, Olympia, Thalia, and Symphony from the Jack W. Springer estate. The date of change in management is contingent on the signing of contracts which are now in the hands of attorneys for both circuits.

Under the terms of the deal concluded, Skouras will operate the seven houses under 21-year leases. RKO has the right, under its pooling arrangement with Skouras in the uptown Broadway sector, to participate in the new setup. Nate J. Blumberg, operating head for the RKO circuit, is due back from the coast July 1, following which details of adding the seven new units to the Broadway pool will be completed.

Skouras and Blumberg have had several conferences on the deal, the understanding being that RKO will participate. RKO had been planning to build a de luxe at 92nd St. and Broadway, but with the culmination of the Skouras-Springer negotiations there will be no need for the contemplated structure.

◂ Purely Personal ▸

ARTHUR W. KELLY, U. A. foreign sales executive has bought a 38-foot yacht, which he has named "Sonny Too." The reason for the name is that both Kelly and his son are nicknamed "Sonny." Junior Kelly, who is attending school in England, is due in August. The yacht is anchored at Manhasset.

•

DAVID BERNSTEIN, ISIDORE FREY, SAM BURGER and JACK ALICOATE are booked to sail on the *Normandie* June 30. BURGER will go to South Africa to inspect the Loew theatres there; the others are pleasure bent.

•

A. H. MCCAUSLAND, RKO trustee's representative, leaves the coast for New York tomorrow after attending the company's annual sales meeting and conferring with studio officials. He is due here Monday.

•

LOUIS PHILLIPS of the Paramount legal staff returned yesterday from a visit at the studio and attendance at the company's annual sales meeting in Los Angeles.

•

HARRIET HILLIARD is due to return from Washington on Monday and remain for the opening of "New Faces" at the Music Hall, July 1.

•

DAVID MACKAY has resigned as assistant general counsel for RCA Mfg. Co., and has joined a law firm with MILTON DIAMOND.

•

CLARENCE BUDINGTON KELLAND, the author, is due back from Chicago today after attending the heavyweight championship fight.

•

WILLIAM GERMAN, general manager of Brulatour, Inc., is due today on the *Rex* from a European vacation.

•

JOHN BOETTIGER, former assistant to WILL HAYS, is in New York for a few days from Seattle.

•

JOE VOGEL returned yesterday from a trip to St. Louis, Evansville and Indianapolis.

•

JOE HORNSTEIN is back in New York from a trip to Chicago on business.

•

SAM ECKMAN and his walking stick are inseparable.

•

JOHN BALABAN is here from Chicago.

Flash Preview

"Love in a Bungalow"—Useful for the lower side of a dual bill, this tells the story of a hostess in a model bungalow who falls in love with an impetuous intruder.

This film will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Back from Regional

J. J. Unger, Milt Kusell and Henry Randel arrived by plane Tuesday night from Boston after attending a Paramount regional sales meeting. Neil F. Agnew and Robert Gillham did not attend. The local exchange sales force arrived yesterday from the hub city by boat.

Union Protests on WPA Cut Discussed

Members of 11 theatrical unions employed on Federal Theatre Projects will hold a series of meetings over the weekend to consider procedures, including that of strike action, to recommend to the various councils of their organizations, it was decided at a mass meeting of the 11 unions held at Actors' Equity Ass'n yesterday.

The decision was reached after the meeting had heard the report of a union delegation which conferred in Washington on Tuesday with Aubrey Williams, assistant to Harry Hopkins, W.P.A. Administrator. The report set forth that W.P.A. officials were unable to assure the delegation either that no union Federal Theatre Project workers would be laid off or that the impending layoffs would be confined to non-union workers.

The individual union's membership meetings will culminate Monday afternoon with a joint meeting of the members of Actors' Equity Ass'n and Chorus Equity at the Astor. The councils of Actors' Equity and Chorus Equity will consider the membership recommendations at special meetings the following day. Any action by the unions will involve only those members employed on Federal Theatre Projects and will be directed against only that agency.

Many Groups Participating

Unions other than the two Equity associations participating in the movement in protest against the impending W.P.A. layoffs are the I.A.T.S.E., United Scenic Artists, American Federation of Musicians, American Federation of Actors, Theatrical Agents', Managers' and Treasurers' Union, Theatrical Wardrobe Attendants, Theatrical Teamsters Union, Hebrew Actors' Union and the German White Rats Actors' Union.

Mrs. Dorothy Bryant, executive secretary of Chorus Equity for the past 18 years, has submitted her resignation, effective Aug. 7, it was stated at Actors' Equity headquarters yesterday. Although her resignation has not been accepted by the council of the organization, it is understood that Mrs. Bryant will not revoke her decision to relinquish the Equity post.

Conn. Union Listing Demands

New Haven, June 23.—A. F. of L. Theatrical Employes' Local 42B, now numbering 104 members from New Haven and the Valley, is drawing up a wage schedule which will be submitted to the membership for approval at a midnight meeting June 29. I.A.T.S.E. officials who organized this and the Hartford group are now working in Bridgeport.

Charter Portland Union

Portland, Me., June 23.—An A. F. of L. charter has been granted to the new M. P. Theatre Employes' local here. Other locals have been chartered in Boston and Springfield.

Picketing K. C. Theatres

Kansas City, June 23. — The I.A.T.S.E. Operators' Local 170 has begun picketing E. S. Young's Central and Roanoke, with placards reading "Unfair to Union Operators A. F. of L." They have made no attempt to disturb patrons.

Conservative

Omaha, June 23.—Ralph Goldberg, who operates a number of houses here, has gone conservative in a big way.

He has cut his usual five-feature Saturday midnight picture "marathon" at the Town to four features.

SAG to Allow Shots Of 'Winkie' Opening

Hollywood, June 23.—The first instance of the Screen Actors' Guild issuing a waiver on its contract with the studios occurred today when the guild granted to 20th Century-Fox permission to shoot long shots only of the crowds which will gather at the Carthay Circle premiere of "Wee Willie Winkie" Friday night for use in "Ali Baba Goes to Town," forthcoming Eddie Cantor starring vehicle.

Aubrey Blair, guild executive, said in a letter to Fred Beetson that the waiver of the guild agreement which calls for only guild players on the screen is given with the understanding that the studio employ from 150 to 200 extras for closeups to be made at the lot. Blair added that the guild action is not to be construed as a precedent.

The guild is spreading out its organization to include film children as well as negro, Indian and cowboy extras. Mothers of film kiddies at a meeting here were told by Blair that the guild is stepping into the picture because of reports that independent studios are cutting down on the youngsters' pay. Dues for children in the guild will be set at $5 yearly, the lowest figure among membership rates.

Publicists Meet Next Week

Hollywood, June 23.—Whether the Screen Publicists' Guild, organization recently formed here for film publicity men, will formally affiliate with the American Newspaper Guild will be decided upon at a meeting to be called next week. The press agents organized with the aid of guild officials here, but an official link with the newspapermen's group has not been formed. Don Roberts, temporary chairman of the new organization, estimates that there are already 75 members in the group.

New Omaha Union Elects

Omaha, June 23.—Charles Lorenz, M-G-M shipper, has been elected president of the recently chartered Local B 47, Film Exchange Employes' Union. The organization will meet next Tuesday to prepare a list of demands to submit to producers.

Sid McArdle was chosen business agent; Lon Dolan and Fred Hunt, first and second vice-presidents; Catherine Nodean, secretary; Peggy Bragg, recording secretary, and Herb Mogard, treasurer.

Studio Office Workers Unionize

Hollywood, June 23.—Paramount studio office workers are organizing their own independent union. Mildred Brenton, secretary, said the union was to "forestall outside and professional union promoters." She also said similar unions had been formed at RKO, Columbia, U. A., M-G-M and 20th Century-Fox.

DeMille Corporation Called a Tax Evader

By BERTRAM F. LINZ

Washington, June 23. — Cecil B. DeMille's holding company today was cited before the joint Congressional tax evasion investigating committee as an example of the manner in which wealthy taxpayers are avoiding their income tax responsibilities.

Although he charged that DeMille by this method made a "purposeful effort" to evade surtaxes, Commissioner of Internal Revenue Guy T. Helvering admitted that the courts had supported DeMille's action as legal.

Helvering asserted that by forming a corporation consisting of himself, members of his family and his attorney, but completely dominated by DeMille, the producer incorporated his "earning personality." His earning power, he said, was almost the sole corporate asset. "DeMille, the individual, then went to work for DeMille, the corporation, at a salary far less than he knew he could command as a director," he explained. "The corporation then sold DeMille's services to producing companies. The difference between Cecil DeMille's salary from his own corporation and his actual earnings as a film director was put into the corporation."

Plan Had Been Legalized

The Government claimed that the accumulation of this surplus was unreasonable and a "purposeful attempt to evade surtaxes," Helvering continued, but the court upheld DeMille's contention that the corporation was saving up money with which later to go into the production of films and that an accumulation for that purpose was proper.

Helvering told the committee that a study of 17 personal holding companies with an aggregate tax liability of less than $44,000 showed that the individual owners of the companies would have had to pay more than $1,600,000 in surtaxes if the companies had not been organized.

Chain Tax Hearing in Wisc.

Madison, June 23.—A hearing on the Grobschmidt bill to impose a graduated tax on chain theatres in Wisconsin was held today before the Assembly Finance Committee, the recommendations of which are expected within a few days.

There appears to be little possibility of the Allied States-sponsored theatre divorce measure being put to a vote on the floor of the Senate for another week, due to the fact that that body is so far behind on its calendar. The Wisconsin Legislature is scheduled to adjourn July 2.

To Enforce Dog Race Law

Albany, June 23.—Governor Lehman today issued an order directing all peace officers to enforce rigorously the law against dog racetrack gambling. He declared that gambling under the guise of the sale of options to buy specific dogs is a violation and "until explicitly determined to the contrary by the Court of Appeals all law enforcement officials must consider the activity illegal."

Emanuel Boasberg Dead

Buffalo, June 23.—Emanuel Boasberg, 71, retired tobacco wholesaler, died here last night almost on the eve of the funeral of his nephew, Al Boasberg.

Ascap's Washington Action Up Next Week

Seattle, June 23.—Ascap's case seeking to set aside a new Washington law regulating music copyrights will be heard in Tacoma on June 29. Federal Judges John C. Bowen of Seattle, E. E. Cushman of Tacoma and Bert Emory Haney of San Francisco will preside.

The Ascap suit names the State of Washington and all county prosecutors as defendants. It has been decided that the defendants will be represented by Prosecutor B. Gray Warner and Deputy Prosecutor Edwin C. Ewing of Seattle, King County; Prosecutor A. W. Swanson of Snohomish County, and J. P. Donnelly, deputy in the state attorney general's office.

Ascap is seeking to set aside the act passed by the 1937 legislature that requires the owner of a copyright to file a list of his copyrighted songs with the state, giving the price at which they are available for public presentation. A further section of the act provides that the copyright owner must be incorporated in Washington in order to collect royalties.

Reelection of Para. Officers Predicted

(*Continued from page* 1)

the executive committee; Austin Keough, vice-president and secretary; Neil F. Agnew, Y. Frank Freeman, Henry Herzbrun and John W. Hicks, Jr., vice-presidents, and Walter B. Cokell, treasurer.

It is probable that the adjourned annual meeting of Paramount stockholders, scheduled to be held at noon today at the home office, may be adjourned further, inasmuch as the necessary two-thirds of the company's voting stock required to take action on the proposal to increase the number of shares of authorized common from 4,500,000 to 6,000,000 shares were not definitely in view last night. Action on the proposal was deferred at the June 15 meeting of stockholders for the same reason, there being only slightly more than 60 per cent of the voting stock represented at that meeting.

Wall Street

Most on Board Off

	High	Low	Close	Net Change
Consolidated, pfd..	12	12	12	.....
Eastman	170	169½	169½	— ½
Gen. T. Equip....	21½	21½	21½	+ ½
Loew's, Inc.	76½	75½	76	.....
Loew's, pfd.	105⅜	105½	105¼	— ¼
Paramount	18½	18	18½	+ ⅝
RKO	7¼	7	7	— ¼
20th Century-Fox.	34¼	34⅛	34⅛	— ½
Universal, pfd. ..	63	63	63	.....
Warner Bros. ...	12⅝	12⅜	12⅝	+ ⅜

Curb Issues Increase

	High	Low	Close	Net Change
Grand National ..	2⅛	2	2⅛	.....
Sentry Safety ...	⅝	⅝	⅝	+ ⅛
Sonotone	1⅝	1⅝	1⅝	+ ⅛
Technicolor	29	28	28½	+ ½
Trans-Lux	4¼	4¼	4¼	+ ⅛

Bonds Maintain Levels

	High	Low	Close	Net Change
Loew's	99½	99¼	99¼	.....
Paramount B'way 3s '55	66½	66½	66½	.....
Paramount Pict. 6s '55	100	100	100	.....
Warner Bros. 6s '39 wd	94¾	94¾	94¾	.....

(Quotations at close of June 23)

It's WARNER BROS.

Ser

Story of The U. S. Army Service in "Flirtation Walk"

Story of The U.S.Navy Service in "Shipmates Forever"

Now The U. S. Marine Service Lands with a Star-Spangled Successor to Both!

"THE SINGIN

with

DICK PO

Songs Galore by the Most Consistent Hit Composers of the Day—Warren & Dubin!

'The Song of the Marines'
(We're Shovin' Right Off Again)
'Cause My Baby Says It's So'
'The Lady Who Couldn't Be Kissed'
'You Can't Run Away From Love Tonight'
'I Know Now' • 'Night Over Shanghai'*
*Lyrics by Johnny Mercer

and

DORIS WESTON • HUGH HERBERT • LEE DIXON
Jane Darwell • Allen Jenkins
Larry Adler • Doc Rockwell
Directed by Ray Enright
Musical Numbers Created & Directed by Busby Berkeley

alk"

th!

ice!

MARINE"

ELL

At Your Service
For a Glorious
FOURTH
OF JULY

ProgramsNeed Change, Pryor Tells the NAB

(*Continued from page* 1)

speakers. One great harm to the industry, he said, was the broadcasting of poorly written spot announcements by what he described as "mealy-mouthed simpletons."

Pryor described the rate situation as "terrible," and said too many stations were cutting rates just to get business. He expressed the opinion that if it were harder to get time on stations business would be better.

The speaker also lashed out at surveys and said radio was "being surveyed to death." Some types of surveys were needed, he said, but the present ones were being done to death.

Delegates fired questions at Pryor in the open forum which followed his talk.

Arthur Church reported on radio research and said that a full time man would be selected for this purpose next year. Progress during the past year, he said, had been good, but stronger support was needed from members.

Gillin Talks Promotion

John J. Gillin, Jr., reported on radio promotion and said the association has bigger plans for the coming year. A radio award of merit will be arranged, he declared. Gillin also suggested that a director of publicity be hired.

Marvin Oreck talked on retail selling by radio and pointed out that through spot announcements price advertising got results, while longer programs did much for institutional advertising. He predicted that with the arrival of television retailers would be the best buyers of time because they could display their goods.

Martin Campbell discussed sales forms and Carl Everson reported on sales methods. Lewis Avery reported on the sales managers' meeting. H. K. Carpenter was in charge of the meeting during the morning.

Resolutions adopted called for raising $83,000 for the Radio Education Committee investigations; one to carry on negotiations with copyright owners to the end that per-piece, or measured, service can be obtained; one, presented by the Engineering Committee, was sent to the Board of directors, as was Fred J. Hart's resolution calling for a reorganization.

New Board Meets

The first meeting of the new board of directors of NAB was held this afternoon at which time James Baldwin was reappointed managing director. The board also voted the Executive Committee full authority to appoint both a research director and a publicity director for NAB as suggested by the committees. The session ended late this afternoon. Prior to the banquet NBC held a cocktail party for delegates.

Hart, head of KGMB, Honolulu, leading sponsor for NAB reorganization, today told Motion Picture Daily that if the board of directors did not act favorably within six months on the amendments which he had offered to the constitution, he and many others, including Edward Craney of KGIR, would start an organization of their own along the lines suggested. Hart said that it is imperative that the situation be changed soon as present conditions are such that many broadcasters are unprotected against all sorts of situations which endanger their interests.

President Elmer tonight told Motion Picture Daily that the convention was an excellent one and that from it are expected to result benefits for all concerned.

LEO SAYS:
WHN's successful showmanship means increased sales for WHN's advertisers.
WHN DIAL 1010
AFFILIATED with M-G-M • LOEW'S

New NAB Head

Bachrach

John Elmer, president of WCBM, Baltimore, who was elected head of the National Association of Broadcasters in Chicago on Tuesday.

Allen Heads Independent Group

Chicago, June 23.—Edward A. Allen was again elected president of the National Independent Broadcasters' Ass'n, and the entire slate proposed at a meeting last night of 10 local and independent station operators was accepted.

It follows: First vice-president, Edward E. Bishop, WGH, Newport News; second vice-president, W. W. Behrman, WBOW, Terre Haute; treasurer, Arthur Westlund, KRE, Berkeley, Cal.; directors, James R. Curtis, KFRO, Longview, Tex.; Clifford Chaffey, WEEU, Reading, Pa.; W. B. Greenwald, KWBG, Hutchinson, Kan.; Lloyd Thomas, WROK, Rockford, Ill:, and Tom Keene, WTRC, Elkhart, Ind.

CBS to Have New Revue

A new radio revue to be known as the "Atlantic City Revels" comprising artists appearing at the resort this summer will be heard over CBS starting in mid-July. Oshins and Lessy will em cee the revues.

Oliver Goes to McGraw-Hill

Anton M. Oliver, formerly account executive for Campbell-Ewald, has joined the McGraw-Hill Publishing Co.

Networks Neutral On Equity's Drive

Networks will neither aid nor oppose the projected drive of Actors' Equity Ass'n for the organizing of radio talent, it was indicated at Equity headquarters yesterday where it was admitted that Frank Gillmore, president, already has conferred on the drive with both William S. Paley, president of CBS, and John S. Royal, vice-president of NBC.

The inference, it was said, appears to be that if Equity succeeds in obtaining a majority of the radio performers as members, it would probably be recognized by the network as their representative and bargaining agent, but not otherwise. A preliminary outline of provisions to be included in any basic contract with the networks which would be advanced by Equity is said to have been supplied to Paley and Royal by Gillmore. A complete form of contract may be furnished within four weeks. These will undoubtedly set minimum pay scales for all classifications of air performers and will ask pay for rehearsals and for re-broadcasts for either coast.

Equity's organizing activities have been under way for some time now. While the organization believes it already represents a majority of radio performers, its formal demands will not be presented until it is certain of this, it was said.

Larry Nixon Resigns As WMCA's Ad Head

Larry Nixon, who for the past two years has served as publicity director and chief news editor for WMCA, has tendered his resignation to the station, effective July 1, it has been learned. Nixon has signed a contract to complete a novel which will be published this fall.

Prior to his association with WMCA, Nixon was connected with Hirshon Garfield, Inc., New York advertising agency.

Janssen Off Air July 4

Werner Janssen's orchestra will take leave of the Chase and Sanborn series July 4 to take over the 7:30 to 8 P.M., E.D.S.T. NBC-Blue period currently occupied by Bob Ripley. The Fleischmann Yeast Co. will continue sponsorship of the period. The new show will be an all-musical production. J. Walter Thompson set the deal.

Maxwell 10 Years in Radio

Richard Maxwell will celebrate his 10th year in radio by inaugurating a new series on CBS, beginning July 1, and Mondays through Fridays thereafter from 9:30 to 9:40 A. M., and Saturdays from 10:15 to 10:30 A. M., E.D.S.T.

Eve Casanova Has Program

Eve Casanova, widow of Lou Tellegen and authority on beauty, has a new show on WMCA, at 9:35 A. M. Thursday and Saturday. Miss Casanova was Paris correspondent for a leading style magazine.

Delay KSUB Opening

Salt Lake City, June 23.—Ceremonies for the opening of the new studios of KSUB have been postponed indefinitely due to the collapse of station's new antenna tower, now under construction.

Radio Personals

TOM FOLEY of N. W. Ayer & Son, who has been acting as advance man for the traveling Al Pierce troupe, heads back to the home office next week....Giggle of the week is the news that Elaine Barrie will appear in the Shakespearean series with husband John Barrymore....Elaine, incidentally, will discuss her reconcilliation with John on Elsa Schallert's program tonight....Janet MacRorie, NBC continuity acceptance editor, leaves today for a West Indies cruise....George Malcolm, NBC client receptionist, was wedded to Madeline Evans recently....WOR will take the all-star baseball games in addition to CBS and NBC....

✚

Homemaking bulletins sent out to Allen will be used as regular class- the WHN audience by Ida Bailey room work at the New Rochelle High School....Franklin Dunham, NBC director of education, will deliver an address on "The Place of Education in Radio" July 1 at the NEA convention in Detroit....The Jack Bennys leave July 17 on the *Normandie* for London and Paris.

President Approves Radio Move—Celler

Washington, June 23.—Representative Emanuel Celler of New York said today that his bill for a $700,000 Government-owned station to broadcast programs to the Pan-American nations had the approval of President Roosevelt and Secretary of State Hull, and that all Government departments concerned favored his proposal. He added, however, that action on the bill is being held up pending a report from the Navy Dep't.

Under terms of the Celler proposal the Navy Dep't would build and operate the station under the direction of the Federal Commissioner of Education. The purpose of the station is to drown out propaganda now broadcast to South America from other countries, including Germany and Italy.

Doyle Radio Column Goes to the Journal

When the *New York American* consolidates with the *New York Journal* Friday morning, J. E. "Dinty" Doyle will be the radio editor of the combined publications. Mike Porter, currently radio editor of the *Journal*, will append "30" to his column in today's issue. This is the information received from William Hearst, Jr., publisher of the *American*.

Doyle came to New York just about a year ago, succeeding Louis Reid as radio editor of the *American*. Since his arrival here his column has been regarded as one of the highlight features of the paper. Prior to coming to New York he was radio editor on the *Oakland Post-Enquirer* and the *San Francisco Chronicle*.

Pinky Tomlin Re-Signed

Pinky Tomlin, appearing on the summer Texaco program, has been signed to remain on the series permanently.

Radio

KMTA Again Hits Film Talent on Air

TOPEKA, June 23.—Opposition to radio appearances of film players was reiterated today by the K.M.T.A. at its closing session, although no action was taken since a formal protest was adopted last year.

Officers and directors were reelected with the exception of E. A. Briles who is no longer an exhibitor. His place was filled by Mrs. Meta Barron of Pratt, Kan.

Those elected were: President, John Stapel; vice-president, E. B. Danielson; secretary-treasurer, R. R. Biechele; directors for Kansas—Mrs. Barron, C. A. Schultz and Homer Strowig; for Missouri—Frank Cassil, George Hartmann, Emanuel Rolsky and Tom Edwards.

Twenty-five exhibitors volunteered for an intensive membership campaign.

Report Philco CBS Time to Be Changed

While official verification is lacking, it has been learned that the Philco network program featuring Boake Carter will shortly undergo a change in time and will take on a considerable number of additional stations. The series is heard Monday through Friday on CBS. The Hutchins Advertising Co. is the agency.

WRVA to Join CBS Sunday

WRVA, Richmond, Va., will join the CBS network Sunday, and, to hail the event, CBS has arranged a special dedicatory program consisting of featured players of the "Babes in Arms" cast, who will broadcast highlights from the show, from 8 to 8:30 P. M., E.D.S.T. Those who will participate include Mitzi Green, Ray Heatherton, Wynn Murray, Albert Drake, Edgar Fairchild and Adam Carroll.

WRVA is the most powerful station in Richmond, operating on a power of 5,000 watts. C. T. Lucy is the general manager.

Lohr Invites NBC Staff

Major Lenox R. Lohr, president of NBC, has extended invitations to the entire NBC personnel to drop in at his Tarrytown estate the evening of July 4 to witness a firework display. The display, arranged for his children, will set the Major back a reported several hundred dollars.

Cutting's "Finds" on Tuesday

The first fruits of Ernest Cutting's talent search for NBC will be exhibited Tuesday when Lucille and Lanny begin a twice weekly series on the Blue. Cutting recently was appointed talent scout for the network, and discovered the team on WNEW.

Eigen in New WHN Series

Jack Eigen will inaugurate a new series of his "Broadway Newsreel" programs over WHN on Tuesday from 10 to 10:15 P.M. With Eigen will be his microphone secretary, Gloria Pierre, and new guest stars each week.

Mutual to Have Its Two Special Events

Mutual will carry two unusual special event programs this week.

Tonight, from 11:30 to 12 midnight, the network will broadcast a description of the automotive industry's parade from Detroit. The Ford, Chrysler and General Motors companies are behind the parade, which is designed to offset some of the unfavorable publicity the city of Detroit received during the recent automobile strikes. CKLW. Mutual's Detroit affiliate, will feed.

Saturday, from 4:30 to 6 P. M., E.D.S.T., Mutual will broadcast a panoramic history of the state of California, through the facilities of KHJ, Mutual affiliate in Los Angeles.

O'Neill Play Series Follows Shakespeare

When the six-week cycle of Shakespearean productions on NBC comes to an end, it will be supplanted by the first cycle of plays by Eugene O'Neill ever to be produced on the air. The dramas will be heard at the same time as the Barrymore series, Mondays from 9:30 to 10:15 P. M., E.D.S.T. on the Blue, starting Aug. 2. An extra 15-minutes may be allowed, however, in those instances where it is deemed advisable.

In all, four O'Neill plays will be produced. The cycle will start with the Pulitzer prize winner, "Beyond the Horizon." The others include "The Fountain" and "Where the Cross Is Made." The fourth play has not been selected as yet.

NBC is now searching for big name leads for each play. Production and adaptation details will be settled later.

Moss Joins A. W. Lewin Co.

Alfred S. Moss, for the last year sales and advertising manager for WQXR, New York's high fidelity station, has joined A. W. Lewin Co., Inc., Newark, N. J., advertising agency, as an account executive.

The successor to Moss will be announced today.

"Gumps" Off Air July 2

"The Gumps" will bid adieu to radio July 2. It is expected, however, that the serial strip based on the cartoon character will return to the air in the fall. It is a CBS feature and is sponsored by Lehn & Fink, through Lennen & Mitchell.

NBC Signs Amelia Earhart

Amelia Earhart, now making a flight around the world, has been signed by NBC Artists Service for a period of 60 days following her return to the United States. Her navigator, Fred C. Nunan, has been signed for 90 days.

Abramson's Mother Dies

Mrs. Etta Abramson, mother of Nat Abramson, manager of WOR's artist bureau, died early yesterday morning following complications that developed after a severe illness.

Opponents of Cost Clause Rally Forces

(*Continued from page 1*)

sponsoring a quality basis on quota. A willingness on the part of those opposing the cost clause to fight vigorously all stages of the proposed new Films Act, of which the quota provisions are a part, was indicated, if the Government refuses concessions.

The new Moyne committee of the C.E.A., named yesterday, met for the first time this evening to consider its reply to the quota plan outlined recently by the Board of Trade for the Government. The group also considered the invitation to C. P. Metcalfe, C.E.A. president, from the independent distributors to nominate four exhibitors to accompany the distributor deputation to Capt. Euan Wallace, Parliamentary Secretary of the Board of Trade, relative to the quota on Thursday.

Unanimity Lacking

It was learned here today that the Film Group of the F.B.I. is not unanimous on a quota policy, and that a minority faction of smaller producers is holding private meetings to oppose the cost clause. They claim the Film Group majority is largely a duplicate representation of the major studios and associated companies.

Lord Tyrrell of Avon, president of the British Board of Film Censors, in his address to the convention today on "Review of Censorship," emphasized that American companies now are submitting scripts to the British board, and noted that one company sends all of its scripts. He declared that his contacts with Will H. Hays, president of M.P.P.D.A., and Joseph I. Breen, head of the Production Code Administration, had established an understanding of the American Production Code.

Some criticism was directed at the emasculation of films in order to obtain a "U" certificate, or general patronage approval, and also that a number of films of educational value to children were passed as for adults only. Lord Tyrrell said that in the past year 2,416 subjects were shown, of which 2,000 received "U" certificates, 414 were given "A" (Adult) rating, and two were placed in the new "Horrific" classification.

Cartoons on the Increase

He cited a great increase in cartoons, with 1,155 reviewed as against 914 the previous year. He also noted a tendency to produce shorter length films for the exhibitor quota. He expressed regret at the closing of the Gaumont-British studio. "Green Pastures" caused the greatest amount of anxiety, he declared, but not one complaint came from those who saw the film. However, he expressed the belief that a wave of this type of film would be undesirable.

The address of Ralph Bromhead general manager of County Cinemas, on "Our Jig Saw Puzzle," was largely an amusing comparison of the efficiency of independent and circuit theatres, favoring the former. He declared the smaller exhibitor should pay a smaller percentage than the first run. He attacked the film criticism qualifications of the press critics.

The open session this afternoon, presided over by Metcalfe, was concerned for the most part with the need for a publicity and propaganda bureau to fight press attacks and to state the exhibitors' case in such matters as the quota situation. A resolution was passed asking the general council of the C.E.A. to institute such a bureau.

Graham Is Reelected Supply Men's Leader

Harry Graham of Denver and the rest of the officers of the Independent Theatre Supply Dealers' Ass'n, Inc., have been reelectd for another year with the exception of Joe E. Robin, who has been succeeded by Joe Goldberg as secretary.

Headquarters of the organization have been moved from New York to Chicago. A ways and means committee, comprising Graham, Goldberg, Ray Colvin and Ben F. Shearer, has been named to study plans for the betterment of standard items and machinery. Another committee has been set up to study television and its adaptability for present day theatres.

Tay Garnett Deal Off

HOLLYWOOD, June 23.—Tay Garnett's deal with Renowned Artists has been called off, due to inability to get together on some of its phases. Garnett is taking with him his stories, "Trade Winds" and "World Cruise," and some 70,000 feet of background film shot during his recent world cruise. However, Renowned declared that a Ronald Colman vehicle, originally scheduled to be made by Garnett, is still on the program.

M. & P. Outing Saturday

BOSTON, June 23.—The annual outing of the M. & P. home office will be held Saturday at the Fox and Hounds Club in Marblehead. A large calendar of events, with appropriate trophies, has been arranged. Martin J. Mullin and Samuel Pinanski are chairmen in charge.

A Correction

It was erroneously stated in the Purely Personal column of Wednesday's MOTION PICTURE DAILY that George Oshrin, manager of Loew's Valencia, has resigned due to ill health. Oshrin has obtained a leave of absence. He will go to California for a few months to recuperate.

Munro, Crick Sail

LOS ANGELES, June 23.—Charles Munro, managing director for Hoyts; Stanley S. Crick, managing director for 20th Century-Fox in Australia, and Kenneth Asperey, attorney for Greater Union Theatres, sailed at midnight tonight for Sydney.

McVeigh Quits Warners

HOLLYWOOD, June 23.—Blake McVeigh, veteran Warner publicist, will leave the studio July 1. Dan Mainwaring rejoins the publicity department next week.

Conn. Allied to Meet

NEW HAVEN, June 23.—Allied Theatres of Connecticut will meet at the Hotel Garde June 29, with Joseph F. Reed presiding.

Suit Planned Naming RKO's Board of 1931

(*Continued from page 1*)

Class A stock was converted into common at a four-for-one ratio. Stockholders were deprived of about $15,000,000 in accumulated dividends by the conversion, according to Stoneman, who also asked Alger to pass upon the legality of the issuance of 500,000 shares of Class B stock to RCA, which he attacked as being without consideration.

Representing the Rockefeller Center interests, Timothy N. Pfeiffer read a statement in which he declared that $4,000,000 had been deducted from the original claim of Rockefeller Center against RKO and that no further reduction could be made. The proposed settlement of the claim in the RKO reorganization plan was vigorusly attacked by creditors earlier.

John Stover, representing Ernest W. Stirn, a Class A stockholder, told Special Master Alger that he expected to have several witnesses present at the next hearing on June 28 and was granted permission to introduce testimony concerning the conversion of Class A stock in 1931.

H. C. Rickaby, attorney for the Atlas Corp., proponent of the plan, is expected to complete argument on June 28.

RKO Lease Action Extended

The time for the Irving Trust Co., RKO trustees, to accept or disaffirm leases and other contracts made by the company before it entered receivership in June, 1934, was extended yesterday to Jan. 1, 1938, by Federal Judge William Bondy in U. S. District Court. The Irving Trust Co. stated in its petition that all leases and contracts which have been brought to its attention have been acted upon, but asked for an extension of time because it was thought that certain agreements may have been overlooked. Yesterday's order was the sixth extention granted.

Dismiss 20th-Fox Complaint

The complaint in the $1,000,000 infringement action of the Foreign & Domestic Music Corp., Samuel Cummins, Societa Anonima Musicale Bixio and Cesare Andrea Bixio against 20th Century-Fox Movietone Music Corp., Sam and Harry Fox, Con Conrad, Herb Magidson and Nino Martini was dismissed on technical grounds by Federal Judge Murray Hulbert in the U. S. District Court yesterday with permission to the plaintiff to file an amended complaint within twenty days. The plaintiffs charged that Bixio's song, "Passa l'Amore" was infringed in the song "Midnight in Paris" in the picture, "Here's to Romance."

Joan Lowell Suit Dismissed

The $250,000 damage suit brought by Joan Lowell against the Van Beuren Corp. for personal injuries allegedly sustained during the South American filming of "Adventure Girl" was dismissed in the U. S. District Court yesterday by Federal Judge Murray Hulbert when the plaintiff failed to appear for trial of the action. Miss Lowell's attorney had requested an adjournment earlier this month because of his inability to communicate with her, but the request was denied on the ground that the trial had been delayed too long.

Film Prophecy

Microphotos are going to do odd things, according to R. H. Carruthers of the N. Y. Public Library, speaking before the Music Library Ass'n and the American Library Ass'n at Columbia University.

Tiny spools of film will record whole books which will be projected for readers. Music will be unwound in the same way, and whole communities will be able to learn rare music. Orchestras may even use music from tiny projectors instead of printed sheets, he says.

Files Bill in Warner Case

Virgil C. Crites filed a bill of particulars in U. S. District Court yesterday in connection with his suit against Warners, the United Research Corp., Albert A. Radtke, the Radtke Patent Corp., Leonard Day and Thomas J. Martin. Crites is suing to enjoin alleged infringement on patents covering sound recording and reproducing devices originally developed by Radtke while in the employ of the American Development and Operating Co., which has assigned its rights to Crites.

Roxy Bid to Continental

The Continental Bank & Trust Co. yesterday was named the lowest bidder for the right to act as trustee of the new indenture for the Roxy under the approved plan of reorganization by Judge Francis G. Caffey in the U. S. District Court. Five other banks and trust companies submitted sealed bids which were opened by Judge Caffey on Monday. Formal naming of the trustee is expected tomorrow when another hearing on the plan is scheduled.

Broadway Admission Taxes Fall in April

(*Continued from page 1*)

$11,385 to $2,555; on tickets sold by brokers, from $27,202 to $13,179, and on admissions to roof gardens and cabarets, from $53,246 to $30,849. Receipts from tickets sold by proprietors in excess of established prices, however, increased from $10.36 to $1,804, and on permanent use or lease of boxes and seats from nothing to $385.

Total collections from the Third New York District dropped from $397,878 to $484,691, a loss of some $113,000, or more than twice the loss in admission tax collections from the country as a whole, which declined $52,000 from $1,589,682 to $1,537,119.

Selznick's Pictures Will Be Sold at 35%

(*Continued from page 1*)

with the Wind," are uncertain. Indications are that the film will be placed in production around the first of the year, and probably roadshown in all key centers.

John Hay Whitney returned from Hollywood yesterday, after stopping off at Chicago for the Braddock-Louis fight.

Loew Extends Partner Deals In Two Cities

(*Continued from page 1*)

ties now understood to be drafting contracts.

The second buy-in will affect one of Ed Fay's units in Providence. Joe Vogel, general manager for Loew's out-of-town theatres, has been there several times recently looking over the situation. It is reported Fay is due in town next week to work out terms.

Negotiations have been under way by Loew's and M. B. Shanberg and Herbert Wolff for a renewal of the 10-year lease on the Midland, Kansas City. The lease expires the end of the current season, but during the life of the contract no reduction in rent has ever been made. Loew's has lost heavily on the theatre during the past 10 years and indications are that when a new agreement is reached it will provide for a reduced rental figure.

Shanberg and Wolff were in town last week conferring with Loew home office executives and, while no terms have been set, there is every indication that a new long-term lease will be signed before the end of the summer.

Approve Capitol Land Buy

Early this week directors of Moredall Realty Co. approved the purchase of the land property of the Capitol, New York, for $1,500,000. Loew's has a 50 per cent interest in Moredall with Messmore Kendall and associates holding the other half. Moredall's 21-year lease on the land expires this fall, but with the outright buy of the land from the Wendell estate, this gives the holding company full ownership of the theatre and ground.

Loew's acquired the 50 per cent interest in the Capitol when the company absorbed Goldwyn Film Co. Extensive alterations will be made this summer, including a complete reseating of the theatre, a new front and other repairs. Approximately $200,000 will be spent on the reconditioning. No change in policy is planned.

Journal Will Have 3 Film Departments

(*Continued from page 1*)

ment of the Hearst morning newspaper. With Rose Pelswick's regular *Evening Journal* column, that paper thereafter will have three departments turned to the same coverage.

John Anderson, current drama critic of the *Evening Journal*, will also appear in the Sunday edition of the *American*, which will be maintained. No mention is made of Gilbert W. Gabriel, for years drama critic of the *American*.

Louis Sobol's "The Voice of Broadway" will run in the *Sunday American*, in addition to the afternoon newspaper as will W. S. Farnsworth's "The Sidewalks of New York" department.

Foils Palace Holdup

An attempt by three men to hold up the Palace yesterday failed when Lennie Grant, assistant manager, grabbed one of the trio and held him until police checked his record and found he was wanted in Perth Amboy on similar charges.

Columbia to Have 146 Short Subjects

(*Continued from page 1*)

the coast, where they will arrive Sunday morning. In the party were Abe Montague, Joe McConville, Rube Jackter, Lou Weinberg, Louis Astor, Max J. Weisfeldt, Joseph H. Seidelman, Joseph Friedman, Hy Daab, Hank C. Kaufman, Maurice Grad, George Josephs, Milt Hannock, Al Seligman, Leo Jaffe, Bernie E. Zeeman, Vincent Borelli, Bill Brennan, Sam Liggett, Charles Roberts and branch managers and salesmen from New York, Boston, New Haven, Philadelphia and Washington.

The Columbia convention special will stop at Albany, Buffalo, Cleveland and Chicago where local sales forces will join the westbound delegates. Representatives from Detroit, Milwaukee, Pittsburgh, Indianapolis, Cincinnati and Canadian exchanges will board the train today at Chicago. Tomorrow, at Kansas City, the following sales staffs will join the group: Minneapolis, Kansas City, Omaha, Des Moines, St. Louis, Oklahoma City, Dallas, New Orleans, Memphis, Atlanta, Charlotte and Winnipeg. Denver delegates will be picked up at La Junta. Men from Salt Lake City, Seattle, Portland, Ore. and San Francisco will go directly to Los Angeles.

En route, individual sales sessions will be held with home office executives. A number of surprises are planned on the way.

N. J. Allied Meeting

New Jersey exhibitors will meet today at the Berkeley Carteret, Asbury Park, to decide on the date for holding the Allied of New Jersey annual convention in Atlantic City. Indications are that the two-day meeting will be held the latter part of September.

RKO Men Back Today

RKO's home office and eastern sales contingent will return from the coast tomorrow after attending the annual convention in Los Angeles. John J. O'Connor and Max Fellerman of the affiliated circuit are expected to arrive today.

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VOL. 41. NO. 148 NEW YORK, FRIDAY, JUNE 25, 1937 TEN CENTS

Korda Expects To Close Deal In Few Weeks

Describes U.A. Buy As In "Advanced Stage"

By **BRUCE ALLAN**

LONDON, June 16.—The deal whereby Alexander Korda and Samuel Goldwyn will each become the owner of 50 per cent of United Artists was described by Korda, London Films head, here, as in an "advanced stage," and he declared it will be closed within a few weeks.

He expects to get $5,000,000 annually from the United States market, he said, and explained that London Films would not only get a half instead of a fifth share of U. A. profits, but also would gain by lower distribution costs, which he did not detail.

The London films to be distributed by U. A. in the United States would be 24 in a full year and 14 in 1937, including productions by associates of London Films, he said, and there

(*Continued on page* 6)

Extension of Ticket Tax Voted by Senate

By **BERTRAM F. LINZ**

WASHINGTON, June 24.—A two-year extension of the present admission tax was voted today by the Senate when it rejected an amendment proposed by the Finance Committee which would limit continuance of the so-called nuisance levies to one year. A two-year extension was provided for in the legislation as passed by the House of Representatives.

The admissions levy is one of the few nuisance taxes which returns an appreciable revenue, easy of collection and comparatively inexpensive to the Government. For the fiscal year which ends with this month, it is anticipated receipts will exceed $19,000,000 and run about $2,750,000 above the previous year.

Eastern Talent Pact Expected in Autumn

The Screen Actors' Guild does not anticipate the signing of contracts with eastern producers for another month or six weeks, due to the summer closings of eastern studios, Kenneth Thomson, guild secretary, said yesterday, prior to his departure for the coast.

Thomson said the survey revealed

(*Continued on page* 6)

Radio News—Pp. 18-19

Ten Completed; 39 Now in Production

HOLLYWOOD, June 24.—Ten pictures were finished during the week and only five were started. This cut production to 39 before the cameras, five less than last week. Fourteen are nearing the shooting stages and 67 are in the cutting rooms.

The starts were: Columbia, "The Awful Truth"; Paramount, "Sophie Lang in Hollywood"; Republic, "Double Trouble"; RKO, "Flight from Glory"; Wanger, "I Met My Love Again."

The tally by studios:

Columbia, finished none, shooting three, preparing one, editing six; Goldwyn, zero, two, one, one; M-G-M, zero, five, zero, one; Paramount, three, four, four, 11; Republic, one, two, zero, two; RKO, one, four, two, seven; Roach, zero, zero, zero, one; Selznick, zero, one, one, one; 20th Century-Fox, one, seven, two, five; Universal, three, three, zero, two; Wanger, zero, two, one, one; Warners, zero, six, two, 29.

Few shorts were in work, with M-G-M and Roach shooting one each. Four were started, three finished. Columbia finished one, M-G-M one, RKO one.

Capra "No Speak" on His Future Activity

Frank Capra arrived yesterday on the *Rex* from a seven-week vacation abroad in a "I no speak English" mood. Questioned by MOTION PICTURE DAILY on his relationship with Columbia, Capra smiled and uttered: "I no speak English."

Asked if he had any plans for future productions, Capra refused to comment other than to remind a reporter that a direct question put to him earlier was being switched around. He left for the Thousand Islands last night and may not return here before he returns to the Columbia studio to resume production.

William German, general manager for Jules Brulatour, Inc., returned on the same liner after visiting Eng-

(*Continued on page* 6)

Columbia Sessions Held Aboard Train

CHICAGO, June 24.—Columbia's delegates to the annual sales convention, which will open at the Ambassador in Los Angeles on Monday, will hold business sessions on the convention special train en route to the coast. The train will leave here tomorrow. Individual meetings will be held by the various sales groups as they board the train They reach the coast Sunday.

The meetings on the train and in

(*Continued on page* 6)

Cramped Space

Edna May Oliver, on her return from abroad on the *Rex* yesterday, was asked by a *Motion Picture Daily* reporter what she did while on the other side. She said:

"I spent six weeks swimming in Cannes."

Paramount to Sell 37 Films On Percentage

Paramount's sales policy for next season provides for 37 pictures on percentage and the balance of 21, which includes six westerns by Harry Sherman, on flat rentals.

The top group will consist of four features at 35 per cent, plus a split. The second group will be eight pictures at 30 per cent, plus a split. In the third group will be 10 films at 30 per cent with a reversion clause to 25 per cent if the stipulated figure is not reached. The last and lowest percentage bracket has 15 pictures listed at 25 per cent.

In addition to the feature lineup, Paramount will have 101 single reel shorts and one two-reeler. Also 104 issues of the newsreel.

"Souls at Sea" and "High, Wide and Handsome" will probably be placed in the 35 per cent brackets.

Iowa Towns Discard Games Pending Test

DAVENPORT, Ia., June 24.—Theatre managers in Moline and Rock Island, Ill., have decided to discard Bank Nights in both cities until after a decision has been given in the Bank Night test case brought against Isadore Brotman, manager of the Paradise in Moline, by Illinois State's Attorney F. C. King.

The information was filed on a charge of unlawfully maintaining a lottery. The Illinois Legislature passed a law against Bank Night at the last session.

"Races" at $52,500; Given a Second Week

"A Day at the Races" finished a first week at the Capitol with $52,500. The picture will be continued for another fortnight.

"Another Dawn" tallied $66,000 at the Music Hall, where "Ever Since Eve" opened yesterday. "Kid Galahad," in its fourth week at the Strand,

(*Continued on page* 20)

Para's Stock Increase Plan Is Called Off

Meeting Lacks Required Two-Thirds for Vote

Paramount yesterday abandoned its plan to increase its authorized common stock from 4,500,000 shares to 6,000,000 shares when its proxy committee for the second time was unable to muster the required two-thirds of the voting stock for approval of the plan.

With only 60 per cent of the voting stock represented at the annual meeting of stockholders on June 15, action on the proposal was postponed until yesterday to give the proxy committee more time to obtain the additional stock necessary to put the proposal to a vote. However, there was represented at yesterday's meeting only 65 per cent of the voting stock, 64 per cent of which was in favor of the proposal and one per cent opposed, as contrasted with the 66 2/3 per cent required for its ratification.

Barney Balaban, Paramount president, said that, rather than again defer the meeting for a further solicitation of proxies, the proposal would not be re-submitted to the company's stockholders earlier than the next annual meeting, if it all. Balaban said that since there was no immediate need for the additional new shares, which were to have been held in the

(*Continued on page* 20)

UMPTO Now Seeking 20% Cancellations

PHILADELPHIA, June 24.—Part of the responsibility for dual bills is laid to producers in a resolution passed by the U.M.P.T.O. Short features make it expensive to build up a program on a single feature basis, it is claimed. For this reason the unit asks a 20 per cent cancellation privilege.

The resolution says producers have been turning out features of 58 minutes or less and that these features sometimes exceed 20 per cent of deliveries.

Intermountain-RKO Denver Pool Talked

DENVER, June 24.—Having acquired Harry Huffman's first run theatres here recently, Fox Intermountain is now planning to work out a pool with RKO which would include the latter's Orpheum, also a first run.

Nate J. Blumberg, operating head

(*Continued on page* 20)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 25, 1937 No. 148

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Technical Talks End CEA Annual Meeting

Harrogate, England, June 24.—The Cinematograph Exhibitors' Ass'n today concluded the business sessions of its annual summer conference here with the reading of technical papers. The most important papers delivered were: "The Development of Electricity and Its Use in Cinemas," by Leslie Knopp, and "Rating Assessments—What Should Be the Basis," by D. Graham Motion.

The afternoon today was devoted to a motor tour for the delegates and this evening a special film showing was followed by a supper dance. Tomorrow another motor tour and the Film Star Ball will conclude the meeting.

Fenn Kimball Here

Fenn Kimball, president of General Pictures, is in New York discussing plans for new season's product with franchise holders. He will list the forthcoming productions within a few days and leaves for the coast in about 10 days.

Trans-Lux Board Meets

Directors of Trans-Lux yesterday held a regular monthly meeting.

Weaver Coast Editor For Quigley Papers

William R. Weaver, for the past 18 years a member of the editorial staff of Quigley Publications, has been assigned as Hollywood editor, effective July 1. He will be in charge of editorial activities for *Motion Picture Herald*, Motion Picture Daily, *Motion Picture Almanac* and *Fame* in the Hollywood Bureau.

Prior to the World War Weaver was associated with the operation of theatres and film exchanges and was editor of a reviewing service. At the conclusion of the war he joined the Quigley editorial staff and, during the succeeding years, has been in charge of various editorial departments, including editorship of *The Chicagoan.* Recently he has been a member of the New York editorial staff of *Motion Picture Herald.*

Lessing Nomination May End Bargaining

Hollywood, June 24.—With the naming of Charles Lessing, former F. M. P. C. leader, as the sole nominee for president of the scenic artists local a halt is foreseen in the negotiations between the producers and the brotherhood in which scenic artists, painters and makeup men are included.

It is understood here that Lessing was to have no further hand in the local affairs of the brotherhood when Pat Casey, producers' representative, made arrangements with the various locals to end the recent strike. George Browne, president of the I.A.T.S.E., who is strongly opposed to Lessing, may interfere to halt the wage scale conditions now being negotiated when news of the Lessing nomination leaks out.

Since Lessing is the sole nominee as head of the scenic artists his election is assured. The ballots must be returned by mail for counting at a general meeting of the scenic artists local on July 1st. Lessing is a New York man.

Teamsters Get Hostlers

Hollywood, June 24.—Following conferences between Aubrey Blair of the Screen Actors' Guild and Joseph P. Touhey of the Studio Drivers' Transportation local, "hostlers," the men who handle the horses for films, will pass under the jurisdiction of the Teamsters' International.

The I.A.T.S.E. has relinquished its claim on the handlers, and this clears up one of the points that the guild has been seeking to maintain—that hostlers do not appear as extras and riders when horses are rented by film companies. Under the agreement, the riders must all be members of the guild. The I.A.T.S.E. had claimed the hostlers as "prop" workers.

Joan Blondell Gaining

Hollywood, June 24.—Joan Blondell is in Cedars of Lebanon Hospital recovering from a minor operation. She has been suffering from neuritis.

Inside Stuff

Boston, June 24.—Harold Stevens, manager for Paramount in Maine, is capitalizing in more than one way on the recent trip he made to the Paramount convention in Hollywood. Stevens has contracted with the *Portland Evening Express* for a series of inside stories on the film capital.

One more jaunt and he'll do a book.

Mayor Would Aid In Fleischer Strike

Mayor LaGuardia yesterday offered his personal or official assistance in efforts to bring about a settlement of the Fleischer Studio strike during a conversation with Louis Nizer, attorney for Fleischer, it was learned.

Nizer, confirming Mayor LaGuardia's offer, said that it was made in the course of a "personal call." He said that as a result of the Mayor's suggestions he met yesterday with William Collins of the A. F. of L. and that, while nothing of a definite nature was developed, other meetings will be held.

Report Aaron Fox Is Purchasing Standard

Hollywood, June 24.—Aaron Fox, brother of William Fox, is dickering for the purchase of the new Standard Pictures Corp. and Standard Pictures Dist. Corp., recently formed here. Fox is here now with H. J.Hallam, his financial man, auditing records of Standard Corp. for the deal. Deadline for the pickup has been set as next Thursday.

Under the terms of the tentative agreement B. W. Richards, president of both corporations, would remain in charge of the production. A program of eight pictures was originally announced. It is asserted that exchanges have already been contracted in various cities.

Jersey Allied Sets Meet for September

Asbury Park, June 24.—Members of Allied of New Jersey today set Sept. 21-23 as the annual convention dates in Atlantic City, Lee Newbury, president, stated after a meeting of 40 members at the Berkeley-Carteret.

A discussion of film sale policies was held, but no action taken. Regular meetings of the organization will be held here during the summer months, Newbury said. The next one is slated for July 13.

Ampa Holds Swim Party

Approximately 75 members of the Ampa and their guests attended the organization's swimming party at Monty MacLevy's swimming pool at the Parc Vendome last night. Marvin Nelson, long distance swim star, gave a lecture and exhibition and a group of Red Cross instructors demonstrated life saving methods.

Pick Sonja Henie's Next

Hollywood, June 24.—Sonja Henie's next starring vehicle for 20th Century-Fox will be "Bread, Butter and Rhythm," an ice skating musical.

◀ Purely Personal ▶

HERMAN ROBBINS and the two Dembows—Sam and George—had Sam Eckman to lunch at "21" yesterday. Ned Depinet and Phil Reisman were a twosome. Barney and John Balaban were huddling in one corner with Grad Sears while Mrs. John Balaban and Mrs. Oscar Doob did their lunching down stairs. Willard McKay was in his usual place and another there was Dudley Murphy. Frank Capra was the center of a Columbia table at which were Nate Spingold, Bob Riskin and Abe Schneider. Barney Balaban, by the way, expects to leave for a short stay in Hollywood very quickly now. Also: Nell and Lynn Farnol and Ben Washer.

•

Robert Mochrie, southern district manager for U. A., left yesterday for his headquarters in Atlanta. He has been here since the local region sales meeting.

•

John P. O'Loghlin, Canadian division sales head for 20th Century-Fox, left by plane yesterday for Montreal.

•

John Hamrick and Frank Newman, Sr., have returned to Seattle after conferences with Spyros Skouras.

•

Zorina, 19-year-old Norwegian dancer signed for "Goldwyn's Follies," will arrive on the *Normandie* on Monday and go directly to the coast.

•

Arthur Ziehn has taken over American distribution of "Singende Jugend" (Singing Youth) a Viennese film featuring Viennese choir boys.

•

Milt Grossman, member of the advertising staff of Quigley Publications in Hollywood, is vacationing in New York. His wife is with him.

•

M. H. Hoffman flew to the coast yesterday. George Hirliman preceded him by a day.

•

Charles K. Stern of M-G-M will leave today for Long Lake.

•

Edmund Lowe is en route to New York on the *Normandie.*

•

Barret McCormick is due to arrive from Hollywood today by plane.

•

Charles Kurtzman is due from St. Louis over the weekend.

•

Jay Emanuel was in from Philadelphia yesterday.

•

E. M. Loew, Boston independent exhibitor, was in town yesterday.

•

Meyer Schine returned to Gloversville yesterday after a short visit here.

•

Walter Connolly left for the Hal Roach studio yesterday.

•

J. Robert Rubin is due back from Europe early in August.

•

Frank Capra will become a daddy shortly.

Variety Club

Cleveland

Cleveland, June 24.—With trousers turned up to the knees and hat brims turned down as far as they could go, 50 Variety Club members teed off at the Beechmont Club just after a cloudburst that was the climax of a three-day rain.

The weather cleared up for the evening, however, and 250 members and guests sat down to dinner. This was the first golf tournament of the season.

M. B. Horwitz, chief barker, suffered the embarrassment of winning the membership low net prize. Further embarrassment prevailed with Jack Shulman and P. E. Essick, two members of the committee of three in charge of the affair, also won prizes. Henry Greenberger, chairman, upheld the honor of the committee by not winning anything.

Approximately 40 prizes were distributed after dinner. The evening entertainment consisted of keno, cards and, through the courtesy of Paramount, a preview screening of "Hotel Haywire."

The affair was such a success that a second tournament is to be held at the Manikik Club on July 19. P. E. Essick has been named chairman.

Kansas City

Kansas City, June 24.—Variety Club discontinued biweekly Monday luncheons June 21 due to heat and vacations. Assistant Chief Barker Finton Jones and entertainment committee chairman Senn Lawler, made the last one funny with their staging of a "school." Lawler gave Robert Carnie, Robert F. Withers, Rube Finkelstein, and Arthur Cole the same series of questions he used last week at the Fox Plaza's Thursday night Question Box program.

Barkers squirmed under the intellectual barrage, and the audience prompted so much Lawler made prompters trade places with squirmers. R. R. Biechele went in at second for Carnie; L. F. Durland substituted for Withers, and Freddie Meyn replaced Finkelstein, who went out a perfect score of "I don't knows." Cole won with his hands tied behind his back.

Tent 8's golfing best was invited to the national tourney at Pittsburgh in September by National President John Harris. Local barkers will have to compete in a special tournament this summer, since the annual picnic has been carried over till September this year.

Lloyd's Father Better

Hollywood, June 24.—Stricken two weeks ago with a heavy cold which threatened pulmonary complications, J. Darsie Lloyd, father of Harold Lloyd, is now recovering, according to his physician, Dr. William E. Branch.

Mayo Directing "Polo"

Hollywood, June 24. — Archie Mayo, director signed last week to a five-year contract by Samuel Goldwyn, has been assigned to direct "The Adventures of Marco Polo," in place of John Cromwell, who has withdrawn.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"The Emperor's Candlesticks"

(M-G-M)

Hollywood, June 24.—William Powell and Luise Rainer talk a melodramatic romance. He is the suave, calculating conversationalist. Miss Rainer, demurely exotic, emphasizes her lines with eye movements. With the aid of process shots Vienna and several other European capitals are the locales. A story book atmosphere of political intrigue is the film's background.

Both are secret agents. He is carrying a message to St. Petersburg which means a countryman's freedom. The delivery of Miss Rainer's message means death. Both are secreted in trick candlesticks which Powell wants to transport but which Miss Rainer accomplishes. While they are talking themselves into love the candlesticks are stolen. There ensues a walking search and chase. Each buys one candlestick, when the two conspirators are discovered. Through a mixup Powell gets the candlestick holding his own death warrant but he outmaneuvers Miss Rainer to get his own message. The delivery of both messages to a magnanimous czar frees the condemned prisoner and paroles Powell and Miss Rainer in each other's custody as a reward for their resourceful courage.

Offsetting the Powell-Rainer dialogue is the romance between Robert Young and Maureen O'Sullivan which fails to flower. Frank Morgan's comedy is his characteristic jittery bewilderment but bits by Paul Porcasi and E. E. Clive drew spontaneous laughs. Other players have little of significance to do. People who like having books read to them will probably enjoy the film. At the same time the Powell-Rainer followers may like to see them in something different.

Production Code Seal No. 3,397. Running time, 90 minutes. "G."

Looking 'Em Over

"Ever Since Eve"

(Cosmopolitan-Warner)

"Ever Since Eve" may not take a place among the great masterpieces of the screen, but it qualifies as good entertainment with laughs scattered at frequent intervals, plenty of action and production values in the form of luxury settings, a Hawaiian restaurant with a ukulele band, and a Spanish fiesta with a marimba band and dancing.

Marion Davies has a dual role—as a beautiful secretary who can't keep her bosses' minds on their work and as a plain bespectacled secretary who is hired by a publishing house for the sole purpose of keeping a young author busy on his latest novel.

The author happens to be Robert Montgomery. He falls for the beautiful blonde when he sees her in a restaurant and thinks the girl who is making him work is a pain in the neck.

Patsy Kelly, as Miss Davies' roommate, and Allen Jenkins, as Miss Kelly's plumber boy friend, help her keep the identities separated as the romance develops. Louise Fazenda, a masculine type head of a publishing house, also contributes to the comedy.

Miss Davies knows her forte—light roles, lightly played—and she has been beautifully photographed. Montgomery furnishes the necessary appeal for the younger feminine elements of the audience.

Story values are not exactly weighty—or ponderous, as the press agents would prefer—but they're adequate, and Lloyd Bacon, the director, has done a good job with the material at hand.

Production Code Seal No. 3,209. Running time, 79 minutes. "G."

(Additional Reviews on Page 20)

Shearer Most Popular

Norma Shearer was voted the most popular film actress for the third consecutive year, in a survey of audience likes and dislikes conducted by the Bernstein circuit, operators of theatres throughout England. In the feminine division Myrna Loy and Greta Garbo took second and third places, respectively. Gary Cooper was voted the most popular masculine star, with Clark Gable second and Charles Laughton third.

Trailer for 'Road Back'

Hollywood, June 24.—Universal will make a special exploitation trailer for "The Road Back," Charles R. Rogers stated upon his return here. The producer added that an extensive two and four-sheet poster campaign is planned for all key cities. John King, Jean Rouverol and Richard Cromwell are being recalled for the making of the trailer. Rogers was highly enthusiastic over the reception accorded the film in New York.

Short Subjects

"Braddock-Louis Fight"

(Novelty Pictures)

The fight fans will be highly pleased with these scenes of the recent bout. All the blows are clearly shown. There are closeups, long shots and fine angle clips from the ropes. In addition the many sounds of encouragement and comment are heard. The knockout gives film audiences a better view than many who attended in Comisky's ball yard had. It is repeated in slow-motion. Reviewed without production code seal. Running time 22 mins. "G."

"Stranger Than Fiction No. 37"

(Universal)

This reel contains particularly interesting material. It is composed of well selected items calculated to entertain—which they do. Included are scenes of a New York restaurant that is affected by powerful magnetic currents—the patrons must check their timepieces, a London woman who wakes up Limehouse residents by blowing peas against their windows, and an acrobatically inclined Florida letter carrier. Production Code Seal No. 01,465. Running time, 8½ mins. "G."

Fight Film Chicago Hit

Chicago, June 24.—The Braddock-Louis fight pictures were moved from the B. & K. Apollo to the 4,000-seat Chicago today to handle the crowds. The RKO Palace also is showing the film in the Loop to capacity business.

RKO Shows Fight Film

RKO's Greater New York theatres yesterday started showing pictures of the Braddock-Louis fight held at Comisky Park in Chicago.

Players in Northwest

Portland, Ore., June 24.—Among visitors to the Pacific northwest and Alaska are Charlie Murray, Donald Meek and Rochelle Hudson.

Wall Street

Light Board Gains

	High	Low	Close	Net Change
Columbia	30	29⅜	30	+1
Consolidated	2⅞	2⅞	2⅞	.....
Consolidated, pfd..	11⅞	11¾	11¾	— ¼
Eastman	170	169½	170	+ ½
Loew's, Inc.	76⅝	76⅜	76⅜	+ ⅜
Paramount	18⅞	18¼	18⅜	— ⅛
Paramount 2 pfd..	17⅜	17⅜	17⅜	+ ⅜
Pathe Film	6⅝	6⅝	6⅝	+ ⅛
RKO	8	7⅛	8	+1
20th Century-Fox.	33¾	33⅝	33¾	— ⅜
20th Century, pfd.	42	42	42	—2⅛
Warner Bros. ...	12¾	12⅜	12⅝	.....

Technicolor Curb Gain

	High	Low	Close	Net Change
Grand National ..	2⅛	2⅛	2⅛	.....
Sonotone	1⅝	1⅝	1⅝	.....
Technicolor	29¾	28¼	29⅜	+ ⅞
Trans-Lux	4¼	4¼	4¼	.....

Bond Rise

	High	Low	Close	Net Change
Loew's 6s '41 ex war	99½	99¼	99½	+ ¼
Paramount B'way 3s '55	66½	66½	66½	.....
Paramount Pict. 6s '55	100⅜	100⅜	100⅜	+ ½
RKO 6s '41 pp....	106½	105¾	106½	— ½
Warner Bros. 6s '39 wd	94¾	94¾	94¾	.....

(Quotations at close of June 24)

IT STUNNED NEW YORK LIKE A TH

"A FOUR BELL PICTURE! I will see it again because it impressed me deeply. I recommend 'Road Back' to everybody!"
—JIMMY FIDLER

"A smashing theatrical attraction! It will pay dividends!"
—HOLLYWOOD REPORTER

"A truly great picture! Has capacity for smash returns!"
—DAILY VARIETY

"It strikes home!" —N. Y. SUN

"One of the finest pictures since 'The Birth of a Nation'!"
—WILLIAM BOWERS, N. E. A.

"Tensely absorbing!"
—N. Y. EVENING JOURNAL

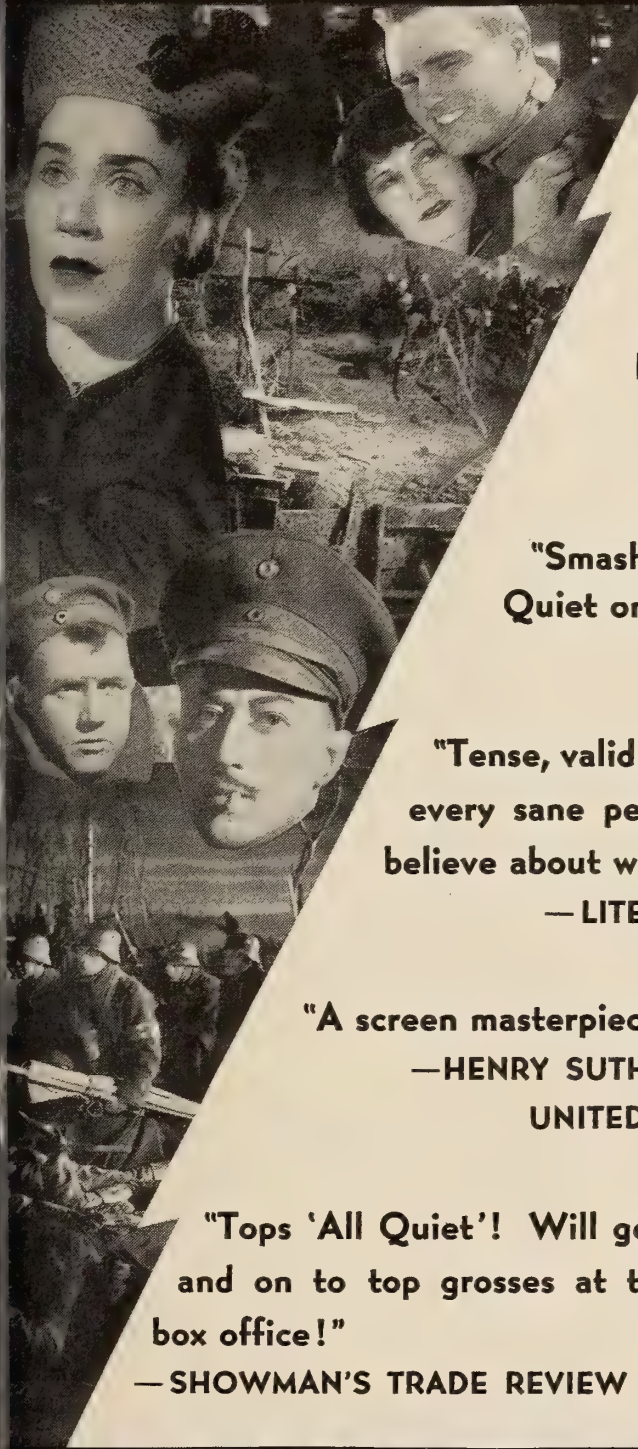
"Will keep the cash registers ringing with machine-gun staccato and pile up magnificent grosses everywhere!"
—BOXOFFICE

The Ne

ROAD

Erich Remarque's successor to "ALL QUIET ON THE WESTERN FRONT"

UNDERBOLT!



"A thrilling picture that stirs the heart as well as the mind!"
—LOUELLA PARSONS

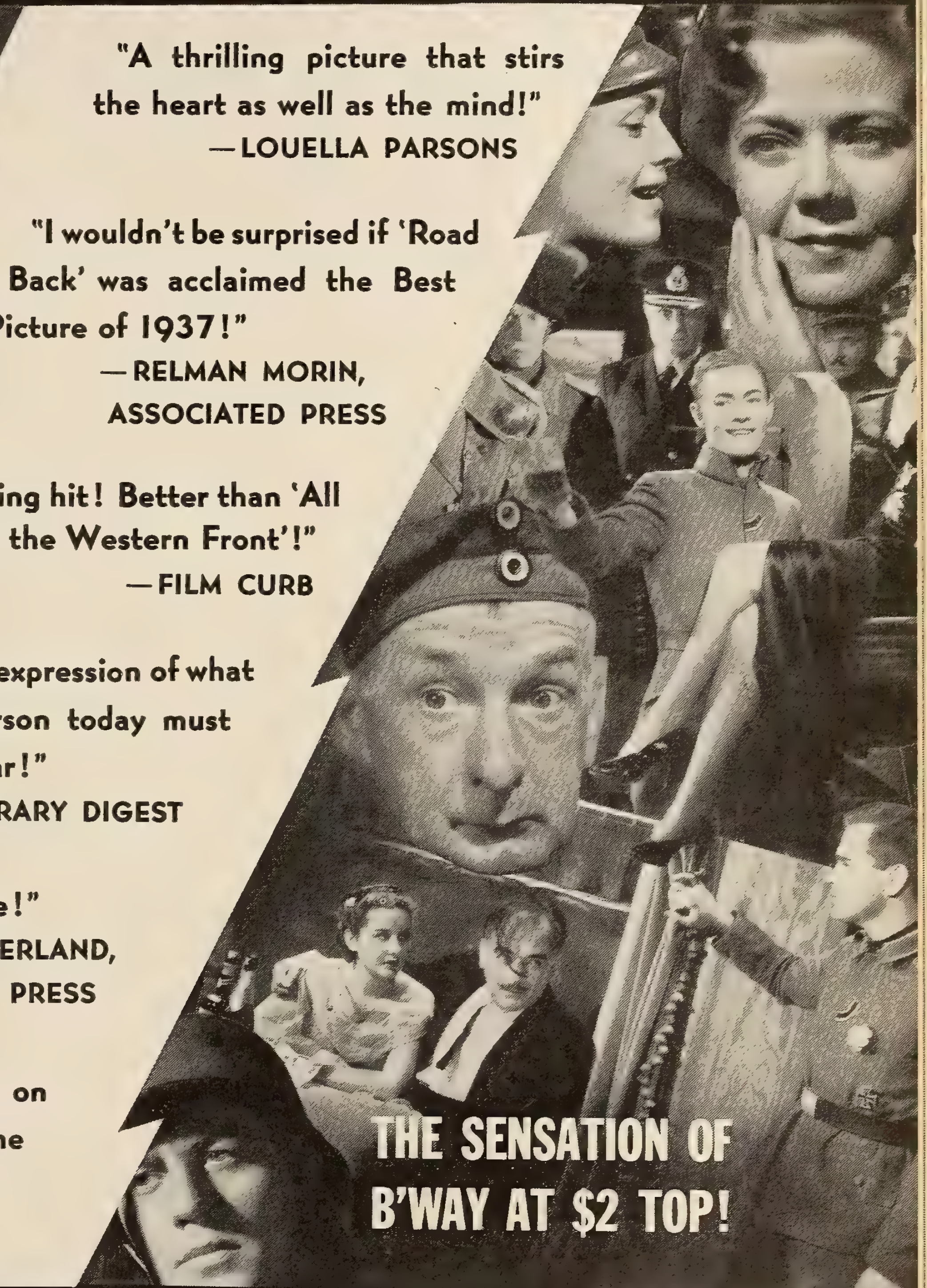
"I wouldn't be surprised if 'Road Back' was acclaimed the Best Picture of 1937!"
—RELMAN MORIN,
ASSOCIATED PRESS

"Smashing hit! Better than 'All Quiet on the Western Front'!"
—FILM CURB

"Tense, valid expression of what every sane person today must believe about war!"
—LITERARY DIGEST

"A screen masterpiece!"
—HENRY SUTHERLAND,
UNITED PRESS

"Tops 'All Quiet'! Will go on and on to top grosses at the box office!"
—SHOWMAN'S TRADE REVIEW



THE SENSATION OF B'WAY AT $2 TOP!

Universal's

BACK

Screen play by R. C. Sherriff and Charles Kenyon
Edmund Grainger, Associate Producer

A James Whale Production
CHARLES R. ROGERS, Executive Producer

Korda Expects To Close Deal In Few Weeks

(*Continued from page* 1)

would be a complete interchange of stars with Hollywood. Denham, however would make some pictures for the British Empire only.

Discussing costs, he said the minimum spent on a big Hollywood picture was $1,000,000. London Films had grossed $2,100,000 on "The Scarlet Pimpernel," and $1,350,000 of it had come from abroad. He said he expected a similar success with "The Return of the Scarlet Pimpernel," with the new English-Australian star Barry K. Barnes.

Korda has discussed color production with Dr. Kalmus at Denham. "Tempest Within," "Mutiny in the Mountains" and "Bicycle Built for Two" are already scheduled to be made in Technicolor at Denham. The first is a Merle Oberon vehicle and the second stars Sabu, Indian boy star of "Elephant Boy." In the third Edna Best and Ralph Richardson have the leads. London Films, however, is not adopting an all-color policy.

Charlie Chaplin may make "Regency" at Denham, it was stated by Korda, who saw in it another instance of the increased liaison with Hollywood which will lead to Goldwyn staging certain scenes of "The Goldwyn Follies" in London and to Walter Wanger bringing over Sylvia Sidney and Charles Boyer for a picture.

William Wyler and Lewis Milestone may be loaned to London Films and a possibility of Frank Capra becoming a United Artists director, and using Denham, was hinted by Korda.

Eastern Talent Pact Expected in Autumn

(*Continued from page* 1)

that there would be no important production activity in the east during the summer months, and that the guild's eastern office would handle the basic contracts with producers, which go into effect here Aug. 1, as production is resumed.

Thomson was in New York about 10 days to supervise the setting up of the guild's eastern quarters and for conferences with Actors' Equity Ass'n on the current drive to organize radio talent. Thomson pledged the guild's support in the drive to organize radio talent on the west coast, with indications that the guild will require any of its members appearing on the air to become members of Equity.

Capra "No Speak" on His Future Activity

(*Continued from page* 1)

land, Austria, France and Italy on a vacation.

Robert Riskin, scenarist, stated he would return to the Columbia lot after a two or three-week vacation in New York. He visited London and Russia. Commenting on film production in the latter country, Riskin asserted that the producers there are getting away from propaganda. When asked what his next picture for Columbia would be, he said he did not know.

Hire Cloud Scout

Hollywood, June 24.—Selznick International has hired Paul Mantz, aviator, to scout cloud formations for "Nothing Sacred."

The clouds will be filmed in Technicolor.

Columbia Sessions Held Aboard Train

(*Continued from page* 1)

Los Angeles will be presided over by Abe Montague, general sales manager; Joseph McConville and Rube Jackter.

The committees which will be in charge of the various phases of the convention, with Harry Cohn, president, as host, include:

Reception—Jerome Safron, division manager, chairman; William Riter, Sam Nathanson, Bert Lentz and Harry Weinberg.

Publicity—Bill Thomas, chairman; Bob Hussey, Mike Newman, Milt Watt.

Entertainment and Decoration—Joseph Rivkin, chairman; Morris Stoloff, Mike Newman.

Transportation—"Hank" Kaufman, Bernie Zeeman.

Wilby to Talk New Pact

Robert Wilby is expected in New York Monday to confer with Y. Frank Freeman, Paramount theatre head, on the new operating agreement with Paramount for the Wilby-Kincey circuit. The current agreement expires tomorrow. Negotiations on the new deal were delayed when Freeman was called to Miami on business early this week. He is due back in New York today.

Open Theatre July 1

The Leff-Meyers circuit will open the new Zenith, 600-seat house in the Bronx, on July 1. George Rubin, formerly of the Loew circuit, will be the manager. This makes the 10th unit for the circuit. Louis Gans, public relations head, and Sam Yellen, general manager for L.-M., are putting on an extensive campaign for the opening.

Conn. Golf Set Aug. 3

New Haven, June 24.—Edward G. Levy, executive secretary of the Connecticut M.P.T.O. says the organization's second industry golf tournament at Racebrook Country Club will be held Aug. 3. Irving C. Jacocks, Jr., president, will name committees in the near future.

Veteran Contract to "U"

Universal has been awarded the contract to supply features, shorts and newsreels to 80 veterans' hospitals by the U. S. Veterans' Administration for 1937-'38, marking the seventh consecutive year Universal has been awarded the contract.

Clive Gravely Ill

Hollywood, June 28.—Little hope was held tonight for the life of Colin Clive, sinking rapidly in Cedars of Lebanon Hospital, where he has been confined for several weeks suffering from tuberculosis which has spread to the intestinal tract.

U. S. in Tax Action Against Film Stars

Washington, June 24. — Among the film personalities against whom the Government is pressing demands foy the payment of alleged tax deficiencies are: Wallace Beery, Marlene Dietrich, Ted Healy, Bing Crosby, Charlie Chaplin, Charles Laughton, Mary Boland, Adolphe Menjou, Ed Wynn, Elissa Landi, Victor McLaglen, Ruth Chatterton, Leatrice Joy, the estate of Will Rogers, George Brent, Claudette Colbert, Zasu Pitts, Joseph Von Sternberg and Robert Riskin.

Cecil B. DeMille from Hollywood today answered the contention of Guy T. Helvering of the Internal Revenue Bureau that he had made "a purposeful attempt to evade surtaxes." De Mille pointed out that the United States Board of Tax Appeals had rendered a decision which "denied the Government's contention that DeMille Prod. was formed to evade taxes." This opinion "was unanimously upheld by the U. S. Circuit Court of Appeals," the statement said.

St. Louis Tax Action Today

St. Louis, June 24.—The Aldermanic Legislation Committee today postponed until tomorrow morning action on the amusement tax bill after City Councillor Waymann in a series of opinions advised the members that the taxes called for in the bill would be legal if passed. The amusement levy would be an occupational tax based on the amount of business a theatre can do based upon its seating capacity. It would not conflict with the present state tax law.

Pass Philadelphia Tax

Philadelphia, June 24.—A four per cent amusement tax based on the same terms as the state tax was passed today by the City Council. The levy is expected to yield $5,000,000 to the city. It is effective July 23, when the state tax expires.

Another measure calling for a 10 per cent tax on the gross receipts from transactions involving billboard and outdoor advertising was held over for a third reading. The proposed tax of $25 on marquees was abandoned.

Enter a Denial

Warners, Remick Music Corp., Samy Cahn, Sol Chaplin and the Vitaphone Corp. yesterday in the U. S. District Court for the Southern District entered a general denial in the suit by Nat Nazzaro charging infringement of the song "Rhythm for Sale" in a number entitled "Swing for Sale." It was used in the film of the latter name. Nazzaro seeks an injunction, damages and an accounting of the profits.

Air Races Suing "U"

Los Angeles, June 24. — National Air Races, Inc., has filed suit for $25,000 damages against Universal, charging that footage and sound effects taken at last year's events assertedly without proper authorization from the promoters have been used in feature pictures released by Universal.

Columbia Asks Postponement

New Orleans, June 24.—Columbia has asked a postponement in the suit of United Theatres in which the circuit seeks to prevent Columbia from delivering "Theodora Goes Wild" to any but United theatres. Columbia asked a delay until depositions arrive from New York.

A temporary injunction is now issued against Columbia in favor of United for "Theodora Goes Wild," "When You're in Love" and "Lost Horizon." United claims that Columbia contracted in 1936 to deliver one Frank Capra and one Irene Dunne film but that the deliveries failed to materialize.

"Parnell" Is $21,000 Hit; Tops Chicago

Chicago, June 24. — "Parnell" packed them in at the United Artists. The gross went to $21,000, which was $6,000 better than average.

Cab Calloway on the stage and "There Goes My Girl" on the screen were the Palace attractions for a strong week which sent the gross up to $24,000, which was $5,000 up.

Other houses to do good business were the Garrick, with "Elephant Boy," and the Roosevelt, with "Kid Galahad." Both were in their second weeks.

The weather was fair and warm and competition from the beaches began to hurt afternoon business.

Total first run business was $132,300. Average is $118,000.

Estimated takings:

Week Ending June 17:

"A STAR IS BORN" (U. A.)

APOLLO—(1,400), 35c-55c-75c, 7 days, 5th Loop week. **Gross:** $7,000. (Average, $6,500)

"THIS IS MY AFFAIR" (20th-Fox)

CHICAGO—(4,000), 35c-55c-75c, 7 days, 2nd week. Stage: Vic Hyde and revue. **Gross:** $26,800. (Average, $32,000)

"PICK A STAR" (M-G-M)

ORIENTAL—(3,490), 35c-55c, 7 days. Stage: "Yacht Club Revels." **Gross:** $16,000. (Average, $15,000)

"THERE GOES MY GIRL" (RKO)

PALACE—(2,509), 35c-55c-75c, 7 days. Stage: Cab Calloway and band. **Gross:** $24,000. (Average, $19,000)

"LET THEM LIVE" (Univ.)

STATE-LAKE—(2,776), 20c-35c-40c, 7 days. Stage: Verne Buck and revue. **Gross:** $13,000. (Average, $13,000)

Week Ending June 18:

"ELEPHANT BOY" (U. A.)

GARRICK—(900), 35c-55c-75c, 7 days, 2nd week. **Gross:** $8,200. (Average, $6,500)

"KID GALAHAD" (W. B.)

ROOSEVELT—(1,590), 35c-55c-75c, 7 days, 2nd week. **Gross:** $15,300. (Average, $11,000)

"PARNELL" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $21,000. (Average, $15,000)

Loew Drive Winners Named by Moskowitz

Winners of the April-May exploitation drive by Loew's were announced yesterday by C. C. Moskowitz. Nicholas M. Schenck, president, will present plaques to the men, as follows:

Al Weiss of the Oriental, Brooklyn, for his campaign on "Romeo and Juliet"; Seymour Mayer, Pitkin, on "Maid of Salem"; Allen J. Isaacs, 175th St., "Waikiki Wedding"; Louis Suess, Fairmount, "Romeo and Juliet"; Charles Burns, Yonkers, "Maytime"; Grace Niles, Lexington, "Maytime"; Harry Brown, Century, "Romeo and Juliet."

Since the contest started, Weiss and Mayer have been promoted, the former to a larger theatre, and the latter to a district managership.

RKO RADIO IS READY FOR YOUR BIGGEST SHOW YEAR

READY WITH the finest list of star names ever assembled for a season's program...

READY WITH outstanding stage and story properties...

READY WITH Producers and Directors whose proven achievements guarantee sound showmanship and quality production...

READY WITH an inspired studio organization powered by strong leadership...

The mounting sweep of increased and increasing theatre receipts has revitalized this business, and every company is going to make more big pictures, because there is a box-office market for them...

RKO RADIO will make an outstanding number of these big attractions...

In the following few pages is abundant proof that we have the star power, the creative brains, and the resources to do it...

Yes... RKO RADIO is ready with everything it takes to make the hit list of 1937-38!

MITZI GREEN

. . new magic name on Broadway after dark! . . . all her starring life has been one long rehearsal for—

"LOVE BELOW FREEZING"

The runaway star of "Babes in Arms," current Broadway musical success . . . the stunning hit at the "Versailles," New York's top-flight night spot, will appear in this Pandro S. Berman Production with music and lyrics by Lew Brown and Ray Henderson, writers of hit shows!

MIRIAM HOPKINS

will be supported by a male star of renown in the picture she is to make for RKO Radio this year . . . Recent starring successes have prepared the bewitching blonde star for the triumph the world expects!

in a production thrilled with the music of the greatest of all popular composers—

IRVING BERLIN

His name is magic in the world of melody! . . . Imagine Fred and Ginger dancing to his inspired tunes in a great, big, lavishly staged show produced by Pandro S. Berman!

RKO Radio's first release of the new season brings together the greatest comedy cast ever assembled for one picture!

THE LIFE OF THE PARTY

. . The "Laugh Trust" cornering the gag market for one of the biggest fun shows on record! . . . What a list of names! . . . Their radio listeners number millions; their screen followers even more millions! . . . Swell music and lyrics by Herb Magidson and Allie Wrubel . . . Directed by William A. Seiter . . . Produced by Edward S. Kaufman

with

JOE PENNER
PARKYAKARKUS
VICTOR MOORE
GENE RAYMOND
HARRIET HILLIARD
HELEN BRODERICK
ERIC BLORE

pages the amazing array of composer names you find signed for RKO Radio's musicals . . . Among them you'll find most of the hit-song writers of the day—names like Irving Berlin—Lew Brown and Ray Henderson—Rudolf Friml, Gus Kahn—George and Ira Gershwin—Jerome Kern, Dorothy Fields—Herb Magidson and Allie Wrubel—Harry Tierney and Joseph McCarthy—truly enough great talent to write ALL of the screen's best musicals for any season!

Irving Berlin

Harry Tierney

Lew Brown

Ray Henderson

Rudolf Friml

Gus Kahn

George Gershwin

Ira Gershwin

Jerome Kern

Dorothy Fields

Herb Magidson

Allie Wrubel

FRED ASTAIRE

will be starred in one Pandro S. Berman production in addition to his appearance with Ginger Rogers.

JOE E. BROWN

The cavern-mouthed king of comedy . . . the screen's great uproar star . . . will be seen in

"FIT FOR A KING"

Be ready for Joe's "grand opening" in his biggest laugh show. Directed by Edward Sedgwick...

Produced by DAVID L. LOEW

The brightest sign on Broadway this season says, "Having Wonderful Time" . . . and they're still selling standing room . . . Arthur Kober's hilarious summer-resort romance will be produced by Pandro S. Berman . . . and what fun he'll have making it!

STAGE DOOR

Co-starring *Katharine Hepburn* and *Ginger Rogers*

From the present-season stage sensation by EDNA FERBER and GEORGE S. KAUFMAN

Cast includes **ADOLPHE MENJOU** and **GAIL PATRICK**

With a combination of box-office names that will make it one of the dazzling highlights of the 1937-38 season, "Stage Door" will come to the screen in the wake of a nation-wide publicity buildup gained through a season-long Broadway run and early Fall road tour . . . Stars, authors, director, producer, and a supporting cast that will be star-strewn with names to crowd every marquee sign! . . . What a show!

Directed by Gregory La Cava . . . Produced by Pandro S. Berman

SKY-WIDE ADVERTISING FOR YOUR SCREEN...

is found in the outstanding radio personalities RKO Radio numbers among its star attractions . . . In our pictures you will find many of the biggest names on the air . . . Their vast and increasing popularity is reflected in bigger picture grosses . . . Among the radio names in pictures scheduled for this year are such stars as FRED ASTAIRE—MILTON BERLE—BOBBY BREEN—HELEN BRODERICK—BOB BURNS (Courtesy Paramount Pictures)—MITZI GREEN—HARRIET HILLIARD—NINO MARTINI—VICTOR MOORE—JACK OAKIE—PARKYAKARKUS JOE PENNER and LILY PONS.

BARBARA STANWYCK

The charm and appeal and emotional intensity that are Barbara Stanwyck, and Barbara Stanwyck alone, will reach the screen this year in two important productions . . . In each she will be supported by a top-ranking male star.

KATHARINE HEPBURN

STAR OF DESTINY

The whole world knows that her Gift of Genius was born for even greater things than "Morning Glory" and "Little Women." . . . She will appear in one production in addition to "Stage Door".

NAMES

are the biggest box-office news there is in this industry . . . and this year RKO Radio is richer in names than ever before . . . among the glittering names in our roster for some of this year's productions are those of **GENE RAYMOND** and **ANN SOTHERN**, Hollywood's gayest screen romantics—**CARY GRANT** — **JOEL McCREA** — **HERBERT MARSHALL** — **BURGESS MEREDITH** — **LOUIS HAYWARD** — **HARRIET HILLIARD.**

"IRENE"

starring

Ginger Rogers

"Irene" holds the record for the longest run of any musical comedy in the history of the American Theatre!...Its songs and lyrics by Harry Tierney and Joseph McCarthy, still hold their popularity!...Now it's to reach the screen with Ginger as the pretty young shop girl who becomes a model for a swanky dress shop, mixing with society! . . . Fashions to bring tears to the heart of every woman! . . . A lavish, tuneful, heartful, gay and glorious production . . . Truly the musical show of shows! . . . Produced by Pandro S. Berman.

RADIO CITY REVELS

Radio's Treasure House of Name Values Plundered For One Tremendous Show . . . Three of the greatest names on three of the most popular programs on the air already signed for this smart new-idea show . . . Extravagantly produced by P. J. Wolfson.

BOB BURNS • JACK OAKIE VICTOR MOORE • LUCILLE BALL, America's youngest and most promising comedienne · **MELISSA MASON** · **BILLY WEST,** Comedy-dancing hits of "White Horse Inn," from Radio City's Center Theatre.

RICHARD DIX

returns to RKO Radio, scene of his greatest triumphs!

. . . Soon to be seen in a story chosen for the virile character, gripping action and stirring adventure that have typed the biggest hits of his career . . . Produced by George A. Hirliman.

WHEELER

WOOLSEY

The Bellylaff boys will be seen in one hokypoky howler this year.

Next to "Who's In It?" probably the most-often asked question about a picture is "Who Directed It?"...RKO Radio has all the answers this year, for our pictures will be directed by men who know your box-office—and who have proved it... Directors like—

JOHN BLYSTONE

CHRISTY CABANNE

EDWARD CLINE

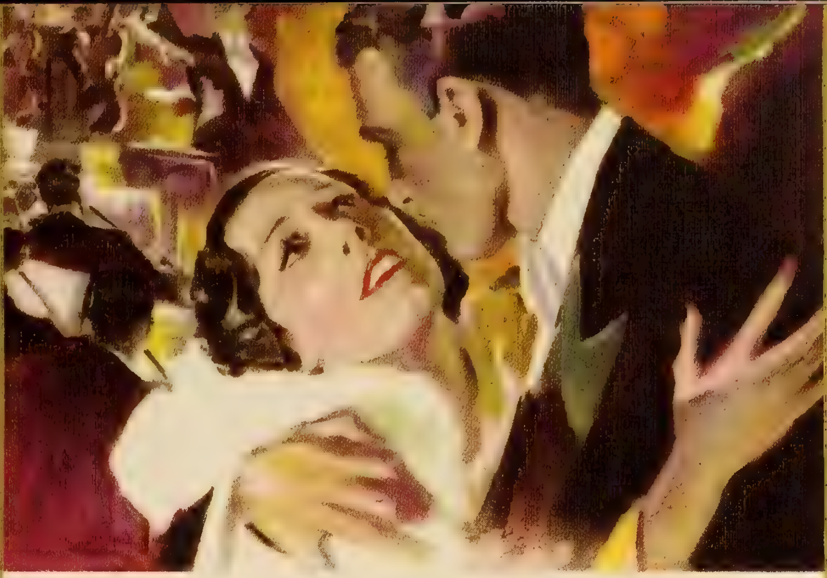
HOWARD HAWKS

BEN HOLMES

LEIGH JASON

EDWARD KILLY

GREGORY LA CAVA



Irene Dunne

"THE JOY OF LOVING"

and one other production

Think of "Roberta" and "Show Boat" and you think of Irene Dunne and Jerome Kern—the combination of names linked in every showman's mind with greatness in screen musicals—the combination for "The Joy of Loving."... Music, Story and Lyrics by JEROME KERN, DOROTHY FIELDS, HERBERT FIELDS! . . . "Joy of Loving" will be produced by Felix Young . . . Second production to be produced by Pandro S. Berman.

"PERFECT HARMONY"

brings together the perfect lovers...

Charles Boyer and Ginger Rog

Here is a story of swift conflict that zooms through the world's gay places...a picture moulded to the talents of its romantic stars...Produced by Edward Kaufman...Directed by Rouben Mamoulien.

LOU LANDERS

ROWLAND V. LEE

ROUBEN MAMOULIEN

GEORGE NICHOLLS, Jr.

RICHARD ROSSON

MARK SANDRICH

ALFRED SANTELL

JOSEPH SANTLEY

WILLIAM A. SEITER

GEORGE STEVENS

BEN STOLOFF

NEW FACES OF 1938

Preview raves on "New Faces of 1937" made this a MUST for Thirty-Eight! . . With the current "New Faces" on the verge of release, the studio is already gunning for next year's talent . . . **MUSIC! . . LAUGHTER! . . GASPING INNOVATIONS! . . A THREE-RING CIRCUS OF ENTERTAINMENT!** . . The great big show that gives the screen the best of those who rise above the rest!

GEORGE O'BRIEN

Stalwart spirit of fist-flying adventure and hard-hitting punch. The screen's dynamic star of rugged action . . . in six dramas staged under the wide-open skies, where blazing excitement holds sway...

Produced by Condor Pictures, Inc. . . . George A. Hirliman, *Executive Producer.*

Nino Martini

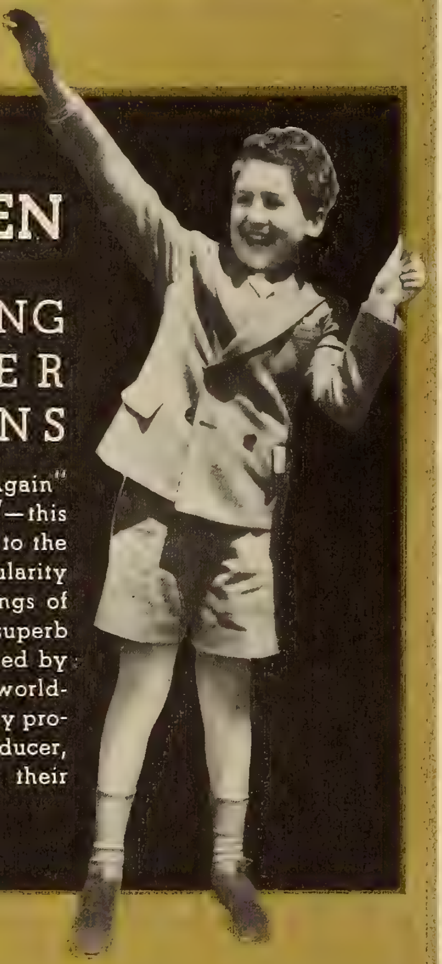
in

MUSIC FOR MADAME

with

JOAN FONTAINE

RKO Radio's sensational new screen sweetheart . . . the radiant girl on the way up to dazzling stardom . . . and a hand-picked cast of big-time screen comedians . . . With music by Rudolph Friml, composer of stage hits like "Rose Marie," "Vagabond King," "Firefly" . . . Lyrics by Gus Kahn . . . Grand extra melodies by Herb Magidson and Allie Wrubel, swing's newest sensations . . . Produced by Jesse Lasky . . . Directed by John Blystone.



BOBBY BREEN

in

3 TOP GROSSING SOL LESSER PRODUCTIONS

In two pictures—"Let's Sing Again" and "Rainbow on the River"—this wonder boy of melody soared to the very pinnacle of box-office popularity . . . His grip on the heart-strings of the world is unparalleled! With superb human interest stories, supported by top-flight casts, with music by world-renowned composers, and costly production, Sol Lesser, Bobby's producer, has given showmen one of their greatest attractions.

VICTORIA THE GREAT

Now it can be told! . . . The story of Queen Victoria and her Prince Consort! . . . For the first time in many years RKO Radio selects a British picture for distribution—AND it's the greatest of all British productions! . . . To quote a film man just back from London: "'Victoria' is by far the most important picture produced in England since 'Henry The Eighth.' The whole trade is excited about it. They believe it will outgross any British picture in history. It is being produced on a tremendous scale by Herbert Wilcox. Anna Neagle is marvelous as Victoria, and Anton Walbrook perfect as Albert. H. B. Warner and hundreds of others are in the cast. It's as big as they come!"

FOR YOUR MARQUEE

RKO Radio has a list of player names of proved box-office pull . . . Names that belong in lights and lobby billing . . . names to be cast in selected productions this year . . . Names like

MILTON BERLE

★

THELMA LEEDS

★

PRESTON FOSTER

★

MARGOT GRAHAME

★

ANNE SHIRLEY

★

WALTER ABEL

★

JOHN BEAL

★

EDUARDO CIANNELLI

★

JAMES ELLISON

★

JAMES GLEASON

★

BILLY GILBERT

★

RAY MAYER

★

ERIK RHODES

★

ONSLOW STEVENS

★

FRED STONE

and many more

48 FOR 1937 1938

★

47 RKO RADIO PICTURES

★

1 JOE E. BROWN PRODUCTION

PLUS

6 GEORGE O'BRIEN PRODUCTIONS

★

SOLD INDIVIDUALLY

WALT DISNEY'S "SNOW WHITE AND THE SEVEN DWARFS"

★

"VICTORIA THE GREAT"
Produced in England

LILY PONS and JACK OAKIE AGAIN!

Remember the fun last Winter when Lily and Jack shook out one of the greatest laugh hits on record—"That Girl From Paris"? . . . Another one with everything from opera to uproar is on the way . . . The comedienne with the greatest singing voice in the world, and one of the funniest guys that ever lived, in a great Jesse Lasky production.

THE GIRL IN A CAGE
with
JACK OAKIE
ERIC BLORE ★ ERIK RHODES
AND MANY OTHERS

RKO-RADIO PICTURES
has the distinction of announcing

WALT DISNEY'S FIRST FULL-LENGTH FEATURE PRODUCTION

"SNOW WHITE AND THE SEVEN DWARFS"

IN TECHNICOLOR

This production will be sold as an individual attraction and not as a part of the regular RKO-Radio contract.

Of necessity, these few pages cannot attempt to enumerate a full season's program, but rather to outline some highlights of a coming year—to announce properties owned and personalities under contract.

Of necessity, also, changes may be made in our present plans . . .

Our "year book" is never closed to those show opportunities which so often rise with startling suddenness and prove to be the money hits of the year!

Yes, we repeat, RKO-RADIO IS READY FOR YOUR BIGGEST SHOW YEAR!

39 ONE-REEL PRODUCTIONS

★

13 MUSICALS
by CONDOR PICTURES, INC.

Featuring such orchestras as Stuff Smith, Carl (Deacon) Moore, Rita Rio (all girl band); Rudolf Friml, Jr., Mario Braggiotti, Johnny Hamp . . . Presenting entertainers like Pinky Tomlin, Evelyn Chandler and Bruce Mapes, championship skaters; Eduardo Cansino, Elsa Newell, Sunnie O'Dea, Lilian Tours, Don Eddy, Felix Valle, Bert Prival, Joe Nemeyer, Joe Bennett, Grace Adelphi, Tom Halligan, Lou Asche, Netta Packer, Richard Edwards, Lynn Sterling, Opalita and Garcia, Nat Carr.

13 SPORTS
with BILL CORUM

One of the greatest sports authorities of the day presenting the inside of sports . . . Featuring the outstanding stars and events and highlights of the sport world, in releases timed for highest interest in each particular sport . . . Produced by Condor Pictures, Inc.

6 MUSICALS
by ATLAS PICTURES, INC.

"Holds a World of Entertainment" is the slogan of every one of these smartly produced entertainments . . . Broadway after dark brought to your theatre . . . New York's gayest places screened at their highest moments . . . Night life and personalities of the columnists' world at work—and play. Produced by Milton Schwartzwald.

7 PATHE PARADE

Behind the scenes of that interesting world that builds a nation's shows—from circus to television—are amazing people, events, ideas . . . These are among the things Pathe Parade will show you—these and hundreds of other angles of entertainment, featuring personalities and talked-about matters of all kinds . . . presented in such manner as to make Pathe Parade one of the most looked-for features on your screen this year.

TODAY on the news fronts of the world is being written an ever-changing, exciting, dramatic scenario. Its principal players dominate the headlines, are the focal point of international public interest — interest so keen that in two short years THE MARCH OF TIME, through its unbiased reporting of the activities of the world and its history-makers, has itself made cinema history.

Winner Academy Award and National Exhibition Grand Shorts Award

THE MARCH OF TIME

PRODUCED BY THE EDITORS OF LIFE AND TIME

Mickey and Minnie and Donald and Pluto and Horace and all the rest of the world's best-loved stars!

WALT DISNEY'S
"MICKEY MOUSE" and "SILLY SYMPHONIES" PRODUCTIONS . . . . . in Technicolor

PATHE NEWS

Dramatic and vital as never before is the news of this changing world! . . . PATHE NEWS meets the challenge of the times with new and daring leadership, and an editorial board awake to the importance of LIVING NEWS as a theatre attraction . . . Issued Twice Weekly.

24 TWO-REEL COMEDIES

★

6
EDGAR KENNEDY

6
LEON ERROL

3
RADIO FLASH

3
HEADLINERS

3
SMART SET

3
RADIO MUSICALS

HEADLINERS, SMART SET and RADIO MUSICALS to be principally musical productions, featuring such name attractions as Ted Fio Rita and Orchestra; Phil Harris and Orchestra; Gene Austin and Orchestra; Nick Stuart and Orchestra—and the popular entertainment personalities and specialists associated with each . . . Many more equally as famous names will soon be announced . . . Look to these releases for the big eye-filling flash entertainment that every program needs!

RKO RADIO PICTURES

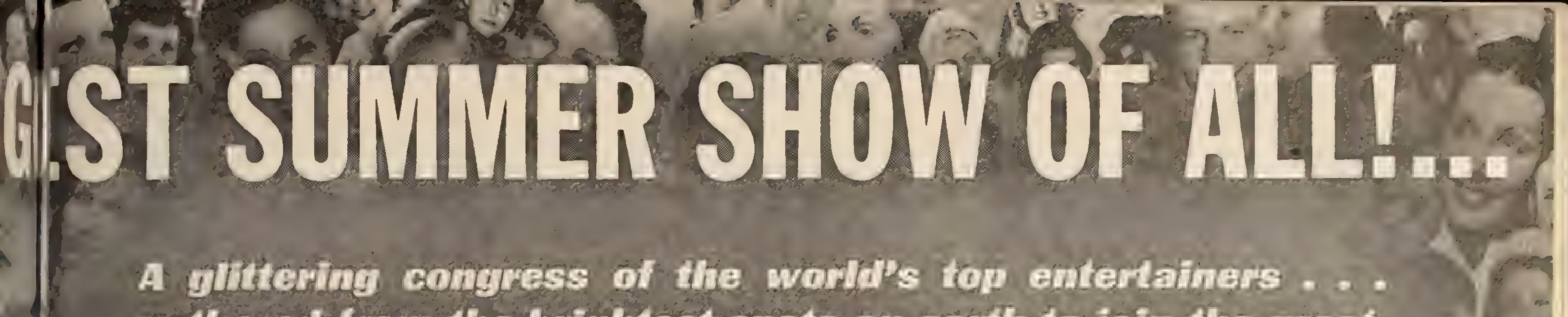
LITHO U.S.A.

. . . AND YOU DON'T HAVE TO WAIT FOR THE BIG ONES FROM RKO RADIO

...FOR HERE COMES THE BIG
NEW
FACES
OF 1

8 HIT TUNES! *"Love Is Never Out of Season"—"Penthouse on Third Avenue"—"It Goes To Your Feet"—"If I Didn't Have You"—"The Widow in Lace"—"New Faces"—"When the Berry Blossoms Bloom"—and the sensational new swing dance sensation "Peckin'"*

RKO-RADIO PICTURE



ST SUMMER SHOW OF ALL!...

A glittering congress of the world's top entertainers . . . gathered from the brightest spots on earth to join the greatest laugh-and-rhythm circus ever staged! . . . THE SHOW THAT GOES THE LIMIT with new ideas, exciting surprises, marvelous wonders, tuneful gaiety . . . with the biggest guy, the littlest guy, the prettiest girls, the craziest comics, the swellest songs! . . . Nothing like it ever before . . . The grandest, newest, swellest entertainment that's hit the screen in years! . . . 7 STARS! . . . 8 SONGS! . . . 50 YOUTHFUL BEAUTIES! . . . 100 NEW FACES! . . . LOOK UNTIL YOU'RE DAZZLED! LAUGH UNTIL YOU'RE LIMP!

The greatest gang of talent you ever saw in one picture!

JOE PENNER ★ MILTON BERLE
PARKYAKARKUS ★ HARRIET HILLIARD
WILLIAM BRADY ★ JEROME COWAN
THELMA LEEDS ★

937

Lorraine Krueger ★ Bert Gordon (***Count Mischa Moody***) ★ Tommy Mack (***Judge Hugo Straight***) ★ The Four Playboys ★ Rio Brothers ★ Lowe, Hite & Stanley ★ Seven Loria Brothers ★ Brian Sisters ★ The Three Chocolateers ★ Ann Miller ★ Dewey Robinson.

AN EDWARD SMALL PRODUCTION
DIRECTED BY LEIGH JASON
Screen play by Nat Perrin, Philip G. Epstein, Irv S. Brecher

Songs and Lyrics by Lew Brown and Sammy Fain. . . . more songs and lyrics by Walter Bullock and Harold Spina . . . and by Ben Pollack and Harry James. . . . and still more songs and lyrics by Charles Henderson and Edward Cherkose . . . and by Joe Penner and Hal Raynor.

Radio Writers Guild Plan Gets Approval

HOLLYWOOD, June 24.—Formation of a Radio Writers' Guild as a branch of the Authors' League of America was given approval by the Screen Writers' Guild, another affiliate, here last night. The Authors' Guild and the Dramatists' Guild, also affiliates, have already approved the move.

The new group is to have four representatives on the league council. The Screen Writers' Guild membership now totals 402, according to a statement by the Guild.

WHN Gets "Valentine" Discs

"Alias Jimmy Valentine," transcribed serial featuring Bert Lytell, will be heard in a series of broadcasts over WHN, from 7:30 to 7:45 P. M., E.D.S.T., beginning July 7, and Wednesdays, Thursdays and Fridays thereafter.

The series is for Larus & Brothers Co., makers of Domino cigarettes and Edgeworth tobacco. Blackett-Sample-Hummert is the agency. The platters will be spotted on stations throughout the country.

McGee New WQXR Sales Head

Norman S. McGee has been appointed sales manager of WQXR, succeeding Alfred S. Moss, who has joined A. W. Lewin & Co., Newark advertising agency, as an account executive.

McGee has been a member of the station's sales staff for the past few months, and was formerly engaged in radio and theatrical work on the coast. He will be directly in charge of the sales staff and will also assist in the production of commercial programs.

WBNX to Air Ibsen Plays

Taking advantage of the present vogue for classic literature on the air, WBNX has cancelled its symphonic drama hour and in its place will insert a series devoted to the plays of Hendrik Ibsen. The series will open with "The Master Builder" Tuesday, from 9 to 10 P. M. The Radio Division of the WPA Federal Theatre will produce.

WAIM to Be Added to CBS

Formal announcement has been made by CBS that effective July 18, station WAIM, Anderson, S. C., will be added to the CBS network. The station is a 100-watter, and is owned and operated by Wilton E. Hall, with business offices located at Anderson College.

Set Barkentin-Alber Series

A four-program series featuring Marjorie Barkentin, world-traveler, and Louis J. Alber, lecturer and theatrical impresario, will be presented over CBS beginning Saturday, from 4 to 4:15 P. M., E.D.S.T. The principals will chat about world personalities.

Del Casino Replaces Parker

Del Casino has been booked to replace Frank Parker on the "Rippling Rhythm Revue" over NBC beginning July 4. The Jergens-Woodbury Co. sponsors, through Lennen & Mitchell.

The deal was set by Timmy Appell and Paul Ross of the CBS artists service.

MBS Now Guarantees Time On All Stations to Sponsors

CHICAGO, June 24.—More than 30 representatives of the Mutual network held the semi-annual meeting of the chain here today in the Hotel Sherman. Sales and program problems occupied the major portion of the meeting, and out of the conference came these developments:

1.—For the first time, Mutual now is able to offer definite guaranteeable periods on all stations for commercial programs.

2.—An improved and enlarged sustaining service from all affiliated stations which will bring the feature special events, as announced.

3.—Announcement also was made of three new sponsored cooperative programs for the stations on the network, starting next fall. The sponsors were not identified.

4.—Plans were made to more closely unite the present group of stations and consideration was given to the addition of stations in new territories.

Fred Weber, general manager of Mutual, presided and in his address stated that with the cooperation of the member stations it was now possible for the sales staff to offer guaranteed time to national advertisers for their commercial programs. Previously, every effort was made to clear time on the various member stations, but under the new plan the stations will move local programs to accommodate the chain shows during certain hours of the day.

To Specialize on News

Special attention will be paid to news programs and programs which will feature special events, it was decided.

Frank Ryan, general manager of CKLW, Detroit, delivered a short talk on the merchandising service CKLW offers its advertisers. Many of these services will be adopted by other stations of the chain.

Lewis Allen Weiss, general manager of the Don Lee chain, announced plans for expansion and removal of the main studios from Los Angeles to Hollywood as reported. A heavy schedule of programs is planned for the network from the west coast Don Lee units.

Those who attended the meeting included Alfred J. McCosker, chairman of the Mutual board; E. M. Antrim, secretary-treasurer, Mutual; T. C. Streibert, vice-president, and Fred Weber, general manager of Mutual; Frank Ryan, CKLW, Detroit; Lewis Allen Weiss, W. S. Hedges, Frank Smith, WLW; Robert Convey and Clarence Cosby, KWK, St. Louis; John Sheppard, Colonial Network; L. H. Avery, WGR-WKBW, Buffalo; Harold Hough, KTOK, Oklahoma City; Bill Quarton, WMT, Cedar Rapids; Craig Lawrence, Des Moines; William B. Dolph, WOL, Washington; Gene O'Fallon, KFEL, Denver; H. Carpenter, United Broadcasting Co.; Sam H. Bennett, KTAT, Fort Worth; John Thorwall, WRR, Dallas; William Warner, WAAB and the Colonial network; Ross Porter, Oklahoma network; Don Davis, WHB, Kansas City; A. Barron Howard, WRVA, Richmond; John M. Henry, KOIL, Omaha; Reggie Martin, KFOR, Lincoln; Tams Bixby, Jr., KBIX, Muskogee; Frank Bishop, KFEL, Denver; and George Harvey, Mutual Sales staff, Chicago.

They're Through

Jerry Danzig and Dave Driscoll, WOR-Mutual's special event twins and custodians of the "Let's Visit" program feature, are through taking expert opinion on prize fights. Last week they had on their program Eddie Bordon, editor of *The Ring;* Tony Canzoneri, and Jack Doyle, famous betting commissioner. The three experts advised Jerry and Dave to bet on Braddock. They did.

Jack Maxey Is Made Manager for WRTD

RICHMOND, Va., June 24.—Jack Maxey, formerly of WMCA in New York, has been appointed manager of WRTD, Richmond's newest station. The station today began tests preparatory to its formal opening next Sunday, when it will become affiliated with the NBC-Blue network.

Next Sunday also will mark the formal joining of WRVA to the CBS network, and the inauguration of NBC-Red network service at WMBG. WRVA, however, will continue to accept Mutual programs.

Leon Goldstein Joins WMCA

Leon Goldstein, publicity director of WBNX, has resigned to accept a similar post at WMCA, effective next week. Goldstein's successor at WBNX has not been selected and it is believed that the post will remain open until the fall. At WMCA, Goldstein will succeed Larry Nixon, news of whose resignation was recorded here yesterday.

Three CBS Programs Set for Time Change

Three sponsored programs on CBS have been set for time changes. The programs are: "Your Unseen Friend," "Community Sing" and "Aunt Jennie's Real Life Stories."

Beginning Tuesday, the Beneficial Management Corp's "Your Unseen Friend" will be heard from 10 to 10:30 P. M., instead of from 10:30 to 11 P. M., E.D.S.T. Albert Frank-Guenther Law is the agency. Effective with the change, the program will add another station, WBBM, Chicago.

The Gillette "Community Sing" will broadcast Sundays from 8 to 8:30 P. M. instead of from 10 to 10:30 P. M., E.D.S.T., effective July 4. With the new time, the program will change its title to "Summer Hotel."

Beginning July 8, Lever Brothers' "Aunt Jennie's Real Life Stories" will be heard from 11:45 A. M. to 12 noon, E.D.S.T., instead of from 1:45 to 2 P. M. The schedule is Monday through Friday. Ruthrauff & Ryan is the agency.

Weed Gets 4 More Canadian Stations

Four additional Canadian stations have been added to the list of Dominion transmitters represented in America by Weed & Co. The stations include CJKL, Kirkland Lake; CFCH, North Bay; CJCS, Stratford; and CKGB, Timmins, all in Ontario.

The stations are operated by the Northern Broadcasting Co. of Toronto and Timmins, headed by Roy Thomson. The additions bring the list of Canadian stations on Weed & Co.'s roster to thirteen.

Shift "Five-Star Final"

"Five-Star Final," WMCA's daily news dramatization sponsored by Remington Rand, will be heard at a new hour beginning Monday. The program will then be aired Monday through Friday from 7:15 to 7:30 P. M. The Sunday period remains the same as heretofore 9 to 9:30 P. M.

Also on WMCA, Dick Fishell's "Sports Resumes" broadcast nightly from 6:30 to 6:45 P. M., will be sponsored by Sobol Brothers, beginning Monday. The contract is for 13 weeks, with options for the balance of the year. J. Stirling Getchell is the agency.

Tobacco Firm Takes N.E. Time

Brown & Williamson Tobacco Corp. has purchased time on six New England CBS stations for a new series to be known as "Neil O'Hara's Radio Gazette." The series will be heard Monday, Wednesday and Friday from 7:30 to 7:45 P. M., beginning next week. The series will originate in Boston, and will be heard in Hartford, Providence, Worcester, Bangor and Springfield. Batten, Barton, Durstine & Osborn is the agency.

Paley in Tax Probe

WASHINGTON, June 24.—William S. Paley, president of CBS, was named among dozens of other wealthy citizens as using a personal holding device to reduce payment of income taxes.

Paley's holding company was named as the Park Corp. by Internal Revenue Commissioner Guy Helvering.

Shows to Stay at Frisco

SAN FRANCISCO, June 24.—Mutual has dropped the plan to bring "Merrymakers" and "Feminine Fancies" programs from San Francisco to Los Angeles. The local Chamber of Commerce had protested the move. It had been planned to start the programs in Los Angeles June 28.

Hearst Buys Time on WOR

The Hearst interests have purchased spot time on WOR to call attention to the added features to be found in the New York *Mirror* and *Journal,* effective with the suspension of the *New York American.* The placement was handled direct.

WALA Renews Thesaurus

Another station has renewed its subscription to the NBC Thesaurus service, for the third consecutive year. The station is WALA, Mobile, and the contract is effective July 15.

Rambeau New WNEW Agent

WNEW will be represented by William Rambeau & Co., effective immediately. WNEW formerly was represented by Weed & Co.

◄ Radio Personals ►

MORTON GOULD, WOR-Mutual maestro, has been appointed director of the Education Dep't of the Mills Music Co. Gould will direct a campaign which the company is planning to increase the use of native music in high schools and colleges. . . . Dave Rubinoff arrived here yesterday from Hollywood. . . . R. P. Myers, NBC copyright attorney, returns to his desk in Radio City Monday after a two-week vacation motor trip. . . . E. Stuart Sprague, former NBC copyright lawyer, became the father of a baby boy last night. . . .

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Completing his personal appearance tour, Henry Busse returns to his network commercial July 4. . . . Fray & Braggiotti have been booked for the "Shell Show" Saturday. . . . Mary Small, too. . . . Announcers Charles O'Connor and Nelson Case leave for parts unknown tomorrow, vacation bound. . . Recovered from an illness which kept her away for more than a month, Irene Pierce of NBC's music division returned to work yesterday.

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Ray Heatherton has been booked for a Chevrolet transcription and will make the recording July 28. . . . Leslie Lieber has been set for a guest shot on the Ben Bernie show July 6, and Montana Slim has been scheduled for a guest appearance on the Hammerstein "Music Hall" July 6. The bookings are through the CBS artists service. . . . Frank Heffner, NBC music library, will tour the country by motor beginning July 6. . . . Eleanor Kent, secretary to Music Research Director Ernest La Prade of NBC, plans to spend her two weeks at Block Island starting July 2. . . . Frances Elliott, CBS hostess, will spend her vacation bicycling—she says. . . . Jack Mason, CBS engineer, and his financee, Betty Creighton, CBS hostess, leave for their vacation shortly. . . .

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Countess Albani is in New York from Chicago for a guest appearance on Ray Sinatra's show . . . NBC is about to give Jean Ellington a build-up . . . Chevrolet, World Broadcasting, and Muzak recently booked a group of NBC artist service performers for recording work . . . Jimmy Dunn will be guest featured on the CBS "Hit Parade" July 3 . . . Central Artist Bureau has booked Evelyn Nesbit for a guest spot on Bide Dudley's WOR show . . . Elza Schallert interviewed John Barrymore over NBC last night . . . Sheila Barrett, Jan Peerce, Dick Himber's orchestra, Lucrezia Bori and Mischa Mischakoff will comprise Sunday's "Magic Key" guest cast . . . Two more orchestras will be heard over the WLW Line, Tom Richley's and Russ Lyon's . . .

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Freddie Rich's orchestra will make some recordings for the Associated Music Publishers at the World studios next week. Others who have been set for recordings there are Johnny Augistine's band, for Procter & Gamble, and Ken Roberts, also for P & G. . . . Milton Berle has been booked for the Ben Bernie show July 20, through the Herman Bernie office. . . . Burns Mantel, *New York Daily News* drama critic, will discuss Columbia's Shakespearean series over that network June 28. . . .

Radio to Rescue

Pittsburgh, June 24. — When the striking wrappers and shippers of Pittsburgh tied up newpaper publication the *Post-Gazette* immediately arranged for half-hourly news broadcasts over WWSW in addition to the usual broadcasts at 6 P. M. and 10:30 P. M.

John J. Davis, the regular *Post-Gazette* news broadcaster, was aided by Ray Schneider.

Department stores transferred some of their advertising to stations to keep their messages before the public.

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Los Angeles Town Pump

LOS ANGELES, June 24.—Orange Network takes on "Modern Swing Minstrels," a show with a cast of 35 colored artists headlined by Nicodemus and Spencer Williams, Jr., writer, producer and dramatist. Lewis Tee Garden is in charge of production. . . . Volney T. James has joined the sales staff of KMTR. . . . Sandy Roth took KMTR listeners through the Harman-Ising cartoon studio Wednesday, said to be the first time an animated picture lot has been visited by a broadcasting crew.

Tomorrow's "New Horizons" program over CBS will feature Richard Smart, Honolulu rancher, who is trying to get a break as a singer. . . . Lloyd Creekmore, KNX sound effects engineer, and Lucille Brothers were married last week. . . . Ted Lloyd, KMTR announcer, is putting on a program of his own poems. . . . Edward Lynn is writing the weekly news commentaries by Alvin Wilder heard over KNX Mondays. . . . Don Forbes draws the announcer spot on the new CBS Hal Kemp-Alice Faye show starting July 2. Forbes winds up his Grace Moore show duties the week before, and with his new assignment, he doesn't get any vacation. . . . The *Western Worker* is sponsoring a KMTR program "Labor Views the News" as a weekly feature.

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Omaha Town Pump

OMAHA, June 24. — Foster May, man-on-the-street for WOW, is presenting his daily programs in different towns around Omaha by remote control during the summer. . . . During a recent trip to O'Neill, Neb., he spoke at the dedication of a new courthouse and a new postoffice. . . . Soren Munkhof, former newspaper reporter and journalism teacher in an Omaha high school, has been hired as WOW's local news reporter. . . . Wolf Bros. Clothing Store has contracted for KOIL'S 8 to 8:15 A.M. news period daily except Sunday.

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San Francisco Town Pump

SAN FRANCISCO, June 24.—Dr. Seth Maker, network counsellor for four years, has returned to coast airlanes as "The Philistine," five days weekly via KYA . . . Jack Winston's band will replace Bob Young's orchestra at Bal Tabarin (NBC lines) early in July . . . Henry D. Mills, local ad man, was the winner of KYA's monthly Microphobian contest, an open audition for announcers.

Contest on for Full Time Denver Station

DENVER, June 24.—A stiff fight by Scripps-Howard newspapers to place an additional station in Denver, on full time, is foreseen Sept. 23, when their case and that of KFEL and KVOD comes up before the F.C.C.

KFEL and KVOD have been splitting time on 920. Both stations have asked for full time, with KVOD going on 630 and KFEL to stay on 920 Both applications are filed contingent on the granting of the other's request. Numerous depositions have been taken locally to support their claims.

Scripps-Howard, which has one paper, *The News,* here, is asking for full time on 630. At present *The News* is broadcasting a daily newscast over KVOD direct from the editorial rooms.

In order to protect their interests, KLZ of Denver and KFRU of Columbia, Mo., have entered the case.

Air Water Temperatures

MILWAUKEE, June 24.—The Milwaukee Western Fuel Co. is sponsoring a daily broadcast over WISN at 12:15 P. M., C.S.T., giving the air and water temperatures from the various Milwaukee County bathing beaches. In addition, the firm is sponsoring "Even As You and I" from 11:30 to 11:45 A. M. each Tuesday and Thursday over the same station. On this latter broadcast, Neil Searles interviews passersby from in front of the Warner Theatre.

Sweetland Signs Year's Pact

LOS ANGELES, June 24.—Ben Sweetland, "Your Friendly Counselor," of KHJ, has signed a one-year contract with a new sponsor, Consumers' Credit, effective July 1, when his current contract with National Life Insurance expires. The present broadcast period, from noon to 12:15 P. M., P.S.T., Mondays through Fridays, will be retained. The agency was Erwin Wasey Co.

"Strollers' Matinee" on 46

PITTSBURGH, June 24. — Forty-six radio stations in 28 states are taking the "Strollers' Matinee" programs from KDKA. Specifically, 40 of the stations in 25 states are taking the program, as fed to the NBC-Blue network by KDKA, both Tuesday and Thursday afternoons. Six additional stations in three other states are taking the broadcast.

KECA Gets News Series

LOS ANGELES, June 24.—The Mayers Co. has placed with KECA for its client the Southwest Motor Finance Co. a series of 15-minute news broadcasts starting now and extending to June, 1938. The broadcasts will be Mondays through Fridays each week.

Coast Loan Group on KECA

LOS ANGELES, June 24.—The Standard Federal Savings and Loan Ass'n has signed for a 15-minute live talent show over KECA to be called "A Musical Pilgrimage." It continues for 13 Sundays.

Beckman Store on KFI

LOS ANGELES, June 24.—Beckman Fur Store, through the Glasser advertising agency, will sponsor a 15-minute transcription series over KFI Sunday nights starting July 11 for 13 weeks.

WJBK, Detroit, Asks Change of Frequency

WASHINGTON, June 24. — Application for authority to change frequency from 1,500 to 1,510 kilocycles and increase power from 100 watts night, 250 watts day to 1,000 watts night and day has been filed with the F.C.C. by WJBK, Detroit.

The commission also received an application from KFBK, Sacramento, for authority to increase power from 5,000 to 10,000 watts, and an amended application for a new station from John P. Harris, Hutchinson, Kan., seeking use of the 710-kilocycle frequency with 1,000 watts power.

NBC Adds Engineers

CHICAGO, June 24. — L. E. Dutton, Thomas & Gootee, A. D. Aldred and Homer Courchene have been added to the NBC engineering staff here. Dutton, formerly with American Airlines and WIOD, Miami, is a new studio engineer. Gootee, formerly with RCA's foreign staff, has been assigned to the field staff. Aldred, who was with WGES, has been added to the WMAQ transmitter crew, and Gourchene, who was with KOY, to the WENR transmitter crew.

Fur Company on WMAQ

CHICAGO, June 24.—Evans Fur Co., will sponsor a 15-minute program over WMAQ three times weekly, beginning July 5. Auspitz & Lee handles the account.

Additionally over WMAQ, the Kraft Phoenix Cheese Co. will use one minute announcements, beginning today. J. Walter Thompson handles the account.

Gilbert Forbes on WFBM

INDIANAPOLIS, June 24.—Gilbert Forbes, formerly news announcer for WKBB, Dubuque, Ia., is a new newscaster for WFBM here. He succeeds Frederick G. Winter, who has assumed new duties on the regular announcing staff. Forbes announced for WKBB for three years and is a former newspaper man.

Wilbur Edwards Joins WBT

CHARLOTTE, June 24.—Wilbur Edwards has joined the announcing staff of WBT. Edwards is a Davidson College student, and has announced the remote broadcasts from the Davidson campus each Thursday night for the past year, and is well known to the WBT audience.

N. O. Has 90,800 Sets

NEW ORLEANS, June 24.—A survey just completed shows that New Orleans has 90,800 radios installed in private homes, automobiles and commercial houses and offices. These are served locally by stations WBNO, WJBW, WSMB and WWL.

Cornell Changes Name

DOVER, Del., June 24.—Cornell Dubilier Corp. has changed its name to Dubilier Electric Corp. and increased its capital from $70,000 to $340,000. The company is located at South Plainfield, N. J.

WHKC to Join Mutual

COLUMBUS, June 24.—WHKC will become a full-fledged member of the Mutual Broadcasting System, effective July 1.

Para's Stock Increase Plan Is Called Off

(Continued from page 1)

company's treasury for future corporate expansion and a program of debt reduction, "the management deemed it wiser to defer to the opinions of many of the stockholders who, while voting in favor of the proposal, have urged that the plan be postponed until more specific purposes for the additional shares could be determined."

Charges of manipulation of Paramount stock in the market, which fanned the June 15 meeting to excitement, were renewed yesterday by Dr. I. Chestman, who, on the basis of recent S.E.C. reports, moved that Paramount file an action against Stanton Griffis and Maurice Newton, directors of the company, and the brokerage firms with which they are associated—Hemphill, Noyes & Co. and Hallgarten & Co., respectively—to recover any profits which may have resulted from the alleged manipulations. The motion was voted down by 1,100 to 550, with the Paramount proxy committee, representing more than 3,700,000 shares, not voting.

Keough in Defense

Balaban suggested to Dr. Chestman, who had asked whether profits had actually been made, that the information and action he sought was within the province of the S.E.C. Replying for Griffis, who was not present, Austin Keough, Paramount secretary, recalled that Griffis had stated at the June 15 meeting that neither he nor his firm had profited by the transactions complained of, which, it was stated, were the usual commission ones.

Balaban, replying to another question by Chestman, said that it was he who had first proposed the increase in authorized common stock.

Intermountain-RKO Denver Pool Talked

(Continued from page 1)

of the RKO circuit, is due to stop over here on his way east from San Francisco, where he is now conferring with Cliff Work, coast district head.

Some months ago RKO and Fox Midwest experimented on a pooling arrangement in Kansas City, but the deal was never consummated. Instead, RKO made a deal there with Paramount.

Rick Ricketson, head of Fox Intermountain, recently returned from New York where he is understood to have discussed the possibility of an RKO pool with Spyros Skouras. However, the matter now rests with Blumberg.

"Races" at $52,500 Given a Second Week

(Continued from page 1)

garnered about $12,000. The Roxy wound up a week's run of "Sing and Be Happy" at $25,000. "The Last Train from Madrid" took in approximately $10,000 at the Criterion and is being held for a second week.

"The Road Back" ended the first week at $9,000 at the Globe on a two-a-day policy.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Love in a Bungalow"

(Universal)

Hollywood, June 24.—An innocuous little comedy-romance, this picture should find a spot in the lower bracket of dual bill programs. It is a light and breezy affair with a handful of laughs and of no particular consequence or significance.

Nan Grey and Kent Taylor share the leads under the direction of Ray McCarey. The two players work hard, but there is comparatively little they can do to bring the film out of the minor league. Louise Beavers contributes a bit of comedy, as do Hobart Cavanaugh as a hen-pecked husband and Florence Lake as a chattering mother.

Miss Grey is the hostess in a model bungalow, Miss Beavers the servant. One morning Miss Grey finds Taylor in bed when she comes to work, and he completely disarms her with his likable personality. Despite her efforts to get rid of him, he persists, and she falls in love with him, while they dodge the periodic visits of the owner of the property. In a thoughtless moment they enter a letter contest for the happiest married couple, and win.

Then their troubles start as they attempt to pose as a married couple with two children to receive the prize from the donor at their "home." At the last moment, the show is given away, but to save bad publicity, the prize is awarded, and they decide to become the happily married couple.

Production Code Seal No. 3,300. Running time, 66 minutes. "G."

Looking 'Em Over

"Dangerous Holiday"

(Republic)

A child actor, who is at the same time entirely competent with the violin, is the star of this unpretentious and uninspired independent effort, which is suitable only for the secondary half of a double bill program.

The youngster, Ra Hould, is attractive, but his English accent is a bit heavy for the average American patron and he fails to compensate for that drawback with a completely natural performance before the cameras. He appears to be too conscious of the fact that he is acting, a fault which he may correct in time. The supporting cast includes no salable names, featuring Guinn Williams, Hedda Hopper, William Bakewell and Franklin Pangborn, among others.

The screenplay by Nicholas Barrows, who also directed, from an crinigal by Karen DeWolf and Barry Shipman, tell of the boy violinist who serves as chief support, via radio, films and the like, to a crowd of family leeches. Given no opportunity to enjoy himself as other boys do, he runs away, changes clothes with a scarecrow and begins to realize what he has missed. He is believed kidnapped, and while the police spread a net for him, he falls in with Williams, member of a gang which is suspected of having abducted him.

The boy shows up at the mountain resort which is the gang's hide-out, suddenly reveals his identity as the missing boy, and is about to be actually taken by the gang, when Williams saves him, and the police walk in to capture the gang.

Production Code Seal No. 3,282. Running time, 57 minutes. "G."

Knighters Have Over Fifty Golf Entrants

More than 50 entries have already been lined up for the Monday Knighters all day outing and golf tournament next Tuesday at Elmsford Country Club, White Plains.

Joseph Hornstein is chairman of the gift committee and every player and guest will be given an award. There will be numerous sports events, including a swimming contest, high diving, ping pong, tennis and a special prize to the worst putter.

Herman Gluckman of Republic has contributed white hats with vizors for each entrant.

Cuban Bill Aims to Help Home Pictures

Washington, June 22.—Provision for the establishment of a National M. P. Board is contained in a bill passed by the Cuban Senate on June 2, according to a report to the U. S. Dept. of Commerce from Assistant Trade Commissioner John P. Hoover at Havana.

The bill, which was referred to the Cuban House of Representatives after the Senate's action, seeks to promote the development of a Cuban industry by providing for the encouragement of local talent and for the regulation of production.

Prices Increasing At Omaha Houses

Omaha, June 24.—A new top for neighborhood prices has been reached here with Ralph Goldberg's Military charging 30 cents, only 10 cents under the downtown top. The general level of prices for neighborhoods has been raised during the last six months. All but a very few are charging a 25-cent top, and only two drop to 10 cents three days a week.

The number of houses remaining open has set a new summer high here, and no managers are contemplating a shutdown. Some exhibitors are viewing with alarm the triple-feature policy inaugurated by Goldberg in five of his houses on one change a week. None of the other owners has been stampeded into following suit, however.

Milwaukee Theatres Decrease Admissions

Milwaukee, June 24.—Admission prices at first runs here have been pegged downward with a shift in hours. Fox's Palace, Wisconsin and Strand, formerly charging 35 cents to 1 P. M. and 50 cents to closing, have shifted their admissions to 35 cents to 1 P. M., 40 cents to 6 P. M. and 50 cents thereafter, while the Warner has extended its 35-cent admission period from 1 P. M. to 6 P. M. on weekdays and 50 cents thereafter.

Several of the outlying houses have announced reductions averaging five cents in admission.

Weiss Will Produce

Louis Weiss and not Weiss Bros. will produce four serials for Columbia next season, according to Columbia.

Ship It

GENERAL AIR EXPRESS

1. Merely phone Postal Telegraph. Pick-up is immediate . . . by messenger or high speed truck . . . direct to the field.
2. The first plane out carries your shipment via the shortest, fastest route coast to coast. It travels swiftly as any passenger.
3. At the destination, delivery is made at once. Overnight coast to coast.

—and it's there

Only General Air gives you shortest, fastest coast to coast. Phone Postal Telegraph, any TWA office . . . or

GENERAL AIR EXPRESS
Division of TWA

GENERAL AIR EXPRESS

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 149 NEW YORK, SATURDAY, JUNE 26, 1937 TEN CENTS

Wilby - Kincey Agreement Is Extended Year

Wilby to Sign Here on Arrival Monday

Arrangements for the renewal of the Wilby-Kincey circuit operating agreement with Paramount to June 26, 1938, were completed yesterday following the return of Y. Frank Freeman, Paramount theatre head, to New York from Miami. The current operating contract for the circuit expires today.

The new contract will be signed by Robert B. Wilby following his arrival in New York on Monday The extension is understood to continue for another year the same terms which were in force under the old agreement, which provided a profit participation for Wilby and H. F. Kincey, the operating partners. The pact covers one of the largest Paramount theatre units, a circuit of more than 80 theatres throughout Alabama, Tennessee, North and South Carolina.

Wilby will sail from New York Wednesday on the *Normandie* for a summer vacation in Europe.

Ten Per Cent Raise Offered to Painters

HOLLYWOOD, June 25. — Representatives of the Painters Brotherhood locals meeting here today with Pat Casey, producers' negotiator, were made a compromise offer of a 10 per cent increase in salary, time and a half for overtime and the basic pact stipulation of a 36-hour week. The locals will meet next Monday night to consider the offer.

The unions had asked a raise of a dollar a day for the day shift, an additional dollar for the first night shift and two dollars additional for the second night shift. The present offer amounts to 70 cents per shift increase.

Pass St. Louis Tax As 350,000 Protest

ST. LOUIS, June 25.—The Board of Aldermen, by a vote of 20 for and 5 against, with 5 absent, today passed the city administration's amusement tax bill imposing levies ranging from 1 cent on tickets selling for less than 25 cents up to 10 cents on tickets of $4 and over. Gasoline,

(*Continued on page 2*)

Radio News—Page 4

Warner Conference Here Is Postponed

The fourth and final regional meeting of Warners' bookers and ad salesmen, which was scheduled to be held today at the Warwick Hotel, was postponed indefinitely yesterday due to the illness of the son of A. W. Schwalberg, head of exchange operations, who was to have presided at the meeting. The boy was taken ill suddenly and removed to a hospital yesterday.

A new date for the meeting of the eastern division men will be set within a few days, with expectations that the session will be held in two or three weeks. Earlier meetings of the company's bookers and ad salesmen were held at Oakland, New Orleans and Chicago.

Colin Clive Passes After Long Illness

HOLLYWOOD, June 25.—Colin Clive, English actor, died today at Cedars of Lebanon Hospital. He had been ill for a long time of a pulmonary ailment.

Clive was born at St. Malo, France, Jan. 30, 1900, and became an actor at the age of 10. His first Hollywood role was in "Journey's End." His last was "History Is Made at Night."

He is survived by his widow, Jeanne de Casalis.

Columbia's Special On Coast Tomorrow

LOS ANGELES, June 25.—The special train bearing the delegates to the Columbia annual sales convention, which will open Monday at the Ambassador Hotel here, will arrive here Sunday morning, after numerous stops en route to pick up delegates west of New York. More than 250 executives and members of the sales force from the United States and

(*Continued on page 3*)

MGM U.K. Plans Set; Mayer to Launch 1st

Following months of preparation, M-G-M yesterday declared its plans for production in England had been completed and that Louis B. Mayer would go to London in August to launch the first of the four pictures determined upon. This will be "A Yank at Oxford," with Robert Taylor.

The other three will be "Finishing School," "To Victoria" and "Goodbye, Mr. Chips." Michael Balcon, former production manager of G. B., who will be in charge, leaves Hollywood for England in a few days. In the meantime Ben Goetz and Robert Ritchie have been in London a number of weeks arranging details.

Court Issues a Stay Against Jean Arthur

LOS ANGELES, June 25.—In a court decision that may have wide repercussions in the film and radio fields, Superior Judge William S. Palmer today denied Jean Arthur the right to act in radio or stage plays for a period of one year. Judge Palmer held in favor of Columbia Pictures, Inc., employers of Miss Arthur.

Columbia Pictures brought suit for an interpretation of Miss Arthur's

(*Continued on page 4*)

Dispute Sets Back Roxy Theatre Case

A dispute over the terms of the film franchise between 20th Century-Fox Film Corp. and the Roxy Theatre caused postponement to July 1 of the hearing before Federal Judge Francis G. Caffey on the approved plan of reorganization of the Roxy Theatre yesterday. A conference between attorneys and officers of 20th Century-Fox has been set for June 30 to set-

(*Continued on page 3*)

France, Reich Renew Pact; Include Withdrawal Option

By PIERRE AUTRE

PARIS, June 25.—The French *Journal Officiel* today published the text of a new film agreement between France and Germany. The terms of the agreement were contained in letters exchanged on June 15 between Yvon Delbos, French Affairs Foreign Secretary, and Comte de Wekczeck, German Ambassador in Paris.

The two Governments have agreed that the arrangement shall constitute a renewal for one year of the Franco-German film agreement signed originally on May 12, 1936, effective June 1, last. Each side shall have the privilege of withdrawing from the agreement on Dec. 31, 1937.

In view of the fact that the French industry has had poor results with its activities in Germany during the past 1936-'37 season, the German Government promises in the agreement to assist in the importation of French films to the Reich, and the sale and distribution of them. The German Government also will favor all contacts between the French and German film trade organizations, especially the Reichfilmkammer.

Allied Drops Move to Talk With Majors

Steffes Says Drive Is for Laws' Regulation

MINNEAPOLIS, June 25. — Allied States has abandoned its proposal for a round-table conference on trade practice complaints with major company heads and is "once again rededicating itself with purposeful single-mindedness to its program of authorship and championing of trade reform legislation," W. A. Steffes, who heads the Allied Defense committee, said today.

Steffes declared that the proposed meeting with company heads could not be realized because responses to his invitations did not represent all of the companies, whereas the problems which "Allied wanted to discuss were industry problems and not individual." He said that of those who were asked to meet with Allied representatives, only Al Lichtman, vice-president of Loew's, conferred with him and agreed to meet and discuss the Allied grievances "or to set up possibly permanent machinery for the continuation of any necessary adjustment."

The Steffes-Lichtman conference was held last Monday in Chicago, in advance of the Louis-Braddock fight.

Others besides Lichtman to whom Allied's bids were addressed were

(*Continued on page 3*)

C.E.A. Completing Its Quota Answer

By BRUCE ALLAN

LONDON, June 25.—The quota committee of the Cinematograph Exhibitors' Assn., is expected to remain at Harrogate, scene of the C. E. A. annual summer conference, which ended yesterday, in order to complete the details of its case on the proposed quota provisions for submission to the Board of Trade.

C. P. Metcalfe, president of the

(*Continued on page 3*)

Eastern Actors Get Fee Cut from Guild

Florence Marston, eastern representative of the Screen Actors' Guild, said yesterday that she had been authorized by the S. A. G. board to reduce initiation fees for eastern applicants for guild membership to $10 from the established $25 fee. The

(*Continued on page 4*)

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 26, 1937 No. 149

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave., C. B. O'Neill Manager.
WASHINGTON: Albee Building, Bertram F. Linz, Representative.
AMSTERDAM: Zuider Amstellaan 5; Philip de Schaap, Representative.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Four in New Jersey Under Construction

Four new theatres, with seating capacities ranging from 600 to 1,000, are now under construction in New Jersey. All will be ready for opening by late September.

The quartet are located in Teaneck, Clifton, Denville and Keansburg. The first two will seat 1,000, the third, 600, and the last about 1,200.

Sunday Bill in N. H.

NEW HAVEN, June 25.—In accordance with the Sunday theatrical law enacted by the General Assembly last April, in which local option is granted cities and towns, a city ordinance permitting Sunday presentations from 2 to 11 P.M. has been proposed and will have a public hearing Monday. The proposal has been referred to the Commitee on Ordinances of the Board of Aldermen.

Laemmle Starts at MGM

HOLLYWOOD, June 25. — Carl Laemmle, Jr., has started work at M-G-M as a producer. His first will be his own property "The Amazing Dr. Clitterhouse." Under Laemmle's contract, James Whale will direct one picture for M-G-M.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"Between Two Women"

(M-G-M)

HOLLYWOOD, June 25.—Hospitals and the physical and mental anguish they house have proven good background for film stories. The commercial success of some of the previous good ones demonstrates that they interest many people. M-G-M, aware of this, has added another to the growing list. "Between Two Women" is well produced and acted with no production or narrative details necessary to establish the required emotional mood. The film, though somewhat drawn out, is strongly interesting.

Thematically, the story concentrates on the virtue-must-triumph idea. Franchot Tone, a doctor, is attached to Maureen O'Sullivan, who is married. Tone marries Virginia Bruce, a wealthy patient. For the time things are pleasant, but Tone's devotion to his professional duty arouses Miss Bruce's selfish jealousy. The dramatic character of the story develops when Miss O'Sullivan's worthless husband, Anthony Nace, dies as a result of Leonard Penn's bungling. Tone's sympathy for the widow widens the breech between him and Miss Bruce. She plans to run away with Penn, their mutual friend. Both are injured in an accident. Tone performs a remarkable operation on Penn as Charles Grapewin saves Miss Bruce's beauty. Unwilling to have anything to do with a man who devotes his life to the service of humanity, Miss Bruce divorces Tone, permitting him to go to Miss O'Sullivan. Both dedicate themselves to a life of service in easing human suffering.

Tone, Miss O'Sullivan and Miss Bruce give strong, convincing performances. They are effectively supported by Penn, Grapewin, Nace, Janet Beecher and Cliff Edwards. Erich Von Stroheim's original story is a serious study of human emotions under trying conditions. Frederick Stephani and Marian Parsonnet emphasize that quality in their adaptation, as does George Seitz in the direction.

Production Code Seal No. 3,481. Running time, 95 minutes. "G."

Levy Outlines New Conn. Theatre Laws

NEW HAVEN, June 25.—Addressing a meeting of The Connecticut M. P. T. O. Edward G. Levy, executive secretary, summarized the action of the recent legislative session with respect to bills affecting theatres. He pointed out that one measure changed the phraseology of the general statutes with reference to assessment and collection of the existing amusement tax based on seating.

While formerly the exhibitor made out a return indicating the number of days he operated and the number of seats in his theatre, mailing the return to the tax commissioner who sent the exhibitor a bill based on the return, the exhibitor now assesses himself the amount he owes and sends his check with the return.

Levy called attention to the fact that until the closing of the legislature there was danger of the passage of the 10 per cent amusement tax, since the Governor recommended enactment to supply the deficit in the budget. Variously phrased two-men-in-a-booth bills were passed by the Senate but rejected by the House. Sunday vaudeville and theatricals bills with local option also were passed.

Flash Previews

"A Lawman Is Born" — Johnny Mack Brown, as keeper of a general store, enlivens this western.

"I Cover the War" — Fast action and plausible plot feature this story of a newsreel cameraman in one of the British colonies.

These films will be reviewed in full in a coming issue of MOTION PICTURE DAILY.

Pass St. Louis Tax As 350,000 Protest

(Continud from page 1)

cigarettes and newspaper advertising are also included. The bill was passed despite the signed protests of 350,000 citizen opponents. The mayor will undoubtedly sign the measure.

If the bill becomes law, it is probable that the people will demand a popular vote on the measure which is expected to cost local theatres $500,000 annually.

"Marine" in Wilmington

WILMINGTON, June 25.—Approximately 4,000 persons, including city and state officials thronged Warners' Aline Theatre here tonight for the world premiere of "The Singing Marine" presented on the eve of the opening of the local race track. Officers from the Philadelphia Marine base also attended. Estelle Taylor made a stage appearance and the ceremonies were broadcast over WDEL of the NBC Red network.

G. N. Ready with 15

HOLLYWOOD, June 25.—Grand National will place 15 features in work within the next month. A total of 30 writers are engaged in the final preparations on the stories. "Something to Sing About," musical starring James Cagney, will head the list.

Claims "Music" Record

Paramount yesterday reported that "Mountain Music" established a new opening day's record at the Fox in San Diego Thursday, grossing $2,805.

N. E. "Sucker" Deals Lead, States Allied

BOSTON, June 25.—"More sucker deals" were made in New England with major distributors by independents than in any other territory, according to a statement from Arthur K. Howard, business manager of Independent Exhibitors, Inc., Allied affiliate.

Howard said: "The sales survey conducted by the Allied State Ass'n included returns from approximately 500 exhibitors in 29 territories. Although there were some smart contracts written in New England, this territory registered more sucker deals than any other.

"The percentage, preferred playing time, shorts and score charges, received the best play here."

Comment in the Allied survey referring to New England was: "Despite the high average of literacy in New England this territory supplied the highest average of defective and incomplete returns of any. However, educated people are often impatient and there is such a thing as being too smart."

Giordana, Egyptian Head for 20th-Fox

Walter J. Hutchinson, head of the 20th Century-Fox foreign activities, has named Luigi Giordana, manager of the company's sales in Egypt, as supervisor of the Near East. Giordana will continue to make his headquarters at Alexandria. William B. Morgan has been promoted to managing director of France, succeeding E. Koenig, resigned. G. Joffe is another foreign executive who has been given a more important post. He has been appointed district supervisor for Latvia, Esthonia, Lithuania and Poland.

Max Stillbach now is manager of the Riga, Latvia, office, and M. J. Messeri has taken over the duties formerly held by H. Levy as head of the Portugal branch.

Frederick Fleminger is the new manager in Austria, having replaced Harry Gell, resigned.

Johnston Goes to K. C.

HOLLYWOOD, June 25.—W. Ray Johnston left tonight by plane for Kansas City, where he will spend the weekend with Edward Golden, general sales manager for Monogram. Johnston is due in New York Monday. Golden will be in St. Louis Monday and back in New York on Wednesday.

Loew-Met. "U" Deal

James R. Grainger, Universal's general distribution manager, has signed a contract with Loew-Metropolitan Theatres whereby the latter books 20 of the 40 new Universal features to be released during the coming year.

Monogram Advance Deal

Mitchell Leichter, president of Advance Pictures, has sold his company's series of eight H. H. Van Loan westerns to Monogram for distribution in the greater New York and northern New Jersey territory.

Score Spanish Picture

Contemporary Historians, Inc., is scoring a Spanish feature titled "The Spanish Earth," at the Film Art Studios in the Bronx under supervision of John T. Doran.

◂ Purely Personal ▸

DOUGLAS SHEARER and L. PETERSON of the M-G-M studio, HAROLD GODSOS of Selznick International, and H. STERN of the Warner studio are at the Warwick during current New York visits.

•

JOE HEPPNER of Metropolitan Photo Service is back in New York from the RKO convention in Los Angeles, where he shot the official photos of the meeting. He brought back a KAY KAMEN "Mickey Mouse" sweatshirt for his partner, MORRIS LEFTOFF.

•

MORRIS GOODMAN, Republic vice-president, is due back July 2 on the *Champlain* from a trip through England, France, Italy, Denmark, Sweden and other European countries.

•

EDWIN M. FADMAN of Films Red Star, Paris, who was scheduled to sail on the Rex today, has postponed his trip and will sail next Wednesday on the *Washington*.

•

A. L. PRATCHETT, general manager for Paramount in Central and South America, is due to arrive Monday from Puerto Rico on the *Coamo*.

•

BERT LAHR leaves for the coast Monday. He will be featured in Universal's "Merry-Go-Round of 1938."

•

SAM MORRIS, JOE HUMMEL and MAX MILDER made up a Warner luncheon trio at the Astor yesterday.

•

EDNA MAY OLIVER, back from a six week's vacation at Cannes, will arrive on the coast tomorrow night.

•

E. J. SMITH of Imperial Pictures left yesterday for Atlanta via Buffalo, Detroit, Cleveland and Pittsburgh.

•

IRVING D. HYLAND, formerly with Irving Mills Enterprises has joined S. Charles Einfeld's Warner staff.

•

BEN SCHWALB, director of Columbia's Sport Thrills, is celebrating his fourth year with that company.

•

WILLIAM F. RODGERS and TOM CONNORS, M-G-M sales executives, were in Buffalo yesterday.

•

JULES (SONNY) LIGGETT, local Universal salesman, is mourning the loss of his mother.

•

WOLFE KAUFMAN flew to the coast yesterday, with a stopover at Fort Worth, Tex.

•

MARC CONNELLY is en route to Hollywood on a writing assignment for M-G-M.

•

BOB HOPE, out of musical comedy, is reported to have been signed by Paramount.

•

MOE SEIGEL, president of Republic, will leave for the coast next Friday.

•

LESLIE E. THOMPSON is due back from the coast Wednesday.

•

HERBERT J. YATES is planning a coast trip in two weeks.

Allied Drops Move to Talk With Majors

(*Continued from page* 1)

Adolph Zukor and Barney Balaban of Paramount; Leo Spitz, RKO; S. R. Kent, 20th Century-Fox; George J. Schaefer, United Artists; Charles R. Rogers, Universal; Harry Cohn, Columbia; H. M. Warner, Warners, and Nicholas M. Schenck, Loew's.

Steffes said that he had received "some replies" from these, "some of them rather evasive, some of them willing to have their attorneys meet, others willing to designate someone else to meet, and some of the companies ignoring the letter entirely."

Steffes said that since the time set by Allied for acceptance of his bid—June 22—had expired, and that all of the companies had not agreed to meet with the Allied representatives, "there is no need of any further meetings with those who are willing to meet us," as Allied has industry, not company, grievances to discuss.

"There is only one thing for Allied States," Steffes said, "and that is to more aggressively sponsor state and national legislation as, in my opinion, producer-distributor representatives are not ready as yet for round-table conferences."

Allied's legislative program calls for renewed support of the Neely-Pettengill anti-block booking bill and the introduction in state legislatures of theatre "divorce" and chain tax measures. The organization's decision to seek a meeting with company heads to endeavor to obtain trade practice concessions and voluntary abandonment of affiliated theatres was made at Allied's national convention in Milwaukee in May.

Writers Committees Named for Meeting

HOLLYWOOD, June 25.—The Screen Writers' Guild and Screen Playwrights have prepared for their Monday conference with the Regional Labor Relations Board and producers' representatives by appointing committees.

The committees will decide whether an informal election is to be held among film writers over who shall represent writers in collective bargaining. The guild representatives will be Dudley Nichols, president; Frances Goodrich, Jane Murfin, Edwin Justus Mayer, Samson Raphaelson, Charles Brackett and Leonard S. Janofsky, attorney. The playwrights have named John Lee Mahin, president; Patterson McNutt and Neil McCarthy, attorney.

Judd-Davidson to Wed

DES MOINES, June 25.—Forrest E. Judd, manager of the Monogram exchange, will be married here tomorrow to Catherine Louise Davidson at St. Augustine's Rectory.

Wilcox Due Here July 12

LONDON, June 25.—Herbert Wilcox, producer, will sail from England on the *Normandie* on July 7, bound for New York with a print of "Victoria the Great," just completed. He will arrive here on July 12.

Columbia's Special On Coast Tomorrow

(*Continued from page* 1)

Canada are expected to attend the sales sessions, which will be presided over by Abe Montague, general sales manager.

Jack Cohn will open the meeting with a welcome to the delegates, after which Harry Cohn will make the first address. Other studio executives will follow, then Montague will take over for the rest of the convention. Joe McConville, sales supervisor, will make the official presentations of the awards to the winners of the Montague Sweepstakes.

The delegates on Sunday afternoon are prepared to welcome Capt. Frank Hawks at the Burbank Airport, when he is due to arrive at the conclusion of a non-stop flight from New York. Hawks will appear for Columbia in the serial, "The Adventure of the Mysterious Pilot." Jack Cohn, scheduled to fly west with Hawks, took a plane Thursday instead.

White Gets Col. Shorts Pact

HOLLYWOOD, June 25.—Jules White has signed a new long term contract with Columbia under which he will act as short subject and feature producer and feature director. He continues as head of the short subjects department, with Hugh McCullen as his assistant. White will produce only 13 of the 26 shorts Columbia plans for the new season, with McMullen handling the rest.

First of White's features will be an untitled comedy in which the Three Stooges will supply comedy.

The new program, the same number as on last year's schedule, is divided as follows: six Charley Chase comedies; six Andy Clydes, eight Stooges and six All-Stars.

Dispute Sets Back Roxy Theatre Case

(*Continued from page* 1)

tle the various differences which have arisen.

Milton H. Frankfurt of the law firm of Kadel, Van Kirk and Trencher, made an application to Judge Caffey to permit Roemer-Kenny Co. and George Garrson to enter the reorganization proceedings in order to secure allowance for brokerage fees. Frankfurt stated that his client had effected the sale of the Roxy to 20th Century-Fox. Judge Caffey refused to make a ruling in the absence of written motion papers.

Formal naming of the trustee under the new indenture was also postponed, but it was learned from attorneys that Judge Caffey's naming of the Continental Bank & Trust Co. earlier this week as the lowest bidder is taken to mean that Continental will be named the trustee.

Holland Seriously Ill

BOSTON, June 25.—George Holland, Boston *American* film columnist and film writer who authored "Don't Tell the Wife," is in a serious condition with pneumonia here at the Cardinal O'Connell House where he has been confined since he broke a leg while acting as stage show master of ceremonies at the RKO Boston.

M-G-M Man in Hospital

MT. VERNON, Wash., June 25.—A. J. McNamee, field man for M-G-M, is seriously ill here at the Rowley Hospital.

C.E.A. Completing Its Quota Answer

(*Continud from page* 1)

C. E. A., yesterday wired the organization's sympathetic support to the deputation of independent distributors and producers which is opposing the cost clause in the proposed quota before the Board of Trade. The opposition contention is that the cost clause threatens a product shortage and unemployment as the result of the closing of small theatres.

They suggested that a quota qualification should follow the minimum number of bookings of any British picture or that the percentage should follow the value of imports.

Capt. Euan Wallace, Parliamentary Secretary of the Board of Trade, in his reply, stated that the present Government draft of the new Films Act, in which the quota is included, is not necessarily final.

The Assn. of British Sound Recording Systems has written to the Board of Trade alleging a monopoly and the exploitation of foreign sound systems which, they claim, increase the cost of British films. They have requested a 17½ per cent reduction in the minimum cost if pictures are recorded on a British system.

It is forecast that the C. E. A. is seeking a liaison with the Film Group of the F. B. I. through the latter's independent members, with the object of fostering a safeguarding provision if the cost clause is maintained. The safeguard would include a quota scaled on a basis of an adequate supply of British films for the intensely competitive six-theatre areas.

There is a possibility of the establishment of a British bloc on this basis, opposing reciprocity because of the ease of evasion and also the double cost quota provision, unless there is a proportionate concession to exhibitors.

Henry Unger on Trip

HOLLYWOOD, June 25.—Henry Unger of the local M-G-M office is en route to Alaska on a pleasure trip.

Wall Street

Eastman Best Board Gain

	High	Low	Close	Net Change
Columbia	30	30	30	.....
Consolidated	2¾	2¾	2¾	— ⅛
Consolidated, pfd..	11⅞	11½	11½	— ¼
Eastman	172½	170½	172½	+2½
Eastman, pfd. ...	152	152	152	+2
Gen. T. Equip....	20¾	20¾	20¾	— ¾
Loew's, Inc.	77¼	76¾	77	+ ⅝
Paramount	18⅜	18⅛	18⅛	— ¼
Paramount 1 pfd..	130	130	130	.....
Pathe	6⅝	6⅜	6⅜	— ¼
RKO	8⅛	8	8	.....
20th Century-Fox.	33¼	33¼	33¼	— ½
Universal, pfd. ..	63	63	63	.....
Warner Bros. ...	12⅝	12¼	12¼	— ⅜

Curb Mostly Declines

	High	Low	Close	Net Change
Grand National	2⅛	2	2	— ⅛
Sonotone	1⅝	1½	1½	— ⅛
Technicolor	29⅞	29	29	— ¼
Trans-Lux	4¼	4⅛	4⅛	— ⅛
Universal Crp. ..	4¼	4¼	4¼	+ ⅛

Paramount Bonds Rise

	High	Low	Close	Net Change
Keith B. F. 6s '46	98½	98½	98½	— ½
Loew's	99½	99	99	— ½
Paramount B'way 3s '55	66½	65¾	65¾	— ¾
Paramount Pict. 6s '55	88¾	88⅜	88¾	+1¾
Warner Bros. 6s '39 wd	95	95	95	+ ¼

(Quotations at close of June 25)

Radio Personals

LUCY MONROE will be film-tested by Paramount early next week. . . . Lanny Ross, who leaves the Maxwell House "Showboat" next week, can sign with one of three sponsors right now, but he's holding off because he may go to Hollywood for a picture. Lanny, incidentally, is easily the most likeable lad in radio. . . . Ruthrauff & Ryan are preparing an elaborate new brochure on Major Bowes, which should stifle all talk about the Major leaving the Chrysler program. . . . Nellie Revell has set the following performers for interviews on her program—Bob Hope, Lucille Manners, Walter Cassell, Lois Bennett and Terry Franconi. . . . NBC executives and artists yesterday tendered a luncheon to the duo of 4-H club winners now visiting here.

✚

According to Louis Titterton, the fourth Eugene O'Neill play to be produced on NBC will be "The Straw." . . . Deems Taylor will be the commentator on the Kostelanetz series in the fall. . . . Johnny Trotter's band succeeds Jimmy Dorsey's orchestra on the Kraft "Music Hall" series July 8. . . . Amelia Earhart, from Java, will be interviewed by Cecil B. De Mille on Lux "Radio Theatre" July 5. . . .

✚

Jessica Dragonette goes to Sidney, Me., July 11, to appear as soloist at the music festival conducted by the American Federation of Women's Clubs. . . . Newly signed by CBS artist service is Vivian Ray. . . . Irving Mills, managing director of Master Records, Inc., sails on the *Rex* today to establish distribution for his company's recordings in Europe.

Amos 'n' Andy in New York

Amos 'n' Andy will broadcast for one week from the NBC studios in New York June 28 through July 2. The purpose of their visit here is believed to be for a conference with executives of the Lord & Thomas agency regarding a new sponsor.

Presto Catalogue Issued

Presto Recording Corp. this week has issued an attractive new catalogue of its complete line, together with a price list and a manual informing how to use the Presto equipment. The material is being distributed throughout the industry.

"Rhythm" Back Next Week

"Rhythm in Song" will return to the air over WHN Fridays from 7:15 to 7:30 P.M., beginning next week. The program is a musical one, featuring vocal groups. It will originate in Cincinnati and will be broadcast over the WLW Line.

Patricia Ryan in Own Series

Patricia Ryan, contralto, who has been appearing with the "Rhythm Rascals," will start her own series July 3 over the NBC-Blue, and Saturday from 11 to 11:15 A. M., E.D.S.T., thereafter.

Robert S. Herts Sails

Robert S. Herts, vice-president of Albert Frank-Guenther Law, Inc., sailed on the *Volendam* last night to visit foreign clients and offices.

Chicago, Hollywood Show Time Gains on CBS With Frisco Off

Of the principal program originating points on NBC, Chicago and Hollywood showed gains for the month of May, 1937, over the corresponding month last year. San Francisco hours decreased. The network program hours originated at each of these points:

Pt. of origin	*May, 1937*	*May, 1936*	*April, 1937*
New York	**627**	**618**	**640**
Chicago	**417**	**380**	**379**
San Francisco	**315**	**341**	**337**
Hollywood	**112**	**76**	**108**

Ad Men Finish Tour As Colorado Guests

DENVER, June 25.—Having spent a week vacationing in Colorado as the guests of KLX in Denver and KVOR in Colorado Springs, 50 advertising men will return to Chicago tomorrow on the streamliner. The men have been treated royally in Colorado Springs, Denver, Estes Park and Grand Lake.

Tomorrow, the last day, a trip will be taken through the Denver Mountain Parks, west of Denver. High spots of the week were a cocktail party at the home of Spencer Penrose, Colorado Springs; dinner at the Cooking Club, Springs, where everyone donned cook's cap and apron, and fishing, hiking, riding, etc., in the northern Colorado mountains. A dinner-dance was held last night.

Those on the trip included Edgar A. Fellers, G. E. Fromherz, George Pearson, Nathaniel Pumpian, H. H. Hudson, Richard Marvin, George McGivern, Frank H. Hakewill, Ros Metzger, E. N. Nelson, William J. Staab and Frank Steele, all from Chicago; Leonard T. Bush, Herschel Deutsch, Max Hacker, Harold Hendrick, Robert McNeill, Harry Walsh, George Trimble, E. S. Pratt and John F. Mayer, all from New York; Bruce B. Brewer, R. J. Potts, Allen B. Russell, Kansas City; C. J. Baker, W. J. Davis, Fred Barrett and Hugh Johnston, Detroit; John Sarles, Minneapolis; Ray Simmons, Cleveland; Ted Enns, Milwaukee; Maxwell R. Hott, Monticello, Ill.; Frank O. Weber, St. Louis; W. G. Eversman, Pittsburgh; Harold Barrett, Toledo; Herbert Akerberg, CBS vice-president; and the following from the E. Katz agency: Eugene Katz, Sidney L. Katz, Frederick M. Bell, Ralph W. Bateman, G. W. Brett, Lowell E. Jackson, Osborne B. Bond and Morris J. Beck.

Karol Heads Research

John Karol, CBS director of research, was elected president of the Market Research Council yesterday. Other newly elected officers of the Council are Carol Rheinstrom of MacFadden Publications, as vice-president; and Arthur Hirose of McCall Publishing Co., as secretary-treasurer.

WHAS Issues Analysis

WHAS, the *Louisville Times* station associated with CBS, yesterday issued to advertising agencies a new market analysis of the area included in the WHAS proven primary listening area, and a new rate card. Rates for time on the station are hiked approximately 10 per cent over the preceeding rate.

Philco Will Double Stations for Carter

Confirming a report printed here several days ago, the Philco Radio & Television Corp., sponsors of the Boake Carter series on CBS, yesterday announced that it would increase the number of stations carrying the program by more than double, effective July 5. Philco's network now embraces 23 stations. The extended network will comprise 59 stations, from coast-to-coast.

With the increase in the number of stations carrying the program, the series will drop its present five days a week broadcast schedule for a three time a week presentation, Monday, Wednesday and Friday, from 7:45 to 8 P.M., E.D.S.T.

Orders Peerce Examination

Justice Louis A. Valente in N. Y. Supreme Court ruled yesterday that Jan Peerce, singer, must submit to an examination before trial July 6 in the $100,000 suit brought against him by Nat D. Kane. Kane asserts that Peerce signed a 15-year contract in 1927 naming him as personal representative and that he was to receive a percentage of Peerce's earnings from every source. Since 1928 Peerce changed his name from Jacob Perlmuth and "disappeared," so that Kane could not fulfill his part of the contract.

Big RCA Tower Sign To Start on Monday

A new neon sign on top of the RCA tower in Radio City, will be placed in operation Monday at 8:30 P. M. The sign consists of the letters "RCA." The letters, said to be the largest neon tubes in the world, are 24 feet tall on the north and south sides of the tower, and 18 feet high on the east and west sides.

Participating in the ceremonies will be David Sarnoff, president of RCA, and Grover Whalen, of the New York World's Fair. The event will be broadcast on the Blue, from 8:30 to 8:45 P. M., E.D.S.T.

WINS Adds Two Programs

Two new weekly features will be heard on WINS starting Sunday. They are: "Northland Lumberjacks," from 4:45 to 5 P. M., over WINS and the New York Broadcasting System; and "The Progress of Education," featuring news of general interest in the education world, to be heard at 2:15 P. M.

Dick Ruppert to Marry

CINCINNATI, June 25.—Dick Ruppert of the WKRC traffic department, and Doris McCormack will be married tomorrow.

Court Issues a Stay Against Jean Arthur

(*Continued from page* 1)

contract and for an injunction to restrain her from making stage or radio appearances.

Fox Wins Against S. & C.

Federal Judge Robert P. Patterson yesterday rendered a decision in favor of Fox Film Corp. in an action for damages for copyright infringement against Springer & Cocalis, but reserved decision on the amount of damages to be awarded the plaintiff.

Harry Buxbaum, E. C. Grainger and Joe Lee testified for the plaintiff. The case involved the alleged switching of "Our Little Girl" and "Under the Pampas Moon" from the defendants' Interboro to another theatre operated by them, which Fox contended, through Louis Nizer, its attorney, was unauthorized and constituted "bicycling."

Warners File Objection

Objections to the taking of further testimony before trial were filed yesterday by Warners and M. Witmark & Sons in the suit brought against them in U. S. District Court by Irving Gielow, who charges infringement of three songs, "Flirtation Walk," "Mr. and Mrs. Is the Name," and "I Can't Believe" in the Warner picture, "Flirtation Walk." The defendants objected to taking further testimony as unnecessary. The action is for a permanent injunction, damages and an accounting of profits.

To Drop Receivership

Milton C. Weisman, receiver for Fox Theatres, was authorized yesterday by Federal Judge Martin T. Martin to apply for the cancellation of the ancillary receivership of the Fox Theatres Corp. in Pennsylvania and to apply for the discharge of William E. Atkinson and R. Sturgin Ingersoll, the ancillary receivers. Weisman stated in his petition that the $4,000,000 second mortgage which the corporation owned on Philadelphia real estate was now valueless and continuation of the ancillary receivership, therefore, unnecessary.

Ordered to Submit Details

Morgan Wallace and Lawrence Shubert Lawrence were ordered by Federal Judge John W. Clancy yesterday to submit a bill of particulars in connection with their infringement suit against 20th Century-Fox. The plaintiffs charge that the picture "Thanks a Million" infringed on their play, "Congratulations," also known as "On Missouri Shores and How." An injunction, damages and an accounting of the profits are asked.

Eastern Actors Get Fee Cut from Guild

(*Continued from page* 1)

offer is made with the proviso that eastern members pay the additional $15 in the event they obtain employment in Hollywood subsequently, she said.

The reduction is in recognition of the limited opportunities afforded talent bv eastern production, it was said.

M-G-M Transfers Renaud

SEATTLE, June 25.—Ken Renaud, exploitation man here for M-G-M, has been transferred to Hollywood.

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 41. NO. 150 NEW YORK, MONDAY, JUNE 28, 1937 TEN CENTS

Columbia to Have 50-60 Next Season

Product Will Be Listed On Coast Tuesday

Los Angeles, June 27.—Columbia, which will open the business sessions of its annual sales convention at the Ambassador Hotel here tomorrow, is expected to announce between 50 and 60 features for the 1937-'38 season. The product announcement will be made on Tuesday by Abe Montague, general sales manager.

Montague's initial address to the delegates tomorrow will include a general discussion of current releases and an outline of company sales policies. Joe McConville, sales supervisor, will make the awards to the Montague Sweepstakes winners; Rube Jackter, assistant sales manager, will talk on manpower, and Hy Daab, advertising and publicity director, will present plans for selling next season's product.

Other speakers will include J. H. Seidelman and Joseph Friedman, on

(*Continued on page* 6)

Southern Exhibitors Meet at Birmingham

Birmingham, June 27.—More than 100 exhibitors and guests from Alabama, Georgia, Florida, Tennessee, Virginia, North and South Carolina and Mississippi registered today for the annual convention of the Southeastern Theatre Owners Ass'n at the Thomas Jefferson Hotel here. The meeting will continue through Tuesday.

Delegates today were diverted by sightseeing trips and an afternoon reception. Milton C. Moore, president of the organization, acted as toastmaster at a supper party tonight, at which James M. Jones, president of the City Commission, and Cooper Green, Birmingham postmaster, were guests of honor.

The first business session will be

(*Continued on page* 4)

G. N. Will Distribute Five Films from ATP

London, June 27.—Grand National has concluded a deal here for the distribution in the United States of five pictures produced by Associated Talking Pictures.

The arrangement is on a share basis, with a minimum guarantee of $100,000 for the five pictures. R. P. Baker of A.T.P. is expected in New York at the end of July.

Product Study In England Is Seen of Value

Insurance Probe to Halt Bad Producer Risks

By BRUCE ALLAN

London, June 27.—Although there is apparently little likelihood of serious repercussions resulting, the intensive study of production financing which has been undertaken by W. C. Crocker, London attorney, on behalf of a number of English insurance companies, is expected to halt the flood of small producers who have made pictures with little capital and then gone out of business.

Insurance companies are said to have lost approximately £3,000,000 on British production last year. Crocker is noted as the leading figure in the long and painstaking investigation which uncovered the activities of an arson plot in London. He is understood to be undertaking the present study for several clients who are in Lloyd's.

It has been learned that the investigation is being made as the result of the refusal to pay the original insurer by several reinsurance com-

(*Continued on page* 8)

Protest Flag Use at Opening of "Marine"

Wilmington, June 27.—Street flag decorations and emblems displayed on light standards along downtown streets for the parade and ceremonies marking the premiere of "The Singing Marine" at the Aldine on Friday night were taken down on Saturday morning on orders which followed protests against the use of the flag for commercial purposes. Mayor Walter W. Bacon first requested the theatre to have the decorations removed after which officials of the

(*Continued on page* 2)

Legion Approves 14 Of 16 New Pictures

The National Legion of Decency, in its list of new films for the current week, has approved eight for general patronage, six for adults, classed one as objectionable in part, and condemned one, of the total of 16 reviewed. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Anything for a Thrill," "Bank Alarm," "Ever Since Eve," "Mountain Music," "North of

(*Continued on page* 8)

F. & M. to Pool Four In South St. Louis

St. Louis, June 27.—Fanchon & Marco on July 7 will pool four south side theatres with five South St. Louis houses operated by Bess Schulter and Alex Papand. Harry C. Arthur, now in New York, will arrive here July 6 to complete the deal which has been on and off for several months.

F. & M's units involved are the Granada, Maplewood, Kingsland and Shaw. The Schulter-Papand group includes the Avalon, Roxy, Whiteway, Columbian and Powhattan.

In addition, Arthur's company will handle all the film buying for Harry Greenman's two neighborhood houses. Greenman will continue to operate himself.

About two weeks ago, F. & M. ef-

(*Continued on page* 2)

ICC Hearing Is Set On Carrying Charges

Washington, June 27.—The Interstate Commerce Commission will hold a hearing here on Monday on its proposal to require exhibitors to pay carrying charges on film shipments by motor within five days after deliveries. Penalties are proposed for non-payment within the specified time.

The M.P.T.O.A., through its general counsel, Edward G. Levy, of New Haven, will oppose the adoption of the new regulations. Levy, it was

(*Continued on page* 8)

"Lancers" Only Para. Reissue Next Season

Paramount will have one reissue on next season's program as compared to three for the current season. The revival, "Lives of a Bengal Lancer," will be sold on a separate contract. The trio sold during the current season were "Now and Forever," "Little Miss Marker" and "No Man of Her Own."

"Beau Geste," which is listed as one of the big pictures on the 1937-38 program will be a remake. Paramount plans to put on a special advertising campaign for "Bengal Lancers."

Allied Owners Now Out of Bankruptcy

Allied Owners Corp., builders of the Brooklyn Paramount and several theatres in upstate New York and Birmingham, Ala., and which has been in reorganization under the Federal Bankruptcy Act since June 22, 1934, when its voluntary petition was filed, was discharged on Saturday in an order handed down by Federal Judge Robert A. Inch.

A plan of reorganization was approved several months ago and this

(*Continued on page* 8)

Midwest Next In Expansion For Circuits

Report Two Considering Independent Deal

With Loew's, RKO and Metropolitan having completed theatre deals in the east, and United Artists Theatre Circuit in a partnership arrangement with Robb & Rowley in Texas, further expansion moves by major circuits are expected to be directed to the midwest, it was learned over the weekend.

Two major theatre interests are understood negotiating a deal to either acquire or purchase a 50 per cent share in a midwest circuit operated by a prominent independent exhibitor. A former major theatre head also is reported after the same circuit.

One of the affiliated theatre groups is headed by brothers who started in the exhibition business in the city where the houses are located. The second circuit has discussed a deal for the houses involved, but could not get together because of a difference on the question of who would operate provided a partnership agreement were concluded.

The former operating head of one of the large circuits recently has been active in production on the coast and is planning a comeback in exhibition. He is reported to be backed by a major distributor with theatre affiliations. The company reputed to be sponsoring the exhibitor has denied it is concerned in any way with the individual's negotiations.

Expect Reelection Of Para. Officials

Election of officers of Paramount Pictures, Inc., is scheduled for today at the annual meeting of the company's board of directors. No changes in the present slate headed by Barney Balaban, president, and Adolph Zukor, chairman, are anticipated. Balaban plans to leave for the coast tomorrow or Wednesday for a brief studio visit.

U.M.P.T.O. Has $4,000 For Paramount Fight

Philadelphia, June 27.—A "war chest" of $4,000 to carry on the fight against Paramount's allegedly unfair selling plan for 1937-1938 has been appropriated by the U.M.P.T.O. July

(*Continued on page* 4)

Radio News—Pages 7-8

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 28, 1937 No. 150

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
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SHANGHAI: Rooms 38-41, Capital Theatre Building, 142 Museum Road; J. P. Koehler, Representative.
STOCKHOLM: Kungsgatan 36; Ragnar Allberg, Representative.
TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, Representative.
VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Injunction Holds Up Nebraska Bank Night

Omaha, June 27.—The Nebraska Supreme Court yesterday called a halt to Bank Night in Omaha by granting a temporary injunction against operation of the game.

State's Attorney General Richard C. Hunter had asked the injunction until the court reviews the lottery decision handed down in the Beatrice, Neb., test case which probably will be reviewed in the Fall term.

U. A. Honors Exploiteers

Richard Harrity of Loew's, Rochester; Charles Baron of Shea's, Buffalo, and the Bellevue, Niagara Falls, and Art Catlin of the Chicago district are the three winners of the United Artists exploitation prizes for their work on "A Star Is Born." The men, in the above order, received $100, $75 and $50. Judges were A. W. Smith, Jr., Monroe Greenthal, Charles Leonard and Lowell Calvert.

G. B. Takes Wilcox Film

G. B. has acquired the rights for American distribution to "Look Out for Love," starring Anna Neagle and Tullio Carminati, which was produced by Herbert Wilcox.

Insiders' Outlook

By RED KANN

HITLER is in a stew again. An old practice of his, it might be remarked. This time, he's kicking his heels over an article which appeared recently in *The Manchester Guardian* and which drew the conclusion various art forms in Germany were not what they used to be. Thereafter, the Reich's propaganda department, one of the busiest institutions in that controlled land, got busy and caused the *Berliner Tageblatt,* once a great newspaper, to prepare the rebuttal. . . .

▼

"With the well-known German thoroughness we have assembled figures," goes on the *Tageblatt* and this is what it has found out:

> More of the public went to motion pictures in 1936 than in 1932.
>
> More individuals were employed in the film industry.
>
> Radio audiences doubled.
>
> A greater number of theatres active and a greater number of plays which make it Q.E.D. that more performers were employed.

▼

That makes everything just dandy through those persistent, rose-colored Teutonic glasses. However, by the regimentation that plays so essential a part in the German existence today, it may be more of the public are going to picture shows (1) because they are seeking escape and think they may find it or (2) because the hint has been dropped they had better—or you know what. In a state where films bow to the beck and call of the boys sitting in the saddle, there can be less films or more films made, dependent upon the whim of the minute. When nobody much worries whether the film industry, as a commercial enterprise, is solvent or otherwise, all other factors mean nothing. Berlin appears to be grinding 'em out and worrying later, if at all, about the balance sheet. On a plan such as this, obviously the employment curve will ascend. Ditto, on stage plays. . . .

▼

So the radio audience has doubled, has it? We wonder exactly how the tally was arrived at. And, being magnanimous about it long enough to accept the dope on its face value, could it not be that many dialers are pretty busy endeavoring to pick up foreign stations for the low-down? Or listening to that mobile broadcasting unit which has been telling some of the truth to the rank and file and, by the doing, getting the Nazi administration a trifle screwier than usual? "Art in Germany is not nearing death," says the defender of the German ideology, "but, as in no other place in the world, really belongs to the people." We wonder what an honest referendum would reveal. . . .

Protest Flag Use at Opening of "Marine"

(*Continued from page 1*)

Street and Sewer Dept. ordered them down this morning. Franch C. Sparks, head of the department, said that the decorations were put up without the permission of his board which has jurisdiction over such installations. The City Council at a recent meeting, however, had granted the Aldine permission to hire the street decorations for use in connection with the premiere of the film.

A resolution denouncing the use of the flag for commercial purposes was adopted last night at the annual encampment of the V.F.W.

"Marine" Bookings Total 189

Warners report 189 bookings already set on "The Singing Marine" for July 4. The film opens at the Broadway Strand on Wednesday.

Kohn Forms Company

Baltimore, June 27.—Moe Kohn of the Europa, with David Brill and Joseph Kruleck of New York, have incorporated the Film Arts Theatre, Inc., and will take over the theatre property at 844 North Howard St. to remodel it.

F. & M. to Pool Four In South St. Louis

(*Continud from page 1*)

fected a five-theatre pooling arrangement with the Ansell Bros., who have the Ritz, Varsity and Empress. The pool will go into operation July 1 with F. & M.'s Shenandoah, South St. Louis and the Tivoli, University City, to come under the management of the Ansell's with F. & M. supervising and handling the film buying.

The latest F. & M. move will give the circuit 47 theatres in the local area. Two houses, the Uptown and Downtown Lyric were recently acquired from Clarence M. Turley and associates.

Ascap Forces Head West

E. C. Mills, chairman of the Ascap executive committee, Louis D. Frohlich and Herman Finkelstein of Schwartz & Frohlich, Ascap counsel, are en route to Seattle for the hearing there tomorrow on Ascap's action to contest the Washington state law governing music licensing, which would force Ascap to cease operating within the state. Frohlich and Finkelstein are expected back in New York in about two weeks. Mills will visit Los Angeles and Ascap offices in other western cities before returning

◂ Purely Personal ▸

HAL B. WALLIS and Henry Blanke, Warner production executives; Leon Leonidoff, stage director for the Music Hall; Edmund Loew and Paul Cavanaugh, actors, and William R. Wilkerson are due today from abroad on the *Normandie.*

●

Joseph J. Rein, assistant to Morris Goodman, Republic vice-president in charge of foreign sales, left by plane for South America on Saturday for business visits in Argentina and Brazil. Goodman is now on the *Champlain* returning from a European trip.

●

A. H. McCausland, RKO trustee's representative, returns today from a coast trip which included studio conferences and attendance at RKO's national sales convention.

●

Edwin H. Morris, vice-president and general sales manager of the Music Publishers' Holding Corp., and Mrs. Morris will arrive in New York from the coast today.

●

A. B. Tyrrell, former managing director of RCA Photophone in Australia, is in Camden for a month before sailing to take up his new duties in China.

●

Fred W. Lange, general manager of Continental Europe for Paramount, will sail on Wednesday on the *Normandie* for his headquarters in Paris.

●

Bernie Brooks, local Paramount salesman, has a new Pontiac and will put it to use tomorrow when he starts a circuit of upstate New York.

●

Gerald Marks, writer of Shirley Temple's song "That's What I Want for Christmas," is spending a week with his family in Detroit.

●

R. B. Wilby and wife arrive in New York today and will sail for Europe on Wednesday.

●

Bobby Clark, comedian, will leave today for the coast to appear in "The Goldwyn Follies."

●

William A. Scully is in Charlotte on a business trip.

●

. . . Denver

L. L. Dent and Harry T. Nolan to New York on business.

Sam Feinstein in town on business.

Bert Nolan, former Denver salesman, is back at his job in Grand Junction after an illness.

J. J. Goodstein, Rocky Ford, Col., to Philadelphia on business and to visit.

Bert Burton resigned as manager of the Center.

L. K. Brent, former First National franchise holder here, was in Denver a few days on business.

Howe on "Tom Sawyer"

Hollywood, June 27.—James Wong Howe has been assigned as photographer on Selznick International's "The Adventures of Tom Sawyer."

DU PONT SUPERIOR PANCHROMATIC

DU PONT

every day of the year

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
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FEBRUARY

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28						

MARCH

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MAY

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
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a uniformly high standard of quality

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PLANT . . . PARLIN, N. J.

SMITH & ALLER, LTD.
6656 SANTA MONICA BLVD., HOLLYWOOD, CAL.

DU PONT BETTER THINGS *for* BETTER LIVING *through* CHEMISTRY DU PONT

U.M.P.T.O. Has $4,000 For Paramount Fight

(Continud from page 1)

has been designated as "Anti-Paramount month" and exhibitors have been requested not to play the distributor's pictures or enter its exchange. Theatres disobeying the edict, including Warners, will be picketed. The U.M.P.T.O. has erected a large sign on its Vine St. office designating the premises as strike headquarters against Paramount.

The board of directors of the theatre organization has also decided to ask Paramount for deductions on last year's product, claiming that many members lost money. It is also preparing a law suit to secure the release of "Souls at Sea" and "High, Wide and Handsome," supposedly on the current program but held over until 1937-1938.

Lewen Pizor, Charles Segall and Dave Barrist will attend the Washington protest meeting on Tuesday. The protest parade to the Paramount exchange has been deferred until their return.

Wood Urges Ohio ITO To Delay Para. Buys

Washington, June 27.—Exhibitors are being exhorted by P. J. Wood of the I.T.O. of Ohio, to refrain from signing new contracts with Paramount until after the protest meeting at the Carlton Hotel here on Tuesday, at which representatives of numerous exhibitor organizations are scheduled to act on the alleged switching of six Paramount pictures from last year's contract to the 1937-'38 one.

The six pictures which Wood charges were sold last year and will not be delivered, but will be re-sold on the new season contract are "High, Wide and Handsome," "Souls at Sea," "Artists and Models," "Angel," "Spawn of the North" and "The Count of Luxembourg." He also charges that higher prices will be asked by Paramount for these pictures on the new contract than they were sold for last season.

Southern Exhibitors Meet at Birmingham

(Continud from page 1)

held Monday morning and will include the annual reports of officers and addresses by Ed Kuykendall, M. P. T. O. A. president, and Thomas E. Orr, circuit operator. A tour of the Tennessee Coal, Iron & R. R. Co.'s plant and qualifying rounds for the convention golf tournament are on the afternoon program, with social events carded for the evening.

The Tuesday business session will be devoted primarily to talks and an open forum on unfair trade practices, committee reports and the annual election of officers. The annual banquet and dance will be held Tuesday evening. O. C. Lam of Rome, Ga., is chairman of the convention committee.

Pickford-Rogers Wed

Hollywood, June 27.—Mary Pickford and Buddy Rogers were married yesterday at the home of Louis D. Lighton here. The Rev. James Hamilton Lash, pastor of the Hollywood Congregational Church, officiated.

MOTION PICTURE DAILY'S HOLLYWOOD PREVIEW

"New Faces"

(RKO Radio)

Hollywood, June 27.—Lavishly produced, this revue literally pushes forward on the sheer weight of its numerous outstanding cast personalities and top-heavy credit list of writers and tunesmiths.

Primarily a series of specialty acts, the picture also has its thread of story which, however, does not come to the fore often enough to become a real factor. Joe Penner, Milton Berle, Parkyakarkas, Harriet Hilliard, and Jerome Cowan dominate the proceedings, while seven different specialty acts are effectively spotted, with Derry Deane, the Three Choclateers and Lowe, Hite and Stanley showing to the best advantage.

Eight musical numbers, credited to various authors, are used, several of which may advance to the popular lists. Show girls are used advantageously in novelty routines, staged by Sammy Lee.

Leigh Jackson directed and Edward Small produced. The picture is massive in construction and may best be sold by concentrating on its cast names. It appears to be a natural for de luxe houses but will, of course, do well wherever musicals are popular.

Production Code Seal No. 3,251. Running time, 102 minutes. "G."

"I Cover the War"

(Universal)

Hollywood, June 27.—A rip-roaring action melodrama with comedy highlights which place it above its class, "I Cover the War" brings in a new John Wayne who combines he-manliness with a serio-comedy vein that win more feminine patrons to films of this type. The picture has fact action, a believable and plausible plot of newsreel cameramen, excellent suspense and a try for natural comedy woven through a story of a native uprising against Britain in one of her colonies. Trem Carr and his associate, Paul Malvern, gave the production an excellent mounting. The photography by Harry Newmann stands out.

Wayne and Don Barclay, crack newsreel cameramen, are assigned to Samari to obtain film of the native revolt chief. They encounter difficuties with the leaders of the British army post there, who suspect some of the cameramen of smuggling guns to the natives. The pair unwittingly aid the rebel chieftain and later obtain pictures of him, although they are captives. They escape and drive, wounded, into the army post to warn, by means of a sound track on the film, of the rebel ambush. Help is dispatched and the natives are put down. Love interest is capably supplied by Gwen Gaze, who, as the daughter of the British army post head, makes her American film debut.

Arthur Lubin has done a workmanlike job of direction from the satisfactory script of George Waggner of the Bernard McConville original.

Production Code Seal No. 3,302. Running time, 65 minutes. "G."

Looking 'Em Over

"Tales from the Vienna Woods"

(Viennese Film Co.)

In addition to its gay, romantic story this film offers a liberal quantity of melodious Strauss music. The English subtitles serve well enough to interpret the story, but they are too far apart. It is pleasantly entertaining throughout. Foe Mondial, an Austrian company, produced.

A young count who is broke inherits an old castle. His friend prevails upon him to sell it to a rich American girl who is coming to Vienna. The mistaken identity theme is worked on her arrival and the rest is a round of parties, flirtations, singing and finally the romantic difficulties are agreeably settled. There is not a serious note in the whole film.

Of the cast Magda Schneider is the only name familiar here. Leo Slezak, another lead, gives a robust comedy performance in a W. C. Fields vein. Others include Wolf Albach-Retty, George Alexander, Truus Von Aalten and Oscar Sabo. The Strauss theme is played delightfully.

Reviewed without production code seal. Running time, 85 minutes. "G."

Short Subjects

"Big League"

(Van Beuren-Radio)

The multitude of baseball fans will welcome this short. It shows the various teams and personalities of the national game doing their stuff in winter training quarters. It is well filmed and enlighteningly narrated. Reviewed without production code seal. Running time, 11 mins. "G."

"Rhythm of the Game"

(Rice-Paramount)

Professor Ted Husing tests the audience by running the varied sounds connected with different sports. He lets them guess and then pictures the particular activity. It is interesting material, entertainingly done. Production Code Seal No. 01,637. Running time, 10 minutes. "G."

"The Impractical Joker"

(Fleischer-Paramount)

Betty Boop is is driven frantic by the tomfoolery of an imbecilic character. She finally sets her grandfather after him, and when he is taken through the mill he winds up in the garbage can. It is fast moving comedy with clever animation. Production Code Seal No. 01,342. Running time, 7 minutes. "G."

"Paramount Pictorial P 6-12"

(Paramount)

This issue is made up of scenes of wealthy Mexican ranchers indulging their tastes in fancy clothing and saddlery, beautiful seascapes in color with comment by David Ross, and interesting glimpses of the workings of the Bureau of Standards. Production Code Seal No. 01,644. Running time, 10 minutes. "G."

Produce Film in Cuba

Washington, June 27.—It is understood that the Royal Advertising News Co. of Havana is now producing a feature depicting the exploits of "Chan Li Po," a fictitious Chinese detective radio character of high popularity in Cuba, according to a report to the U. S. Dept. of Commerce from Assistant Trade Commissioner John P. Hoover.

The film, which will probably be from 6,000 to 8,000 feet in length, will be enacted by local actors.

Wall Street

Stocks Off on Board

	High	Low	Close	Net Change
Consolidated Film.	2¾	2¾	2¾	.....
Consolidated, pfd..	11	10¾	10¾	— ¾
Eastman Kodak...	172¾	172¾	172¼	— ¼
Loew's, Inc........	77	76⅛	76⅜	— ⅝
Paramount	18⅛	17¾	17¾	— ⅜
Pathe Film........	6½	6⅜	6½	+ ⅛
RKO	7¾	7½	7½	— ½
20th Century-Fox.	33¼	33	33	— ¼
Warner Bros......	12¼	12⅛	12¼	.....

Technicolor Off on Curb

	High	Low	Close	Net Change
Grand National....	2	2	2	.....
Technicolor	28⅝	28	28¼	— ¾
Trans Lux.........	4⅛	4⅛	4⅛	.....

Little Bond Trading

	High	Low	Close	Net Change
RKO 6s '41 pp....	107	106½	107	+ ½

(Quotations at close of June 26.)

NEW TOOLS

LABORATORIES are today doing what was long thought impossible. With the aid of Eastman Fine-Grain Duplicating Films they are producing duplicates of such high fidelity that they equal the originals in quality. These special Eastman films are important new tools that will substantially aid the motion picture industry. Eastman Kodak Company, Rochester, N.Y. (J.E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *Fine-Grain*

DUPLICATING FILMS

Columbia to Have 50-60 Next Season

(Continud from page 1)

foreign affairs; Lou Rosenfeld, Canada; Lou Weinberg and Louis Astor, on circuits; Max Weisfeldt, short subjects; Al Seligman on accessories; Sam Liggett on non-theatricals, and Maurice Grad on sales promotion.

The delegates to the convention are as follows:

Home Office—Abe Montague, Joe McConville, Rube Jackter, Louis Weinberg, Louis Astor, Max Weisfeldt, J. H. Seidelman, Joseph Friedman, Hy Daab, Hank C. Kaufman, Maurice Grad, George Josephs, Milt Hannock, Al Seligman, Leo Jaffe, Bernice E. Zeeman, Vincent Borelli, Bill Brennan, Sam Liggett and Charles Roberts.

Albany—Phil Fox, manager; salesmen: E. Hochstim, C. Ost. M. Cohn.

Atlanta—Sam Moscow, district manager; W. W. Anderson, manager; salesmen: S. T. Wilson, B. A. Wallace, U. T. Koch, E. B. Foster.

Boston—Tim F. O'Toole, manager; salesmen: E. Cohen, S. Simons, T. A. Donahue, H. Olshan, J. Wolf, A. Barry.

Buffalo—Joe Miller, manager; salesmen: C. H. Ferguson, M. Briskin, J. Bullwinkle.

Charlotte—Robert J. Ingram, manager; salesmen: G. Roscoe, R. D. Williamson.

Cincinnati—L. Zucker, manager; salesmen: H. Boyle, G. J. Becker, S. Gerson.

Chicago—Phil Dunas, district manager; C. W. Phillips, manager; salesmen: G. St. Claire, T. Greenwood, F. Flaherty, J. Kaufman.

Dallas—Jack B. Underwood, manager; salesmen: H. Carver, W. L. Penn, J. L. McKinney, W. S. Hurst.

Denver—Wayne C. Ball, manager; salesmen: B. M. Shooker, S. Dare.

Des Moines—Melvin H. Evidon, manager; salesmen: A. B. Leake, M. Goodman, M. L. Godwin.

Detroit—Carl Shalit, district manager; salesmen: M. E. Cohen, R. F. Cloud, G. L. McCoy, C. H. Townsend, I. Pollard.

Indianapolis—Martin Solomon, manager; salesmen: H. Kaufman, W. G. Craig, A. J. Gelman.

Kansas City—B. C. Marcus, manager; salesmen: L. E. Royster, C. E. Reynolds, H. S. Stulz, T. Baldwin, W. Bradfield.

Los Angeles—Jerome Safron, district manager; W. C. Ritter, manager; salesmen: H. Wineberg, S. Nathanson, H. M. Lentz, M. L. Meyer, M. Newman.

Memphis—James J. Rogers, manager; salesmen: H. Kohn, T. B. Haynes.

Milwaukee—Oscar J. Ruby, manager; salesmen: T. J. MacAvoy, M. Wiesner, S. R. Chapman.

Minneapolis—Hy J. Chapman, manager; salesmen: J. H. Jacobs, I. Marks, D. H. Conley, M. W. Sagutt, A. L. Aved.

New Haven—I. Harry Rogovin, manager; salesmen: B. J. Laurie.

New Orleans—Houston Duvall, manager; salesmen: J. Winbery, J. J. Fabacher.

New York—Nat Cohn, district manager; salesmen: S. Trauner, I. Wormser, J. Sokoloff, S. S. Chussel, J. Becker, E. Helouis, J. Wenisch, M. Fraum.

Oklahoma City—Charles A. Gibbs, manager; salesmen: J. A. Smith, S. Gibbs.

Omaha—I. M. Weiner, manager; salesmen: W. E. Barker, S. Yeager, J. Armm.

Philadelphia—Harry E. Weiner, manager; salesmen: M. Gissis, D. Korson, J. Rieff, W. Bethell, L. Wurtels.

Pittsburgh—Arthur H. Levy, manager; salesmen: S. Sugarman, J. Gins, O. B. Kosco, G. Tice.

Portland, Ore.—Jim R. Beale, manager; salesmen: C. E. Tillman, W. T. Withers, L. S. Metzelear, D. E. Pratt.

Salt Lake City—Robert C. Hill, manager; salesmen: K. Lloyd, W. G. Seib, H. Green.

San Francisco—Jack E. Tillman, manager; salesmen: C. Scott, P. Weinstein, E. T. Roberts, M. Klein.

Seattle — Neil Walton, manager salesmen: R. Ackles, W. K. Beckwith, W. Kostenbader.

St. Louis—Clarence D. Hill, manager; salesmen: J. Morphet, H. F. Wermeier, J. Bradford, C. S. Ferris.

Washington—Sam A. Galanty, district manager; salesmen: C. D. Weems, J. B. Walsh, C. A. Wingfield, B. Caplon.

Canada—Louis Rosenfeld, general manager; Dave Coplan, general sales manager; Percy C. Taylor, western division manager; A. B. Cass, Toronto manager; Jack Allen, Calgary manager; Nat Levant, Vancouver manager; W. Elman, Montreal manager; Joe Lieberman, St. John manager.

Running Columbia's Convention

HARRY COHN
President and Studio Head

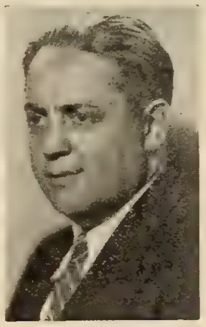
JACK COHN
Vice-President of Columbia

ABE MONTAGUE
General Sales Manager

JOE McCONVILLE
Supervisor of Sales

JOSEPH SEIDELMAN
Foreign Sales Manager

RUBE JACKTER
Assistant Sales Manager



LOU WEINBERG
In Charge of Circuit Sales

LOUIS ASTOR
In Charge of Circuit Sales

MAX WEISFELDT
Shorts Sales Supervisor

HY DAAB
Head of Publicity and Advertising

Columbia Chatter

LOS ANGELES, June 27.—ABE MONTAGUE, general sales manager, supervised the group meetings aboard the convention special and helped put everyone in the proper frame of mind.

✚

JOE McCONVILLE never lost his geniality all during the trip west. He listened to everyone's speeches and then spent most of the time after his arrival polishing up his brief message to the lads.

✚

BILL BRENNAN, print department manager, was making his first trip to the coast and wanted to know: "Is it true what they say about Hollywood?" He found out the answer.

✚

Mideastern Division Manager SAM GALANTY proved to be the Beau Brummel of the trip, as usual.

✚

SAM LIGGETT, head of the non-theatrical department, had a fund of swell stories that kept the smoking room gang going all the way out. And he was the saddest guy in the lot when he realized, upon his arrival, that he had told all his yarns—and no one wanted to hear them a second time.

✚

One of the highlights of the trip was LEO JAFFEE talking to himself. When RUBE JACKTER asked him about it, Leo said: "I'm counting up to 10,000,000. They'll ask me a lot of questions about figures out on the coast and I want to be sure I know them all."

✚

VINCE BORELLI, who handles exchange operations, wants to win back the metropolitan handball championship. So all the way in VINCE tried balancing on the observation platform.

✚

TIM O'TOOLE, Boston branch manager, joined the party in Kansas City where he had been spending some time with his son who just graduated from the State University there.

✚

District Manager NAT COHN tried hard to make up a bridge foursome all the way out. But possible partners, knowing his weakness for psychic (?) bids, shied away from him.

✚

CHARLIE ROBERTS, the foreign department executive, had been all over the world, except Hollywood.

Shalit, Galanty Advanced

LOS ANGELES, June 27.—Carl Shalit, central division manager of Columbia, and Sam Galanty, mid-eastern division manager, have been given added duties. Shalit will handle St. Louis and Kansas City additionally, and Galanty will handle Cleveland, in addition to Washington, Cincinnati and Pittsburgh.

Cohen Purchases Story

HOLLYWOOD, June 27. — Emanuel Cohen has purchased the *Collier's Magazine* serial, "Call Back Love," by Rose Franken and William Brown Meloney, as a starring vehicle for four-year-old Kitty Clancy. Mady Correll and John Payne are tentatively set for the adult leads. Also on Major's list for the child is "Angel Eyes," story by Andre Correau.

Steele, Jamieson Quit

HOLLYWOOD, June 27.—Joseph Henry Steele has quit his associate producer post at Monogram in the middle of production on "Luck of Roaring Camp."

Hazel Jamieson has resigned as story editor, and is being replaced by Renaud Hoffman.

Raft Is Called Back

HOLLYWOOD, June 27.—George Raft, has been recalled from New York, where he had gone after the Louis-Braddock fight, for the start of his next picture, "You and Me," in which he will co-star with Sylvia Sidney. Shooting is scheduled to open July 10.

W. S. Wilder Recovering

NORFOLK, June 27. — William S. Wilder, who succeeded Morton G. Thalhimer as president of the M. P. T. O. is convalescing after being ill in a local hospital several days.

Merrill to Start July 1

HOLLYWOOD, June 27.—Monogram expects to start the Dick Merrill film, "Atlantic Flight," by July 1.

FCC Hearings Arranged For Current Week

By CLARENCE LINZ

WASHINGTON, June 27.—The F.C.C. yesterday made public its calendar of hearings for the current week, as follows:

June 28, before an examiner—Contesting applications of the El Paso Broadcasting Co., El Paso, The Tribune Co., Tampa.; World Publishing Co., Tulsa, Okla., and KGKL, San Angelo, Tex., for 940-kilocycle station, 1,000 watts night, 5,000 watts day (application of KGKL is for change of frequency from 940 kilocycles and increase of power; other applicants seek new stations; and application of KRE, Berkeley, Cal., for change of frequency from 1,370 to 1,440 kilocycles and increase of power from 100 watts night, 250 watts day to 500 watts night, 1,000 watts day.

June 29, before an examiner—Application of WSMB, Inc., New Orleans, for new 1,500-kilocycle station, 100 watts night, 250 watts day.

June 30, before an examiner—Applications of Zenith Radio Corp., Chicago, for 1,000-watt television station; Dr. William S. Jacobs Broadcasting Co., Houston, for 1,220-kilocycle, 1,000-watt station; The Birmingham News Co., Birmingham, Ala., for 590-kilocycle, 1,000-watt station; and WBRC, Birmingham, for increase of day power from 1,000 to 5,000 watts.

July 1, before an examiner—Application of Fall River Herald News Publishing Co., Fall River, Mass., for 1,210-kilocycle station, 100 watts night, 250 watts day.

To Hear Fall River Publisher

July 1, before the broadcast division—Applications of Peninsula Newspapers, Inc., Palo Alto, Cal., for 1,160-kilocycle, 250-watt daytime station; Arthur H. Croghan, Minneapolis, for 1,310-kilocycle, 100-watt daytime station; North Georgia Broadcasting Co., Rossville, Ga., for 1,200-kilocycle, 100-watt daytime station; The Rapids Broadcasting Co., Cedar Rapids, Ia., for 1,310-kilocycle, 100-watt station; and KARK, Little Rock, Ark., for increase of night power from 500 to 1,000 watts.

July 2, before an examiner—Contesting applications of The Colonial Network, Providence, and Geraldine Alberghane, Pawtucket, R. I., for new 720-kilocycle, 1,000 watt-station; and applications of William F. Maag, Jr., Youngstown, for 1,420-kilocycle, 100-watt daytime station; and WSMK, Dayton, for increase of power from 200 watts to 250 watts night, 500 watts day.

KMOX Gets Variety Show

ST. LOUIS, June 27.—A new variety show, "Velvet Varieties," will be broadcast over KMOX weekly, starting tomorrow. Program em ceed by Judd Norman, will feature Ben Feld's ork, Maria Lane, chatter merchant; Dick Wills, baritone; Irene Stone, blue singer; and Christine Randall, negro torch singer. Sponsor is Champagne Velvet beer.

More Radio—Page 8

Pittsburgh Stations Reap Strike Harvest

PITTSBURGH, June 27.—The biggest break the five Pittsburgh radio stations have ever had was the two-day strike of the newspaper mailers' union, during which time publication of the *Post-Gazette,* the *Press* and the *Sun-Telegraph* was suspended. KDKA, WCAE, WJAS, KQV and WWSW were all swamped with spot announcements, in most cases more than they could handle, with the department stores as chief buyers, and the average business at all five stations for the two-day period was more than quadrupled.

In most cases, all sustaining programs were temporarily suspended in order to allow for more time for announcements and sponsors presenting one news broadcast a day increased the number to two, three and four daily.

The theatres went in heavily for radio advertising as well, using quarter-hour and half-hour programs as well as the regular spot shots.

Opening of Del Mar Track Will Be Aired

HOLLYWOOD, June 27.—The opening of the Del Mar racetrack, near San Diego, will be described over the NBC-Blue July 3, from 7:45 to 8:30 P. M., E.D.S.T. The track is owned and will be operated by Bing Crosby. Announcers who will handle the program include Clem McCarthy, Buddy Twiss and Ken Carpenter.

The board of directors of the track, all of whom will be heard on the air, are president Crosby, Constance Bennett, Spencer Tracy, Joe E. Brown, William LeBaron, Raoul Walsh, Sam Briskin, Harry Cohn and Howard Hawks.

Change "Gold Medal Hour"

"Arnold Grimm's Daughter," a new serial, will replace "Modern Cinderella" as a portion of the "Gold Medal Hour" on CBS beginning July 5. The series is the work of Margaret E. Sangster, and will be produced by Edwin H. Morse.

The remainder of the "Gold Medal Hour," including "Hymns of All Churches," "Betty and Bob," "Betty Crocker" and John K. Watkins will continue as at present. General Mills, Inc., sponsors the hour.

Wynne, Deutsch to Aid Fund

Dr. Shirley Wynne and Bandleader Emery Deutsch will join hands over WOR at 1 P. M. tomorrow in the first of a series of broadcasts that will be aired over all networks for the next 10 weeks to boost the activities of the "Send A Child To Camp Committee."

Sheaffer Pen Series Signed

Although the network and type of program have not been decided upon at yet, it is learned that the W. A. Sheaffer Pen Co. will sponsor a network series when school opens in the fall. The agency handling the account is the McJunkin Advertising Co.

Rambeau to Handle WIP

PHILADELPHIA, June 27.—Benedict Gimbel, Jr., president of WIP, today made known that the Wililam G. Rambeau Co. has been appointed exclusive national WIP representative.

No Nuptials

A young woman called NBC's sales department the other day and said she wanted to rent a studio for several hours. Curious, the salesman asked what she wanted with a studio, and was informed that she wanted it for a wedding. Informed that NBC does not rent out its studios, the caller sighed in disappointment: "Gee, what swell publicity we're both going to miss!"

WBT Takes Ad Space In Telephone Books

CHARLOTTE, June 27.—A neat advertising idea made its bow on the front cover of the Charlotte, N. C., Asheville, N. C., and Lincolnton, N. C., telephone directories this week. A two-by-four inch space in the lower right hand corner reads: "1080 on your radio dial brings you the Columbia Network station WBT—the Carolinas' finest programs." The ad also states that WBT is located in the Wilder Bldg., is owned and operated by CBS and can be called by dialing 3-7107. A space one-by-two inches in size on the edge of the ad shows the WBT vertical transmission tower on a blue background, with a white banner blowing on which is printed in big letters "WBT."

The same amount of space and in the same spot has been contracted for by WBT General Manager William A. Schudt, Jr., on telephone directories in all the larger cities and towns in North and South Carolina.

KMPC Sued on Contract

LOS ANGELES, June 27.—Robert Noble and J. Earl Salter, exponents of a plan which would pay $25 weekly to every person over 60 years of age, today filed suit for $150,000 against the Beverly Hills Broadcasting Co., owners and operators of KMPC, charging illegal abrogation of a contract.

They asserted they negotiated a 52-week program contract in September and that last month it was broken by the station without proper notification.

Warners Sign Gibbons

Floyd Gibbons' "Your True Adventures" series, heard over CBS and sponsored by Colgate-Palmolive-Peet through Benton & Bowles, has been signed for pictures by Warners. The schedule is for 13 shorts. As in the radio series, Gibbons will serve as commentator in the film dramatizations.

Bronson Shifted at WCOL

COLUMBUS, June 27. — Edward Bronson has been named program manager and publicity director of WCOL, NBC outlet, with Robert Seal in charge of continuity and production. Seal will continue his noon "Inquiring Reporter" and his Friday night "I Need a Job" program.

Ray on Shakespeare Music

Victor Bay, CBS staff conductor, has been named to direct the symphony orchestra which will provide the music for the cycle of Shakespeare dramas to be given over CBS weekly beginning July 12.

Paper Inaugurates Station in Quebec

SHERBROOKE, Que., June 27.—A new broadcasting station, CHLT, operated by the French-language newspaper *La Tribune,* was officially opened here yesterday. An inaugural program featuring the Bishop of Quebec, John Bourque, Minister of Public Works, and Mayor Emile Rioux was aired at noon and additional celebrations continued until 10:15 P. M.

The station, equipped with a 100-watt transmitter and operating on a wavelength of 1,210 kilocycles, will be used daily from 8 A. M. to 11 P. M. Local talent will be co-starred with picked-up programs it was announced by Marcel Provost, who has been named director of programs.

WIP's New Antenna Nearing Completion

PHILADELPHIA, June 27.—Construction of WIP's new vertical radiator antenna has been completed and will be placed in operation July 20.

The tower, the latest of its type, was manufactured by the Blaw-Knox Co., and was constructed and erected under the supervision of Clifford C. Harris, WIP's technical supervisor.

New Station Sought At Amarillo, Texas

WASHINGTON, June 27. — Application for authority to construct a new broadcasting station at Amarillo, Tex., has been filed with the F. C. C. by W. C. Irvin. The station would operate on 1,500 kilocycles with a power of 100 watts night and 250 watts day.

Application was also received from KSEI, Pocatello, Ida., for an increase of night power from 250 to 500 watts.

◀ Radio Personals ▶

FRANK BISHOP of KFEL, Denver, is a visitor here, arriving Saturday from Chicago. . . . Gordon Smith, until recently with the *New York American,* has joined N. W. Ayer & Son, Inc., in an executive capacity. He has been assigned to the Toronto, Canada office. . . . The "Kidoodlers," instrumental and vocal quartet, have been signed by NBC artists service. . . . Mrs. Reggie Childs, wife of the orchestra leader, is vacationing in New York. Ditto for Helen Oldsen of the WGN program department in Chicago. . . . Don Bestor's orchestra has been booked by CRA to play three New England dates, August 27 through 29. . . . Alexander Woollcott's "Town Crier" series signs off for the summer July 6. . . . Connie Gates and Montana Slim set for the Hammerstein "Music Hall" July 6. . . . Irene Bordoni will be the featured guest on "For Men Only" on WHN tonight. . . . Bobby Breen will be interviewed by Elza Schallert July 2 over the NBC-Blue. . . . And Dixie Dunbar will be Walter Winchell's guest July 4. . . .

✦

The William Morris agency will handle the booking of all radio, film and personal appearances of Joe Louis. . . . Fred Utal has been appointed permanent announcer on Kay Kyser's Mutual series, and will travel around the country with the band. . . . Mark Warnow has added five arrangers to his staff . . . . Buddy Ebsen is en route to New York from Hollywood. . . . Zasu Pitts will be the guest star on the Chase & Sanborn series July 4. . . .

✦

Ken Roberts, CBS announcer, is readying for a summer cruise. . . . Edmund Lowe will be on the Sealtest "Sunday Night" party July 4. . . . Russ Lyon's orchestra, broadcasting from Cincinnati via the WLW Line, will be heard over WHN each Saturday. . . . Jack Osterman and Marion Martin will be Jack Eigen's first guests when he brings his "Broadway Newsreel" back to WHN Tuesday. . . .

Museum Sets 9 Shows

A new series of nine broadcasts, to be presented by the Museum of National History magazine, will be heard over CBS beginning July 6, from 5:45 to 6 P. M., E.D.S.T., and weekly thereafter until the schedule has been fulfilled. The program will be titled "Adventures in Exploration."

Grossbeck a Vice-President

Kenneth Grossbeck, executive with Ruthrauff & Ryan, Inc., has been made a vice-president. He was formerly president of McCann-Erickson, and was at one time chairman of the New York Council of the American Ass'n of Advertising Agencies.

"Vass Family" Re-Signed

The "Vass Family," which has been heard for several weeks as regular performers on the Ben Bernie American Can Co. program, has been signed for an additional 13 weeks of broadcasting on the show.

Out Hollywood Way

HOLLYWOOD, June 27. — JIMMY NEWELL, radio singer, has been signed by Grand National for five pictures, first assignment being "Something to Sing About," and the next four in a series to be produced and directed by AL HERMAN on the radio character, "Renfrew of the Mounted."

ARTHUR SMITH, M-G-M assistant director, has been upped to assistant to NORMAN KRASNA . . . B. W. RICHARDS of Standard has signed HENRY WILCOXON to a five-year deal calling for two pictures a year, first to be "Deerslayer" . . .

W. C. FIELDS' return to the screen will be in "The Big Broadcast of 1938." . . . Then he will go into "Things Began to Happen," in which he will star . . . ANNA MAY WONG and AKIM TAMIROFF will have the leads in Paramount's "Daughter of the Tong," which ROBERT FLOREY will direct.

✦

Casting—DELMAR WATSON in "Heidi," 20th Century-Fox . . . E. E. CLIVE in Paramount's next "Bulldog Drummond" . . . LINA BASQUETTE in "Ebb Tide," same lot . . . WALTER CONNOLLY, A. W. SWEATT, OLIN HOWLAND in Selznick's "Nothing Sacred" . . . ANDY DEVINE, borrowed from Universal, and ALICE BRADY and TOM BROWN to "In Old Chicago," 20th Century-Fox . . . FRANK CAMPO in M-G-M's "The Firefly" . . . KENT TAYLOR in Universal's "The Lady Fights Back" . . . BARBARA BARONDESS, JOHNNY ARTHUR, DOROTHY APPLEBY in "Make a Wish" . . . LEONARD MUDIE replaces HENRY DANIELL in "The Umbrella Man," M-G-M . . . MAXIE ROSENBLOOM in "Nothing Sacred."

✦

Writers—BENNETT R. COHN on the screenplay for "Wallaby Jim of the Islands," Grand National . . . GROVER JONES on C. B. DEMILLE'S "The Buccaneer" for special sequences.

✦

Music—ARTHUR KAYE is musical director for "Renfrew of the Mounted," Grand National. . . .

✦

Contracts—Paramount has extended the pact of RUFE DAVIS, singing Oklahoma cotton chopper.

Fly from Cleveland For Knighters' Golf

William Sussman, Jack Sichelman, Harrv H. Buxbaum and Joe Lee of 20th Century-Fox will leave Cleveland by plane tonight after attending a testimonial dinner to I. Schmertz, Cleveland branch manager, to be on hand for the second annual outing and golf tournament by the Mondav Knighters tomorrow at the Elmsford Country Club, White Plains.

Home office executives, exchange personnel and many important exhibitors will attend the Monday Knighters affair. Herbert J. Yates, Moe Seigel, J. J. Milstein, Edward Schnitzer, Herman Gluckman, Roy H. Haines, Sam Rinzler, Charles Stern, Moe Streimer, Eugene Picker, Harry Shiffman, Charles Moses, Henry Brown, Joe Hornstein, Mitchell Klupt, Edward Rugoff, Arthur Gottlieb and Morris Kutinzky are among the 80 entrants already registered. About 100 are expected.

Prizes and gifts will be distributed to every visitor and contestant.

Junior Directors Elect

HOLLYWOOD, June 27.—The Junior Screen Directors' Guild, a group of assistant directors under the Screen Directors' Guild, has elected Harry Scott of Paramount as president, Horace Hough, M-G-M, vice-president; Syd Fogel, RKO, treasurer, and Clem Jones, 20th Century-Fox, secretary. The organization has 186 members, with applications for 46 others not yet acted upon.

Lesser Drops Color Plan

HOLLYWOOD, June 27.—Sol Lesser has discarded his previously announced plans to make the last reel of the Bobby Breen picture, "Make a Wish," in Technicolor, because of a shortage of color cameras.

The last reel will be in almost entirely a scene from an opera being sung by Breen.

Allied Owners Now Out of Bankruptcy

(*Continued from page* 1)

plan now is declared in full force by Judge Inch's order. The final report of Stephan Callaghan, Percival Jackson and William M. Greve, reorganization trustees, is approved and they are discharged.

Healy Gets Show Cause Order

Ted Healy was ordered by Federal Judge Francis G. Caffey on Saturday to show cause in the U.S. District Court on July 16 why his claim against Harry G. Kosch, former receiver for the Roxy, should not be assigned to Benedict Ginsberg, his former attorney, for legal services rendered. Healy was engaged by Kosch for a one week appearance at the Roxy, June 24, 1932, at a salary of $4,500. Healy received $1,000 from Kosch and recovered $1,750 additionally after the suit had been started.

Ginsberg alleges that Healy agreed to give him all additional funds that could be collected, but that Healy since has filed a demand with the trustee of the Roxy for the balance due him.

Toronto Duals Return

TORONTO, June 27.—After abandoning double bills two months ago, leading Toronto first runs have returned to two-feature programs once more, the intimation being made that they have been forced to do so because of public demand as reflected at the box-office. Shea's, last stand in Toronto with vaudeville, has dropped the stage offerings for a policy of double features with shorts.

Gordon and Revel Signed

HOLLYWOOD, June 27.—Mack Gordon and Harry Revel, song writing team, have been signed to a new long term contract by 20th Century-Fox.

Product Study In England Is Seen of Value

(*Continued from page* 1)

panies. Last year numerous inexperienced individuals entered production by means of finance through insurance. The money was advanced by banks and the insurance companies shared their risks with other companies.

Now, with claims made for the losses of the inexperienced producers, the reinsurers are complaining that in some cases the money was not expended on the purpose for which it was raised. It is said that firms which had run out of money raised more by the insurance of a new film and used the finances to finish the previous production.

In general it is viewed in the industry as a good thing that these small producers have failed, since their mistakes caused production costs to rocket. It is possible that legal proceedings may follow Crocker's inquiry, but there is little indication of any serious reactions.

ICC Hearing Is Set On Carrying Charges

(*Continued from page* 1)

learned, will contend that the regulation will serve no useful purpose, that it will disrupt the established practice of charging for motor transportation of film on a weekly service basis, that it would cause confusion and added expense to the exhibitor by requiring broken-week billing and collecting and would impose unnecessary bookkeeping on theatre managements.

The opposition is being presented in collaboration with the National Film Carriers Ass'n. It is estimated that approximately half of the theatres in this country use motor film delivery service and would be adversely affected by the adoption of the proposed I.C.C. regulation.

Legion Approves 14 Of 16 New Pictures

(*Continued from page* 1)

the Rio Grande," "Rhythm in the Clouds," "Sing and Be Happy," "The Singing Marine." Class A-2, Unobjectionable for Adults—"Der Abenteurer von Paris," "Destinodi Donna," "Girls Can Play," "The Great Gambini," "Maternite," "They Won't Forget." Class B, Objectionable in Part—"When Thief Meets Thief." Class C, Condemned—"Damaged Lives."

G. N. Buys Trained Horse

HOLLYWOOD, June 27.—Grand National has purchased Ranger, a trained horse, for the "Renfrew of the Mounted" series. The horse will be given added training.

British Lion in Deal

LONDON, June 27.—British Lion will distribute the product of National Provincial Distributors, since the latter company at the present time is in receivership.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 151 NEW YORK, TUESDAY, JUNE 29, 1937 TEN CENTS

Opposition to Plan for RKO Meets Attack

Rickaby in Summation At Final Hearing

Opposition to the proposed plan of reorganization for RKO was attacked as coming from "an insignificant minority" by H. C. Rickaby, attorney for the Atlas Corp., proponent of the plan, in his summation in the last hearing on the plan yesterday before Special Master George W. Alger.

Rickaby charged that less than 10 per cent of the outstanding common stock held by others than the Atlas Corp. and RCA had filed objections to the plan in contrast to the unanimous approval of creditors and a large portion of stockholders.

Joseph M. Cohn, associate counsel for the independent protective committee for common stockholders, countered with an assertion that the Atlas

(*Continued on page* 21)

U. S. Producers Seen Cleared of Charges

By JAMES LOCKHART

MEXICO CITY, June 22.—Present indications are that certain American producers will be fully cleared of charges of setting up a monopoly in Mexico to the disadvantage of the home industry, lodged with the Federal Attorney General by a group of Mexican producers and distributors. The official is investigating the accusations.

Representatives of Hollywood companies who have testified in the probe denied that such a monopoly exists and told the Attorney General that while they are out to do all they can to have their wares as widely exhibited as possible in Mexico they have

(*Continued on page* 13)

20th-Fox Hurrying New Season Product

HOLLYWOOD, June 28.—Twentieth Century-Fox is getting into its new production at a fast pace. Camera work on nine has been finished, seven are in production and five more are to be started in July, according to Darryl F. Zanuck.

The completed films are: "Think Fast, Mr. Moto," "One Mile from Heaven" and "Borneo." Films now being edited are: "You Can't Have Everything," "Lovely to Look At," "Love Under Fire," "Wild and

(*Continued on page* 13)

Radio News—Pp. 20-21

Carriers Ask Retention of Pay Systems

Contend Before ICC That It Fits Film Methods

WASHINGTON, June 28.—The continuance of present methods of payment for service followed by theatres throughout the country which receive their films by motor carriers was asked of the Interstate Commerce Commission today by Guy K. Stewart of the National Film Carriers' Ass'n and Edward G. Levy, general counsel of the M.P.T.O. of Connecticut.

Proposed new regulations now before the commission for approval would require motor carriers to submit their bills for service within five days after rendition of the service and would require payment thereof by customers within eight days after receipt.

It was pointed out by Stewart that the service of the film carrier is essentially a personal one. The service is rendered on a weekly charge for the number of changes of program delivered with additional charges for

(*Continued on page* 21)

Studio Machinists To Get Closed Shop

HOLLYWOOD, June 28.—Starting July 1, Local 1185 of the International Ass'n of Machinists, 175 of whose membership work in film studios, will receive closed shop and a 10 per cent salary increase, under the terms of an agreement worked out with Pat Casey and D. T. Wayne, business representative of the local, which had previously been affiliated with the now defunct Federated M. P. Crafts, and C. F. Grow, International Machinists' vice-president. The machinists withdrew from the F. M. P. C. several weeks prior to the end of the strike.

Machinists now getting $1.16 an

(*Continued on page* 16)

Writer Jurisdiction Negotiations Begin

HOLLYWOOD, June 28. — The first round of the Screen Playwrights—Screen Writers' Guild battle over recognition by producers recorded a draw today when the Playwrights objected to calling a consent election which would have determined without official intervention of the Regional Labor Board whether the Playwrights or the Guild should be the official bargaining agency for film writers.

Neil S. McCarthy, attorney for the

(*Continued on page* 16)

Sniff! Sniff!

Hollywood, June 28.—Paramount says Theodore Reed, while directing Bing Crosby's "Trouble or Nothing," tried odors to stimulate players.

Mint at 4 P.M. had a stimulating effect, the publicity department reports. In New York it works almost any time after 11 A.M., it is said. Crosby and Mary Carlisle made love best with heliotrope floating around. Martha Raye was funnier with geranium. Andy Devine liked violet.

The electricians reacted to the smell of juniper, but the prop men craved the delicate aroma of wilted rye blossoms.

French Quota Is Extended For One Year

By PIERRE AUTRE

PARIS, June 28.—The French Contingentement (quota) regulations, which have been in effect since 1935, have been extended for one year from July 1, 1937, to June 30, 1938, in accordance with a Government decree.

The main provisions of the quota are as follows:

Only 94 dubbed foreign films may be released in France for each six-month period, referring to films of more than three reels in length. The dubbing of the films must be done in studios situated on French territory,

(*Continued on page* 13)

Warners to Use Its Players in England

Warners will send stars and featured players to England from time to time for pictures to be made by Irving Asher, production head at Teddington studios, Hal B. Wallis stated yesterday on his return from a six-week trip to London, Paris, Switzerland and Austria.

Glenda Farrell has just returned

(*Continued on page* 21)

Film Stars on Air Hit by Kuykendall

BIRMINGHAM, June 28. — Radio broadcasting by film stars has gone "beyond the bounds of common sense," declared Ed. Kuykendall, president of the M.P.T.O.A., addressing the Southeastern Theatre Owners Ass'n here

(*Continued on page* 21)

Fortington Is Out as Member Of Para. Board

Resignation Accepted; Officers Reelected

The resignation from the Paramount board of H. A. Fortington, former chairman of the executive committee and a storm center preceding the election of Barney Balaban to the company's presidency a year ago, was accepted by the Paramount board of directors at their annual meeting yesterday.

All present officers of Paramount were reelected, as expected. The directors also extended for two months Paramount's option to repurchase the 50 per cent interest held by A. H. Blank in the Tri-States circuit. The option would have expired July 6.

Fortington's resignation has been anticipated for some time. The former representative of the Royal British insurance companies was a powerful factor in Paramount affairs at the time of the company's emergence from reorganization two years ago. At that time he was elected to the new board of directors for a three-year term and to the chairmanship of the executive committee. By the end of his first year in Paramount he had

(*Continued on page* 16)

Columbia 60% Sold, Sales Forces Told

LOS ANGELES, June 28.—Columbia had sold 60 per cent of the country before the convention opened, Abe Montague, general sales manager, reported to the sales force today as the business sessions of the company's annual sales convention got under way at the Ambassador Hotel here.

The result of the pre-convention sales drive was said by Montague to be 85 per cent greater than the advance sales last year. Montague will

(*Continued on page* 16)

Columbia Renewing Montague Contract

LOS ANGELES, June 28.—Abe Montague's contract as general sales manager of Columbia has been renewed, Harry Cohn, president of the company, told the delegates to the annual sales convention at the Hotel Ambassador here today.

Cohn also said that he and Jack Cohn, vice-president, will award personal bonuses to the salesmen in the "Sweepstakes Drive" next year.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 29, 1937 No. 151

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, Manager.
CHICAGO: 624 S. Michigan Ave; C. B. O'Neill, Manager.
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VIENNA: Neustiftgasse, 54 Vienna VII; Hans Lorant, Representative.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

"High, Wide" Dated July 21 for Astor

"High, Wide and Handsome" will open at the Astor on a two-a-day policy July 21. General release date for the picture is Jan. 1.

"Captains Courageous," which garnered $9,200 for the seventh week, will bow out July 5, which will give Paramount two weeks to prepare the theatre for its roadshow attraction.

"Slave Ship" is expected to wind up a second week at the Rivoli tonight with approximately $20,000.

To Attend Meet on Para.

Cleveland, June 28.—George W. Erdmann, secretary of the Cleveland M.P. Exhibitors' Ass'n., will be the only Cleveland exhibitor representative at the Allied meeting in Washington tomorrow when action will be drafted regarding "Paramount's holding over 1936-'37 announced product for 1937-'38 release.

N. E. Group to Decide

Boston, June 28.—The attitude of Allied of New England toward the action against Paramount's release policy as agitated by P. J. Wood of Ohio will be decided within the next dav or two.

Purely Personal

David Bernstein, vice-president and treasurer of Loew's; Paul D. Cravath of Cravath, De Gersdorff, Swaine & Wood, attorneys; Lewis M. Clement, vice-president of RCA Victor, and Dorothea Brande, author of "Wake Up and Live," will sail tomorrow on the *Normandie*.

•

Hal B. Wallis, Warner executive; Leon Leonidoff, vice-president of the Radio City Music Hall; William Wilkerson, publisher of the *Hollywood Reporter;* Harry Blanke, Warner production executive; Edmund Lowe and Mrs. Lowe, and Paul Cavanaugh, arrived yesterday on the *Normandie*.

•

C. C. Pettijohn, Sr., is that proud of Charlie, Jr., for winning the New York junior golf championship over the weekend. Charlie, Jr., left immediately for Pittsburgh to enter the Intercollegiate championship tournament which started there yesterday.

•

Nick Mamula of the Paramount publicity department is due to return from Clarendon, Pa., today after attending funeral services for his mother who passed away after a long illness.

•

A. L. Pratchett, general manager for Paramount in Central America, arrived yesterday from Puerto Rico on the *Coamo*. He will spend several weeks here conferring with John W. Hicks, Jr.

•

Barnett Pomerantz, formerly in charge of modernization and construction for Warner theatres, has been appointed head of the Amusement Supply Co. office in New York.

•

Adolph Pollak, general manager of Theatre Trailer Corp., will leave in a few weeks for London, where he will open a branch. A branch was opened last week in Pittsburgh.

•

Chris Dunphy, director of publicity at the Paramount studios, is in town. He sails on the *Aquitania* tomorrow and returns the end of the month. A vacation jaunt.

•

Fred W. Lange, Paramount general manager in Continental Europe, will sail tomorrow on the *Normandie*, returning to his post after several weeks of conferences here.

•

R. B. Wilby arrived yesterday to signature the new Paramount operating agreement awaiting him before departure for Europe tomorrow.

•

George W. Weeks, G. B. general sales manager, has returned from a trip to the Washington, Charlotte and Atlanta exchanges.

•

Roy Haines, eastern and Canadian sales manager for Warners, returned yesterday from a business trip to Detroit.

•

Eddie Dowling sails from New York July 14 for a summer vacation in Ireland and on the Continent.

•

Marlene Dietrich will attend the opening of "Knight Without Armor" at the Music Hall, July 8.

Rubins Get Watches

Hollywood, June 28.—Benny and Eddy Rubin, of RKO, are sporting new wrist watches—gifts of Jules Levy and other convention delegates who bestowed them in appreciation of the entertainment the pair arranged during the conclave.

•

Jack Goetz returned yesterday on the *Normandie* after a seven-week vacation tour abroad.

•

Si Fabian will leave for Albany early next week on a periodical visit to his theatres.

•

Harry M. Warner leaves for Hollywood today, where he will spend the summer.

•

Barret McCormick of RKO has returned from Hollywood.

•

Nate Blumberg is back from the coast.

Knighters Golf Play Scheduled for Today

The Monday Knighters' second annual outing and golf tournament will get under way today at Elmsford Country Club, White Plains, with more than 100 entrants participating in the various events. A program of entertainment has been lined up by the committee in charge. Toots Shor of the Tavern has furnished the beer and numerous other film and equipment companies have contributed prizes.

Among those who will be on hand for the sports activities will be: Leo Abrams, E. Barison, Henry Brown, Dr. Maxwell Brown, Harry H. Buxbaum, Charles Casanave, Max Cohen, Max A. Cohen, Maurice Conn, I. Conrow, Harry Decker, George Dembow, Frank Drumm, Frank Eldredge, Simon Fabian, J. J. Felder, Arthur Fisher, Aaron Fried, Louis Frisch, Herman Gluckman, Nat Goldbert, Milton Goldstein, William Goodman, Arthur Gottlieb, Roy Haines, Lee Hazen, Joe Hornstein, Morris Jacks, Leo Justin, Ben Kalmenson, Sam Kann, Irving Kaplan, Bernard Kleid, Mitchell Klupt, Sol Kohn, Bert Kulick, Harry Kulick, Morris Kutinsky.

Oscar Lager, J. J. Lee, Sam Lefkowitz, Jack G. Leo, Harold Lerman, Ben Levi, Joe Malcolm, Richard Manheimer, Mitchell May, Oscar Mayer, Frank McCarthy, Fred Meyers, Jim Milligan, Moe Morris, Charles Moses, Elias Moses, Louis Moses, William Murphy, J. J. Milstein, Henry Randel, Charles Rich, Harold Rinzler, Sam Rinzler, Herman Robbins, Charles A. Rogers, Moe Sanders, Bert Sanford, Edward Schnitzer, Morris Schoen, Peter Sheridan, Harry Shiffman, Toots Shor, Jack Sichelman, Moe Siegel, Hal Silverman, S. Smolen, Moe Streimer, Charles Stern, William Sussman, Harry Thomas, Sig Wittman, Bob Wolfe, Herbert J. Yates.

Wilcox Delays

London, June 28.—Herbert Wilcox has delayed his sailing for New York until July 21 on the *Queen Mary*.

Endicott Is Chosen As Fox Case Referee

Atlantic City, June 28.—Allen B. Endicott, Jr., well known lawyer here, today received from Federal Judge John Boyd Avis his appointment as referee in bankruptcy to continue the bankruptcy hearings involving William Fox. He succeeded the late Robert E. Steedle.

Endicott said today that no date had been set for a resumption of the hearings.

Set Drive In Hearing

Boston, June 28.—A public hearing is to be held on the question of granting a permit to build an automobile open-air theatre in Brighton. The Drive-In Theatre Corp., which opened the Weymouth Drive-In last year on Cape Cod, has applied for permission to construct in the Boston suburb. M. & P., Allied Theatres of Massachusetts, and other theatre interests have protested to Mayor F. W. Mansfield against the issuance of such a permit.

Reserve Permit Decision

Bridgeport, Conn., June 28.—Decision has been reserved in Superior Court in the suit in which Walter Blank seeks to compel the Board of Building Commissioners to issue a permit for the erection of a theatre on Park Ave. His application was denied by the board after permission had been granted by the Board of Appeals on Zoning.

Drop St. Louis Suit

St. Louis, June 28.—U. S. District Judge Collet has dismissed an anti-trust suit brought against Paramount Distributing Co. by the Abraham Lincoln Amusement Co., operators of the Odeon, a colored house, after Crittenden E. Clark, president of the now defunct corporation, had stated that neither he nor the board of directors had authorized the suit.

Ask Time on Ascap Reply

Lincoln, June 28.—Assistant Attorney General Nye filed a petition in Federal Court here today asking a 45-day extension of the time allotted the state to make replies to Ascap's action to enjoin the Secretary of State, other state officials and 12 county attorneys from enforcing Nebraska's new anti-Ascap law. The court reserved decision on Nye's petition.

Transfer Stern Libel Suit

The suit of Casino Productions, Inc., and Yermie Stern against Warners and First National was transferred from the N. Y. Supreme Court to the U. S. District Court yesterday. The suit charges libel to the plaintiff's reputation in the Warner picture, "Go Into Your Dance," and asks $500,000 damages.

Foresee Failure of Two Wisconsin Bills

Madison, June 28.—The death of the chain theatre tax and theatre divorce bills pending in the Wisconsin legislature is foreseen in the vote of the legislature to adjourn its session on July 2. It is possible, however, that the Senate may reach the divorce measure before adjournment date.

DON'T BUY BLUE SKY!

An interesting thing is happening.
M-G-M's phenomenal line-up of
SUMMER HITS FOR IMMEDIATE RELEASE
Has stolen the thunder
From the talk, talk, talk of NEXT YEAR!
That's quite natural
Box-office facts are much more
Satisfying and profitable than
Buying blue sky!

HITS END ALL ARGUMENTS!

And when a company releases a Multi-Million Dollar line-up in the Summer as well as all year 'round and does it year after year, then there's only one answer, M-G-M!

AS WE GO TO PRESS! *Listen!*

"DAY AT THE RACES"

is off to a flying start with Hold-Overs everywhere. It's just one of your sensational Summer Festival!

ANOTHER GIANT M-G-M HIT ADDED TO THE LINE-UP!

The reception of exhibitors to M-G-M's idea of releasing many of its Biggest Hits when you need them most has been so overwhelming that we announce still another Giant Entertainment, "THE FIREFLY", Jeanette MacDonald's new triumph following "Maytime"! Imagine!

READ ON QUICKLY!

"M-G-M, GIVE ME EXTRA TIME!"

Above is a composite photo of 10,000 showmen who are the lucky exhibitors of M-G-M's Multi-Million-Dollar Summer line-up!

(Isn't it logical—go on please!)

ALL ROADS LEAD TO YOUR BOX-OFFICE THIS SUMMER! YOU'VE GOT THE M-G-M LINE-UP!

Keep Your Booking Schedule Wide Open! Every Hit Merits Plenty of Extended Time!

Yes, it's true, another "Maytime" in midsummer! Her new triumph of song and romance and thrill! Oh, Mr. Showmen, we've added another Giant Hit to your Multi-Million-Dollar Festival!

(and wasn't it smart to follow the romantic front page accounts of her true-life romance! Next page!)

BIG!

JEANETTE
MacDONALD

in

"THE
FIREFLY"

with

ALLAN JONES
WARREN WILLIAM
Douglas Dumbrille
Billy Gilbert • Douglas Dumbrille

A Robert Z. Leonard Production • Screen Play by Frances Goodrich and Albert Hackett • Based upon the Book and Lyrics by Otto A. Harbach • Adaptation by Ogden Nash
Music by Rudolf Friml • Directed by Robert Z. Leonard
Produced by Hunt Stromberg

THEY'RE TRYING TO BE MODEST ABOUT IT ALL!

But "DAY AT THE RACES" in June outgrosses "Night at the Opera", a Thanksgiving holiday release! That's dandy!

EXTENDED TIME!

(Remember, we urged you to do it!)

2nd WEEK! "DAY AT THE RACES"

And more Hold-Overs as we go to press!

*Boston, Mass.	State
*Boston, Mass.	Orpheum
Columbus, Ohio	Ohio
Harrisburg, Pa.	Regent
Providence, R. I.	State
Wilmington, Del.	Loew's
St. Louis, Mo.	State
Salt Lake City	Paramount to Studio
Denver, Colo.	Orpheum
Milwaukee, Wis.	Milwaukee
Kansas City, Mo.	Midland
Houston, Texas	State
Nashville, Tenn.	Vendome
New Orleans, La.	State
Philadelphia, Pa.	Fox
Pittsburgh, Pa.	Penn to Warner
Reading, Pa.	Colonial
Buffalo, N.Y.	Great Lakes
Cleveland, Ohio.	State to Stillman
*Los Angeles, Calif.	State & Chinese to United Artists & Wilshire

*Note! Boston and Los Angeles playing 2nd week in two theatres day and date, making virtually a four-week run in each city!

"Oh, Leo! What next?"

Turn and See!

LEAPING LEO IS LEAPING

because Hit follows Hit! Isn't it lovely!

"CAPTAINS COURAGEOUS"

Opened to whirlwind business in its first five engagements!
An exploitation natural, and how it builds!

Extra! At Press Time!

HELD OVER 2ND BIG WEEK IN ALL OPENING SPOTS!

AS WE GO TO PRESS! NEWS FLASHES ABOUT LEO'S AMAZING SUMMER HITS!

ROBERT TAYLOR • ELEANOR POWELL

"BROADWAY MELODY OF 1938"

First Studio Preview assures one of
the Greatest Hits of M-G-M History!

WILLIAM POWELL • LUISE RAINER

"THE EMPEROR'S CANDLESTICKS"

Watch the trade press for the raves
following its advance Coast showing!

"PARNELL" HOLD-OVERS! *Watch it Build!*

CLARK GABLE, MYRNA LOY SO ROMANTIC!

2nd Week: Detroit, United Artists; Toledo, Valentine; Baltimore, Century; Spokane, State; Philadelphia, Stanley; San Francisco, Paramount; Boston, State; Boston, Orpheum (day and date); New York, Capitol

"GOOD EARTH" CAMPAIGNS READY!

Showmen are planning for the clean-up!
M-G-M has marvelous material! Get set!

"As Cool as a Polar Bear!"

Your Summer Motto thanks to Leaping Leo!

...turn coolly to next page!

EXTRA!

As we leap to press!

"BETWEEN TWO WOMEN"

FRANCHOT TONE, MAUREEN O'SULLIVAN, VIRGINIA BRUCE

Sensational Preview! Talk of Coast! Watch!

BIRD'S-EYE VIEW OF THE PUBLIC!

What do they know *or care* about Seasons!

They're interested only in *what* you've got on your screen!

M-G-M exhibitors have the most amazing line-up ever released in Summer *or* Winter!

And M-G-M exhibitors know that it will be equally true Next Year as it always has been before!

M-G-M

NOW!

M-G-M

ALWAYS!

"Races" Pulls Big $12,400, Seattle, Held

SEATTLE, June 28.—"A Day at the Races" did sensational business at the Paramount on a dual with "The 13th Chair," and the run was continued.

"Mountain Music" and "Girl Overboard" pulled $7,200, up by $1,200, at the Orpheum and the bill was held. "Parnell," with "Pick a Star," was good at the Fifth Avenue in its second week and it was moved to the Blue Mouse for a third week.

Total first run business was $42,200. Average is $36,500.

Estimated takings for the week ending June 25:

"SLIM" (W.B.)

"MIDNIGHT COURT" (W.B.)

BLUE MOUSE—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Orpheum. **Gross:** $3,400. (Average, $4,000)

"PARNELL" (M-G-M)

"PICK A STAR" (M-G-M)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days, 2nd week. **Gross:** $7,100. (Average, $7,000)

"A STAR IS BORN" (U.A.)

LIBERTY—(1,800), 25c-30c-40c-55c, 7 days, 7th week. **Gross:** $4,750. (Average, $5,000)

"I MET HIM IN PARIS" (Para.)

MUSIC BOX—(950), 30c-40c-55c, 7 days, 4th week, extended run from Fifth Avenue. **Gross:** $3,250. (Average, $4,000)

"MOUNTAIN MUSIC" (Para.)

"GIRL OVERBOARD" (Univ.)

ORPHEUM—(2,450), 30c-40c-55c, 7 days. **Gross:** $7,200. (Average, $6,000)

"MICHAEL O'HALLORAN" (Republic)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Ole Olson & Ruth Faber. **Gross:** $4,100. (Average, $4,500)

"A DAY AT THE RACES" (M-G-M)

"THE 13TH CHAIR" (M-G-M)

PARAMOUNT — (3,050), 30c-40c-55c, 7 days. **Gross:** $12,400. (Average, $6,000)

McLaglen, Menjou Cast

HOLLYWOOD, June 28.—Victor McLaglen and Adolphe Menjou, who have been added to the cast of the first Gracie Fields picture for 20th Century-Fox, will sail shortly for England to start work in "He Was Her Man." Maurice Sigler and Arthur Johnson, who will write the songs for the picture, are now in England with William Goetz, assistant to Darryl Zanuck.

Sam Engel, who will be the producer on the picture, is now completing details on his last picture here. He plans to sail for England in a few weeks.

Monogram in Handy Deal

KANSAS CITY, June 28.—Distribution of Jam Handy industrial films has been taken over for Western Missouri and Kansas by Monogram Pictures of Kansas City, Inc. Ralph Abbett of Jam Handy was here this week making arrangements.

Plan Bronx Reel House

Newsreel Theatres, Inc., which operates the newsreel house at Broadway between 46th and 47th Sts., has taken a long lease on the Concourse in the Bronx, which will be remodeled as a newsreel unit.

Bloch Leaves M-G-M

Bertram Bloch, head of the New York story department of M-G-M, has resigned to devote his time to play and screen writing.

Looking 'Em Over

"The Hoosier Schoolboy"

(Monogram)

Fine entertainment for the family trade. Here is a down-to-earth story that borders on the tear-jerking, but is nevertheless moving. It also serves as another step forward for Mickey Rooney. His featured role affords acting possibilities that he emerges from with distinction.

It is a simple tale, set in a small Indiana town. Young Rooney is a problem child due to the influences of other children. They annoy him with references to his father, a shell-shocked veteran who has taken to drink. Anne Nagel, the new school teacher, arrives and proceeds to rehabilitate the two. She sees their better sides and with their mutual cooperation her aim is accomplished. The story has a milk strike as background. Rooney's father obtains a job and is gaining his self-respect again. However, one night when he attempts to drive a truck past a barricade he is killed in a smashup. Rooney is overwrought with grief but he sees that his father died a hero—his death settled the strike—and he goes to live with William Gould, the owner of a dairy. It is all properly sentimental and touching. Romance is injected into the story by Frank Shields and Miss Nagel.

The supporting cast includes Edward Pawley, who is excellent as Rooney's father, and Fred A. Kelsey. William Nigh directed. The screenplay and dialogue are credited to Robert Lee Johnson.

Production Code Seal No. 3,483. Running time, 62 minutes. "G."

Overseas Preview

"Storm in a Teacup"

(London Films-United Artists)

LONDON, May 19.—Bruno Frank's German play has been given a Scottish setting in this Victor Saville production for London Films, co-directed by Saville and Ian Dalrymple. The transposition has not affected entertainment values, which are original in idea and presentation, and the acting of the British cast is on a high level. It is definitely and consistently entertainment and has real exploitation values.

The Provost, or mayor, of a small Scottish town, in making a career for himself as a leader of a Scottish national party, comes up against the reporter of a local paper who, already prejudiced by the pomposity of the politician, seizes on the fact that a widow's dog has been condemned to the lethal chamber in default of payment of his license in order to publish a slashing attack on the Provost. A public agitation follows, the Provost is shouted down at a public meeting and a dinner which he is giving to a party leader is interrupted by scores of dogs of all shapes and breeds being let loose in his house. The reporter is sent for trial for defamation, but the Provost's daughter loves him and it ends in a climb-down by the politician.

Very well staged and directed, the picture rests its main appeal on the realism of the scene of the interrupted meeting and on the humor of the court scene. Better crowd work has never been seen in a British picture. All the character types are well drawn and well presented and the dialogue and adaptation generally, the work of the Scottish dramatist, James Bridie, are excellent. Vivien Leigh and Rex Harrison are the juvenile leads; there is fine work from Cecil Parker as the Provost and Sara Allgood as the widow dog-owner and all minor parts are good.

With the exploitation angle that the original play was written with a humanitarian motive, the author giving his fees to an animal-protection society, it is a picture which, as a sheer laugh-maker, stands well above the British average. It offers many opportunities for effective tieups. If the British reception is any guide, it will be a laughing success in any theatre that plays it.

Running time, 82 minutes. "G."

G. N. Ready with 12

HOLLYWOOD, June 28.—Grand National will have a summer schedule of 12 pictures shooting in the next two months. Set to go are: "Something to Sing About," "Here's Flash Casey," "Government Agent," "Wallaby Jim of the Islands," "Renfrew of the Mounted," "Face the Facts," "Return of the Shadow," a second Wallaby Jim feature, "So This Is Hollywood," "Painter in the Sky," a Tex Ritter western, and "Gorgeous."

Odeon Increases Capital

LONDON, June 19.—Odeon Theatres (Holdings) Ltd., has increased its capital from £10,000 to £3,000,000 by the addition of £2,000,000 of six per cent cumulative preference shares and 3,960,000 ordinary shares of five shillings value. The announcement follows the merger of all Odeon theatre companies and is preparatory to a big public issue of debentures by Philip Hill & Partners in the near future.

French Quota Is Extended For One Year

(*Continued from page* 1)

within four months from the date the request is filed, certified by payment of the required tax.

Foreign films in original speaking versions may be shown in only five theatres in Paris and 10 in the provinces. However, exceptions may be made by the Minister of National Education. Cartoons are excluded from this stipulation.

All contracts "concerning public projection of a film will not be available until three full days after the official trade show or the first public showing." This clause was inserted for the purpose of halting blind booking.

U. S. Producers Seen Cleared of Charges

(*Continued from page* 1)

no interest in placing stumbling blocks in the way of development of the Mexican industry.

* * *

The extent to which American pictures dominate this market is demonstrated by the report of the Government Press and Publicity Dep't that during May, of the 102 pictures it passed for exhibition here 93 came from Hollywood, six were German, two French and one Mexican.

* * *

A production and distribution company, Puebla Films, S.A., has been established in Puebla City, capital of Puebla state, by foreign and Mexican interests. Dr. Alex G. Perry, widely known physician, is president and general manager of the enterprise which is the first of the kind in Puebla.

New Ticket Tax Bill Passed in St. Louis

ST. LOUIS, June 28.—Several tax measures, including the graduated ticket tax, have been pushed through by the Board of Aldermen.

This tax begins at one cent on admissions of 75 cents or less, two cents on tickets over 75 cents and up to $1, five cents on $1.01 to $2; six cents between $2.01 and $3, seven cents between $3.01 and $4 and 10 cents above $4.

The proposed five per cent tax on advertising has been cut to two per cent and passed. The measures are now up to Mayor Dickstein.

20th-Fox Hurrying New Season Product

(*Continued from page* 1)

Wooly," "Charlie Chan on Broadway" and "Hot Water."

The seven in production are: "Ali Baba Goes to Town," "Heidi," "Life of a Lancer Spy," "Danger—Love at Work," "Wife, Doctor and Nurse," "In Old Chicago," and "Stanley and Livingstone." The five scheduled for a July start are: "He Was Her Man," "Follow the Sun," "Life Begins in College," "Thank You, Mr. Moto" and "Pigskin Parade."

"WEE WILLIE

PREMIERE HAILED

IN CARTHAY CIRCLE

Every seat in house sold out at $5.50 4 days in advance; Police estimate 100,000 lined streets for opening; Over-flow business continues over week-end as crowds make every show SRO at $2.20 top; Critics join audiences in unparalleled ovation!

READ THESE THRILLING REVIEWS: "From every angle certain smash at nation's box-offices! Embodies some of the smartest showmanship of the year!"—*Hollywood Reporter.* "A money-in-bank film if ever there was one!"—*Motion Picture Daily.* "Promises to be one of the most important money-makers!"—*Daily Variety.* "Drew tributes of an audience of celebrities. Shirley's biggest and most impressive picture!"—*Edwin Schallert in L. A. Times.* "Darryl Zanuck has a real winner here!"—*Harrison Carroll in L. A. Eve. Herald & Express.* "Will shower both gold and glory upon 20th Century-Fox! Definitely Class A in every department!"—*Sara Boynoff in L. A. Daily News.* "A production worth your while!" —*Virginia Wright in L. A. Eve. News.*

The triumphant climax of 20th'

WINKIE" WORLD

DAS GREATEST EVENT

HISTORY!

Rudyard Kipling's

WEE WILLIE WINKIE

starring

SHIRLEY TEMPLE

and

VICTOR McLAGLEN

with

C. AUBREY SMITH
JUNE LANG
MICHAEL WHALEN
CESAR ROMERO
Constance Collier
Douglas Scott
Directed by John Ford
Associate Producer Gene Markey

20th CENTURY FOX

Darryl F. Zanuck
in Charge of Production

smash 1936-37 season!

Fortington Is Out as Member Of Para. Board

(Continued from page 1)

become the storm center around which all of the internal turmoil, which ended with the election of Balaban to the presidency, raged. During the past year he has attended no meetings of the board.

Paramount officers who were reelected yesterday are Adolph Zukor, chairman; Balaban, president; Stanton Griffis, chairman of the executive committee; Neil F. Agnew, Y. Frank Freeman, Henry Herzbrun and John W. Hicks, Jr., vice presidents; Austin C. Keough, vice president and secretary; Walter B. Cokell, treasurer; George L. Bagnall, assistant treasurer; Fred Mohrhardt, assistant treasurer; Norman Collyer, Jacob H. Karp and Frank Meyer, assistant secretaries.

Members of the executive committee reelected, in addition to Griffis, are Balaban, Stephen Callaghan, Harvey D. Gibson, Duncan G. Harris, John D. Hertz, Maurice Newton and Zukor.

Balaban and Griffis left for the coast by train following the meeting.

Mayer Receives Medal

Hollywood, June 28.—Louis E. Mayer has received from the Czechoslovakian Consul Janovsky the medal awarded him for "David Copperfield" by the *Prager Film Kurier,* which considered the picture the most outstanding shown in Prague during 1936.

FOR AIR EXPRESS

Shortest, Fastest - Coast to Coast

General Air Express Gives—

Fastest available service. Immediate free pickup with direct delivery to first plane out. Immediate delivery to consignee any hour, day or night—Saturdays, Sundays and holidays. Flight progress reports. Economical rates. Complete insurance protection.

SHIP PREPAID, COLLECT, C.O.D.

GENERAL AIR EXPRESS

A Division of
TRANSCONTINENTAL & WESTERN AIR, INC.

NEW YORK — Phone PEnn. 6 - 0204-0205
LOS ANGELES — Phone Mutual 6111
or nearest Postal Telegraph Office

Columbia 60% Sold, Sales Force Told

(Continued from page 1)

announce the new product for the 1937-'38 season at the convention tomorrow.

The sessions were opened by Harry Cohn, president, who introduced Jack Cohn. The latter congratulated the men on their records.

The meeting was told today that four Frank Capra pictures, "Lady for a Day," "Broadway Bill," "It Happened One Night" and "Mr. Deeds Goes to Town," will be offered for immediate release in advance of the new season. The four films will be sold on a special contract basis, and an advertising campaign will be launched for them.

Columbia's $1,500,000 studio expansion program has been completed, the convention was informed, and virtually doubles the plant's previous production capacity. In a little more than a year, it was said, Columbia has replaced 90 per cent of the buildings on the lot, and has acquired more than 50,000 additional square feet of stage space. Among the new buildings recently completed are an office building of four stories for executives, accounting and business departments, directors, writers and the publicity department; a new sound recording and dubbing studio, a new garage and repair shop, a four-story dressing room building, a portrait studio, a studio hospital, electrical, scenic and carpenter shops, and others.

Shorts Department Moved

The short subject department has been moved to an annex studio, with one large stage and a special building for directors, writers and players.

Now in work are "It's All Yours," "I'll Take Romance" and "The Awful Truth," and several other features are about ready to go before the cameras.

The awards in the various groups which comprised the "Montague Sweepstakes" sales drive were made today at the convention by Joe McConville, sales supervisor, as follows:

Sales, Billings and Collections—First, Memphis, J. J. Rogers, manager; second, Chicago, Phil Dunas, manager; third, Detroit, Carl Shalit, manager; fourth, Philadelphia, Harry Weiner, manager; fifth, Boston, T. F. O'Toole, manager; sixth, San Francisco, L. E. Tillman, manager; seventh, Cleveland, Lester Zucker, manager.

General Performance—First, Philadelphia, Harry Weiner, manager; second, Washington, Sam Galanty, manager; third, Charlotte, R. J. Ingram, manager; fourth, New York, Nat Cohn, manager; fifth, Portland, J. R. Beale, manager; sixth, Minneapolis, H. J. Chapman, manager.

The Divisional Managers' Trophy, for the best general performance from July 4, 1936 to May 1, 1937, was won by Col. Sam Moscow of the southern division. The exchanges in this group are Atlanta, Oklahoma City, Charlotte, Dallas, Memphis and New Orleans.

Short Subject Unit Shipments — First, Booker C. Patterson, Charlotte; second, Booker G. S. Vojae, Cleveland; third, Booker J. A. Flynn, Philadelphia; fourth, T. J. Robinson, Denver; fifth, J. Kushner, Washington; sixth, J. S. Laird, Atlanta; seventh, H. A. Chrisman, Memphis; eighth, C. A. Harter, Buffalo; ninth, L. L. Shubuell, Indianapolis; tenth, J. P. Hudgens, Oklahoma City.

Four Weeks' Collection Contest—First, Memphis, J. J. Rogers, manager; second, Cleveland, Lester Zucker, manager; third, Kansas City, B. C. Marcus, manager; fourth, San Francisco, L. E. Tillman, manager; fifth, Boston, T. F. O'Toole, manager.

Special Four Weeks' Billing Contest—First, salesmen and bookers of New Orleans; second, salesmen and bookers of Pittsburgh; third, salesmen and bookers of Chicago. Los Angeles and Boston were fourth and fifth respectively.

Accessories Managers' Contest — First, Dudley Tucker, Oklahoma City; second, A. McKenna, Buffalo; third, Harold Donner, Portland; fourth, William Kassel, Chicago; fifth, Henry Greenberg, Boston; sixth, Nat Fisher, Charlotte; seventh, Walt Cory, Detroit; eighth, Don Thompson, Salt Lake City; ninth, Thornton LaHatte, Atlanta; tenth, Robert Arvin, Indianapolis; eleventh, Earl Mendola, New Orleans.

Writer Jurisdiction Negotiations Begin

(Continued from page 1)

Playwrights, read a statement at the conference in the office of Dr. Towne Nylander, board director, that the Playwrights objected to a consent election because the organization is already recognized by the producers and holds an agreement governing working conditions of writers in the studios. Underlying all was the fact that the Guild and the Playwrights differed over writers' qualifications to vote in such a poll.

The Playwrights action means that formal hearings must be held by the labor board under Nylander some time after August 15 because of press of other business. The procedure is that the board, after the hearings, may determine which group shall be recognized by the producers or that an election should be held. A consent election would have eliminated governmental red tape in connection with such cases.

Aaron Dollinger Dies

Maplewood, N. J., June 28.—Aaron Dollinger, who with his son, Irving, operated the Plaza, Linden, and held an interest in the Ritz, Newark, now under Warner management, succumbed to a heart attack on Saturday and was buried yesterday. He was about 65. In addition to his son, Dollinger is survived by a widow, a daughter and a sister.

Charles Sellon Dead

Hollywood, June 28.—Charles Sellon, veteran film player, is dead here of a heart attack. He had been ill for 18 months. He was 66.

Cut Reel Censor Fees

Amsterdam, June 18.—The Dutch board of censorship has decreased the fees to be paid for the censorship of newsreels, either domestic or foreign, from 3½ cents to one cent per meter.

Vacate "Theodora" Injunction in N. O.

New Orleans, June 28. — Judge Byrnes today vacated the temporary injunction sought by the United Theatres circuit to restrain Columbia from releasing "Theodora Goes Wild" to any but United houses. As the matter now stands, Columbia can release the film to opposition houses. However, distribution of "When You're in Love" and "Lost Horizon" must await a separate court decision. Costs have been assessed on United.

The court has allowed United to submit an amended petition clarifying their charges but the belief here is that the case will be dropped, since court expenses and attorneys' fees will consume the proceeds even if the circuit is victorious.

Buck Jones to Columbia

Hollywood, June 28. — Columbia today stated that Buck Jones will produce and star in eight films yearly as soon as his two current Universal pictures are completed.

Studio Machinists To Get Closed Shop

(Continued from page 1)

hour will draw $1.2833 and precision machinists, now getting $1.33, will draw $1.41 for a 36-hour week, with time and a half for overtime. The agreement specifies that the machinists enter the studio basic pact, but the actual entry will not be made until next April, when the first of the annual conferences will take place.

Pickets Are Withdrawn

Kansas City, June 28.—United M. P. Operators, Missouri-chartered independent group, has withdrawn its pickets from the Bijou and Baltis, where pickets several nights this week branded the theatres unfair to U. M. P. O. operators, and from the Central and Roanoke, E. S. Young's two houses, where the U. M. P. O. pickets retaliated picketing of the house by I. A. T. S. E. Local 170.

K. C. Theatre Demands In

Kansas City, June 28. — Felix Snow, I.A.T.S.E. representative here, and spokesman for the recently formed Theatre Employees' local, an International affiliate, explained the terms of the agreement proposed June 19 for theatre employe wages, hours, and working conditions, to Fox Midwest theatre managers of Kansas City Monday. First run managers, outside of the Fox Tower and Fox Uptown, have forwarded the demands to their home offices. Independent exhibitors here have not indicated what they will do.

The proposed agreement was sent to all Kansas City, Mo., theatres with the exception of the half dozen or so that employ operators other than those belonging to I.A.T.S.E.

Kansas City, June 28.—Some doubt exists here that the Film Exchange Employe's Union will accept the terms of the settlement worked out in New York between I.A.T.S.E. representatives and major distributors, to effect the local union. The chief difference between demands and the terms reached involved wage scales, which are slightly lower than originally asked.

The agreement is to be retroactive to June 21, instead of June 1, as asked, and gives an increase in wages to 90 per cent of the workers involved.

Union Hits Chain Tax

Madison, June 28.—Labor again went to bat for circuit theatres when Steven J. Thomas, Racine, representing the Wisconsin Ass'n. of Stage Employes and Projectionists, appeared before the joint Finance Committee of the state legislature to oppose the Grobschmidt chain theatre tax bill on the ground that its passage would result in lower wage standards.

B. J. Miller, Milwaukee, representing Fox and Warner-Saxe Theatres, also appeared against the bill.

Charter in Record Time

Cincinnati, June 28.—A record for quick action is claimed by N. Clyde Butler, assistant to the C.I.O. regional director here, when he issued a charter to employes of two Clarksburg, W. Va. theatres at 3 P.M. one day and a contract was signed at 9:30 P.M. the same day.

FOR
A
SAFE
INSANE
4TH

THE BIG HOLIDAY ATTRACTION ALL OVER THE U.S.A.!

★ ★ ★ ***Opening this week and next i dozens of first runs, including Radio City Music Hall (Jul 1)...for the most enthusiastic 4th of July celebration thea tres have had in years!...A giant 3-ring circus of enter tainment...A laugh-and-rhythm show with everythin it takes to make a tremendous box-office attraction! . .***

MADE AVAILABLE AT THE HEIGHT OF SUMMER—WHEN THE BI ONES ARE FEWEST, AND NEEDED MOST!...THAT'S RKO RADIO!

FACES
1937

with all these famous entertainers:

- ★ **JOE PENNER**
- ★ **MILTON BERLE**
- ★ **PARKYAKARKUS**
- ★ **HARRIET HILLIARD**
- ★ **WILLIAM BRADY**
- ★ **JEROME COWAN**
- ★ **THELMA LEEDS**

and a hundred new faces, including

Lorraine Krueger • Bert Gordon (Count Mischa Moody) • Tommy Mack (Judge Hugo Straight) • The Four Playboys • Rio Brothers Lowe, Hite & Stanley • Loria Brothers • Brian Sisters The Three Chocolateers • Ann Miller • Dewey Robinson

AND WHAT SONGS!

"Love is Never Out of Season"—"Penthouse on Third Avenue"—"It Goes to Your Feet"—"If I Didn't Have You"—"The Widow in Lace"—"Peckin'"—"New Faces"—"When The Berry Blossoms Bloom".

An EDWARD SMALL Production
Directed by LEIGH JASON
Screenplay by Nat Perrin, Philip G. Epstein, Irv S. Brecher

◂ Radio Personals ▸

WILLIAM S. PALEY, president of CBS, sails for Europe tomorrow with Mrs. Paley aboard the *Normandie*. . . . WMCA made the front page of the *News* Monday in announcing news of Robert Irwin's capture at 11:30 P. M. . . . King Lear, sports announcer at WMCA, yesterday tendered his resignation to the station. . . . Clem McCarthy left yesterday for California to announce the opening festivities at Bing Crosby's racetrack. . . . Jessica Dragonett will offer "Pink Lady" on her CBS series June 30. . . . Ed Supple of CBS press is home ailing. . . . O. B. Hanson, NBC chief engineer, is back at his desk completely recovered from the effects of a recent operation. . . . Bobby Breen and Marion Claire will be heard on the RCA "Magic Key" this Sunday in scenes from their latest picture, "Make a Wish." Gertrude Berg, who authored the film story, also will participate in the broadcast. . . .

+

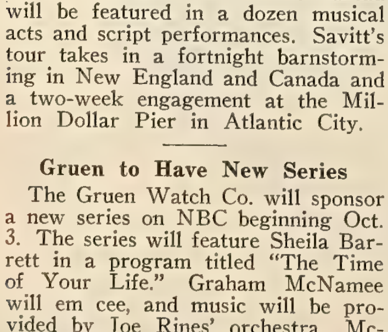
Bill Perry, CBS announcer who broadcast descriptions of the eclipse, arrives here today aboard the Grace liner *Santa Clara* . . . Fred Shacter, formerly with Lord & Thomas, has been appointed production manager of the Morton Freund agency . . . Kathryn Cravens, Pontiac Motor Co.'s commentator on CBS, has been given an honorary appointment in connection with the Pan-American Exposition at Dallas by Gov. James V. Allred of Texas . . . Gerold Lauck, executive vice-president of N. W. Ayer & Son in Philadelphia sails for Europe today aboard the *Lafayette* . . . With 13 years of continuous broadcasting to their credit, the "Three Little Funsters" offered their 5,125th program over WMCA Sunday . . .

Program to Honor Savitt

PHILADELPHIA, June 28.—As a farewell gesture to Jan Savitt, KYW musical director, and his Top Hatters orchestra, heard regularly on NBC, who leave July 1 for a month's tour, program manager James Begley has arranged a one-hour show on Wednesday at 10:45 P.M. In addition to the Top Hatters, more than 50 radio stars of the KYW Artists Bureau will be featured in a dozen musical acts and script performances. Savitt's tour takes in a fortnight barnstorming in New England and Canada and a two-week engagement at the Million Dollar Pier in Atlantic City.

Gruen to Have New Series

The Gruen Watch Co. will sponsor a new series on NBC beginning Oct. 3. The series will feature Sheila Barrett in a program titled "The Time of Your Life." Graham McNamee will em cee, and music will be provided by Joe Rines' orchestra. McCann-Erickson is the agency.


LEO SAYS:
Sponsors know that WHN's famed showmanship means *extra* sales.
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Report 10 Stations to Be Added To NBC-Blue Chain in the South

NBC's Blue network will assume formidable proportions some time next month when 10 new stations will be welded to it, according to a well authorized report received by *Motion Picture Daily*. The stations are all located in the south, according to the report.

Officials at NBC, when queried yesterday, would not issue any details concerning the acquisition of the new stations, except to say that the company had consummated some deals for additional stations, and that a statement regarding the transactions would be made public within the next few days.

The present roster of NBC member stations numbers 126, of which the company can deliver 76 on the Blue, and 73 on the Red.

CBS Signs Contract On Race Broadcasts

CBS yesterday signed a contract with the New York Racing Ass'n under terms of which the network is given exclusive rights to broadcast the running of any of the association's races during 1938. Bryan Fields will handle the broadcast assignments.

However, WOR, which in past seasons has presented Fields as its racing commentator, has not been overlooked. At Fields' insistence, the contract stipulates that CBS will feed WOR the racing program, providing the broadcasts go unsponsored. In the event that a sponsor buys the broadcasts, the WOR clause is voided.

It is understood Fields acted to protect WOR to show his appreciation to that station for giving him the opportunity to broadcast horse racing when all other stations turned him down.

While Columbia's agreement with the N.Y.R.A. permits it to broadcast any races it chooses, it is believed that only the cream of the racing crop will be aired. These include the Belmont Stakes, the Hopeful, the Futurity, the Withers Stakes, the Brooklyn Handicap, the Butler Handicap, the Wood Memorial, the Dwyer Stakes and others of importance.

Rights to broadcast from all New York tracks are accorded CBS. The tracks are Belmont, Saratoga, Jamaica, Empire City and Aqueduct.

Among other important track events scheduled to be covered by CBS in 1938 are the Latonia, the American Derby, Santa Anita, and the Arlington. Additionally, CBS in 1938 will have exclusive rights to the Kentucky Derby broadcast, which for several seasons has been exclusively NBC's.

NBC Adding Concerts

PHILADELPHIA, June 28.—Having set a summer series of outdoor concerts on Saturday nights by the Philadelphia Orchestra, NBC is adding four Thursday night concerts, beginning July 8. Symphony concerts will be carried by the NBC red, KYW making the pickup.

WHO Delays Starting

DES MOINES, June 28.—Starting June 25, WHO will open its broadcasting day at 6 A.M. instead of 5:45 A.M. during the summer months. The Sunday broadcasts will continue as usual, starting at 8 A.M.

Montgomery on Lux Hour

HOLLYWOOD, June 28.—The J. Walter Thompson agency has set Robert Montgomery to do "Beau Brummel" on the "Lux Theatre" July 5.

Angell's NBC Post Starts in September

The decision of Dr. James Rowland Angell, retiring president of Yale University, to accept the post of educational counselor of NBC, which was announced by Dr. Angell at New Haven Sunday, was worked out in a series of conferences which began early this year, it was stated at NBC yesterday. Among those who sat in at the conferences were Newton D. Baker, Owen D. Young, Gen. James G. Harbord, David Sarnoff and Major Lenox R. Lohr.

Dr. Angell will assume his new duties sometime in September.

In a statement issued by NBC yesterday, the company asserted that the acquisition of Dr. Angell was in line with the network's constant recognition of a deep obligation to foster the broadest range of educational and cultural interest of the public.

President Lohr yesterday pointed out that in the current season NBC has devoted more than one-quarter of its broadcasting time to educational programs, and an additional quarter of its time to programs of a cultural nature.

"In joining NBC," stated Lohr, "Dr. Angell is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

Oil Firms Biggest Buyers

PHILADELPHIA, June 28.—Oil companies are now the biggest buyers of time on WFIL. A sponsor check of the sales chart finds the Sun Oil Co., of Philadelphia, through Roche, Williams & Cuynnyham, of Chicago, taking spot announcements daily for its first station buy; a similar contract through the Joseph Agency, of Baltimore, returns American Oil Co. of Baltimore, to the sponsor list; and Tidewater Oil Co., of New York, renews through Lennen & Mitchell, of New York, their current series of 180 minutes of news weekly. Tidewater is also WFIL's largest national time buyer.

Permit Muse-Art Conduits

PHILADELPHIA, June 28.—An ordinance permitting the Muse-Art Corp. to use conduits under the public highways to disseminate music, news and entertainment has been approved by the City Council over objections raised by the local musicians' union. The measure prohibits the wire service to broadcast horse race and gambling information. Local officials of Muse-Art deny any affiliation with Muzak.

MacMillan Explorers To Broadcast Series

BOSTON, June 28.—A series of some half-dozen radio contacts with the Donald B. MacMillan expedition, now en route to the Arctic, is being planned by WBZ and WBZA. Those aboard the Gloucester schooner, *Gertrude L. Thebaud,* are to make a geological and biological survey of the Frobisher Bay region.

Programs, which are to start about July 10, are to be rebroadcast from short wave transmissions from the schooner. In addition to talks by Commander Donald B. MacMillan, the six scientific authorities accompanying the expedition will comment on their investigations. Friends and relatives of those on the Arctic trip will be given an opportunity to converse on two-way hookups.

Three More Set for Shakespearean Roles

CBS has signed three additional stars for roles in the network's Shakespearan cycle which will begin with "Hamlet" on July 12, from 9 to 10 P.M., E.D.S.T. The newcomers include Lionel Barrymore, Helen Mencken and Frank Morgan.

Barrymore will portray the title role in "King Lear." Miss Mencken and Morgan have not been assigned roles as yet.

Lightning Hits KHQ Tower

SPOKANE, June 28.—KRQ, NBC's network outlet here, was forced to go off the air for the evening after two half-hour interruptions when lightning struck the station's new 846-foot tower several times, wrecking the tuning system and putting out airplane clearance lights. Broadcasting resumed next morning. KHQ's tall tower protected KFPY-CBS's 468-foot tower only half a mile away.

Guizar on Mexican Program

MEXICO CITY, June 22. — Tito Guizar, popular singer of Mexican songs and guitarist who has successfully performed on the radio in the United States and was the star of a Mexican picture, is performing two concerts a week for Bayer Products of Mexico over XEW here, which is owned and operated by the operators of the Cine-Teatro Alameda, large local theatre.

Change "Kitty Kelly" Time

"Pretty Kitty Kelly," heard on CBS, will be heard at a new time beginning July 19. Thereafter the series will be broadcast Monday through Friday from 10 to 10:15 A. M., E.D.S.T. The Continental Baking Co. sponsors.

Webb's Orchestra Cancels

Chick Webb's orchestra cancelled a tour of theatre and dance dates in the middle west to return to New York for an appearance on NBC's "Good Time Society" program last night. A possible sponsor for the all-colored revue brought about the cancellation of the tour.

Pen-Rad to Start Campaign

The Radbill Oil Co., for its product Pen-Rad motor oil, will begin a radio compaign in the New England States and Ohio Valley area, starting July 12.

New Shows On the Air

"Richard III"

The monstrous "Richard III" was brought vividly to the skyways last night by John Barrymore in the second of NBC's cycle of Shakespearean epics. It was an impressive, gripping version of the Bard's bloodiest classic. . . . a version which need not skulk behind an apology for having been produced on the air and not on the stage.

Neither need NBC apologize for "streamlining" the hallowed Bard's works as several of the more erudite radio and drama scribes screamed last week. It is regrettable, of course, that it is not practicable to produce Shakespeare on the air without excessive word surgery, but in all fairness to NBC and to Barrymore, who, in addition to acting also handled the adaptation, we want to go on record as saying that the "streamlining" is intelligently done and in last night's instance the story in all its essential details remained clear throughout. Barrymore was, of course, the whole show. Despite the terrific handicap of the microphone's limitations, his delineation of the murderous, throne-aspiring Richard was so tellingly real that one never was conscious of the lack of the visual.

Elaine Barrie, as was to be expected, did not set the ether afire by her portrayal of Lady Anne. However, the actress who portrayed Queen Elizabeth did as fine a piece of Shakespearean acting as we have heard. Unfortunately, we do not know who she is.

The Shakespearean productions are offered Monday at 9:30 P. M., E.D.S.T., on the NBC Blue.

"Hi! There Audience"

Following the initial broadcast of the new WOR series, "Hi! There Audience" two Sundays ago, this department criticized the comedy portions of the program. After the review appeared a telegram from the station urged us to tune in again the following week, promising an improvement.

We're happy to report that WOR's productions department has kept its word. The humor this past Sunday was a vast improvement over that offered the preceding week, while the musical and vocal portions of the program maintained the same high level which was achieved on the opening broadcast.

Ray Perkins deserves credit for coming back so happily after his distressingly dreary start, and for backing up the opinion of this department when we labeled his initial effort as simply being one of "those things," stating that he would unquestionably deliver in the broadcasts which are to come.

Incidentally, next week's "Hi! There Audience" should be even more of an improvement than last Sunday's, for Peter Dixon, one of the better production and script experts, has been assigned to help Perkins build the program.

BANNER

Opposition to Plan for RKO Meets Attack

(*Continued from page 1*)

Corp. was not a "bonafide purchaser" of RKO securities and that RCA had agreed to reimburse Atlas if the proposed plan falls through. Rickaby heatedly denied this allegation and also denied Cohen's statement that RCA had financed a stockholders' committee which had accepted the plan. A request that the plan be amended to provide for issuance of new Class A stock was made by Harry J. Allen and William Saltiel, associate attorneys for John Stover, who represents Ernest W. Stirn, a holder of 1,234 Class A shares. The plea was based on alleged illegal conversion of Class A stock to common in 1931. Allen stated that the outstanding common is "junior" to the old Class A and that Class A holders were deprived of "preferential rights" when RCA allegedly exchanged 500,000 shares of Class B for common.

Rickaby Charges Delay

The exchange was denied by Rickaby, who contended that RCA received this stock for underwriting the 1931 issue of securities. He also charged that Stirn had delayed too long in bringing suit and that thousands of shares of common stock had been traded on the stock exchange with knowledge of Stirn's claim.

Rickaby defended the Rockefeller Center settlement of its $9,000,000 claim for 500,000 shares of new RKO common. He pointed out that all creditors accepted the settlement and that rejection of the settlement might require a new plan to be written. Rickaby stated that few New York first run houses earned large profits but that the Music Hall's value to RKO was "a national advertisement." The plan was characterized as fair, equitable and feasible. Its feasibility is best shown by the earnings of the past two years and the reduction of the debt of subsidiaries by $4,000,000 to $5,000,000 according to Rickaby. He stated that he regarded rejection of the plan and continuation of the trusteeship as "inconceivable."

To Ask Assets Appraisal

Cohen revealed that he would ask Federal Judge William Bondy to order a physical appraisal of RKO assets in order to determine the true value of the common stock. He charged that Judge Bondy's previous order opposing the appraisal was made without notice to him. Fairness of the plan cannot be determined by the mere analysis of legal rights, according to Cohen. He said that the Rockefeller settlement was made because the Music Hall was believed to be on a profitable basis, but that figures subsequently revealed indicated that it would never be a profitable venture from the operating standpoint. Its value as an outlet for RKO Radio pictures was opposed by the fact that control of the management policy of the Music Hall was given to Rockefeller interests.

Briefs will be submitted by attorneys on July 15, with July 26 set for reply briefs. On Aug. 5 a hearing will be held if Special Master Alger requires further testimony.

Carriers Ask Retention of Pay Systems

(*Continued from page 1*)

further service, and the method of presenting and collecting bills is based upon the bookkeeping practices of the theatre industry.

"So far as the credit problem is concerned," he said, "the film carrier does not have the problem of the general hauler. We have found that the practice of collection is not a problem; the accounts are all good."

Before the present 15-day rule was put into effect, he disclosed, some accounts were carried on a six months' or yearly basis. It would be impossible, he said, to operate on anything less than the present 15 days.

Methods of bookkeeping followed in the industry were outlined by Levy, who explained that the average independent exhibitors pays his bills on some particular day of the week following receipt, while in the case of the circuits they must go to a central office for approval by an auditor.

Accordingly, he pointed out, a change in the regulations would necessitate changes in bookkeeping methods which have proven satisfactory to both carriers and exhibitors over a period of years and would prevent the carriers from rendering service on a weekly basis.

Representatives of the motor carriers also opposed the proposed regulation, and suggested that it be amended to give the carriers seven days, exclusive of Sundays and holidays, in which to pay them. Anything less than a 15-day period, it was contended, would necessitate the rendition of bills at too frequent intervals.

M-G-M Building July 1

HOLLYWOOD, June 28.—Construction of five new sound stages on the M-G-M back lot will begin July 1.

Wall Street

Board Off; Para. 8 Points

	High	Low	Close	Net Change
Columbia	29	29	29	—1
Consolidated, pfd.	11	10½	10½	— ¼
Eastman	172¼	172	172	— ¼
Gen. T. Equip.	20⅜	20¼	20⅜	— ⅜
Loew's, Inc.	73⅞	73⅞	73⅞	—2½
Loew's, pfd.	105½	105½	105½	+ ¼
Paramount	18	17¼	17½	— ¼
Paramount 1 pfd.	122	122	122	—8
Paramount 2 pfd.	16½	16⅛	16⅛	— ⅛
Pathe Film	6½	6¼	6½	.....
RKO	7⅝	7½	7½	.....
20th Century-Fox.	32¾	31	31¾	—1¼
20th Century, pfd.	40	39	39	—3
Warner Bros.	12⅜	11¾	12	— ¼

Technicolor Heaviest Curb Drop

	High	Low	Close	Net Change
Grand National	2	2	2	.....
Sentry Safety	½	½	½	— ⅛
Sonotone	1½	1½	1½	.....
Technicolor	28¾	26¾	27	—1¼
Trans-Lux	4⅛	4	4	— ⅛

Bonds Decline

	High	Low	Close	Net Change
Paramount Pict. 6s '55	100⅛	99¾	99¾	— ⅝
Paramount	88½	88	88¼	— ¼
RKO 6s '41 pp.	107½	107	107	.....
Warner Bros. 6s '39 wd	94⅝	94¼	94⅝	— ⅜

(Quotations at close of June 28)

Film Stars on Air Hit by Kuykendall

(*Continued from page 1*)

today. "Some of the songs are so old by the time they reach the screen that listeners figure they must be Spanish-American War songs, and some of the pictures seem so familiar that people feel like they have seen them before and want their money back," said Kuykendall.

Kuykendall admitted, however, that radio previews help in a limited way to build patronage for exhibitors but he thought it ridiculous that stars should go on the air 52 times a year, especially when they limit the number of pictures they make per year. Broadcasting should be used, if at all, with discretion, he contended.

The "score charge" is on its way out, Kuykendall said, in his address on "As Theatre Owners, Where Are We Headed?"

Government regulation was decried by him as well as by Col. T. E. Orr of Albertville, Ala., another speaker. Kuykendall's address was a highlight of Monday's session which was followed by the opening of a golf tournament. A closed session for exhibitors will be held Tuesday with President Moore in the chair. Election of officers will follow.

Warners to Use Its Players in England

(*Continued from page 1*)

after making a picture for Warners in England, Wallis pointed out, and other stars like George Brent, Joan Blondell and Margaret Lindsey will go over, providing Asher has the proper stories for them. Wallis and Asher discussed a number of possibilities, but nothing has been set.

The exact number of films to be made in England is indefinite, the Warner studio executive said, because of new quota regulations being discussed.

Wallis will leave today for Hollywood with Harry M. Warner, Henry Blanke, and Jack Saper, the latter two identified with the Warner studio production department.

Equity Asks Action On WPA Dismissals

More than 600 members of Actors' Equity and Chorus Equity recommended at a joint meeting held at the Astor yesterday that the council of their organizations take any necessary action, including strike action, to prevent the dismissal of any member from Federal Theatre projects.

The action of the Equity groups is in line with that taken earlier by other A. F. of L. theatrical unions. The councils and executive committees of the unions, 11 of them in all, will map a united campaign beginning with initial meetings today to prevent the discharge of their members as a result of curtailed W.P.A. appropriations. The unions ask that the layoffs be confined to non-union and nonprofessional ranks within the Federal Theatre projects.

Form Coronet Pictures

HOLLYWOOD, June 28.—Associated in Coronet Pictures, a new organization here, are Leonard Goldstein, vice-president in charge of production; Lou Golder and Howard Lang, the latter two, agents who arranged the deal.

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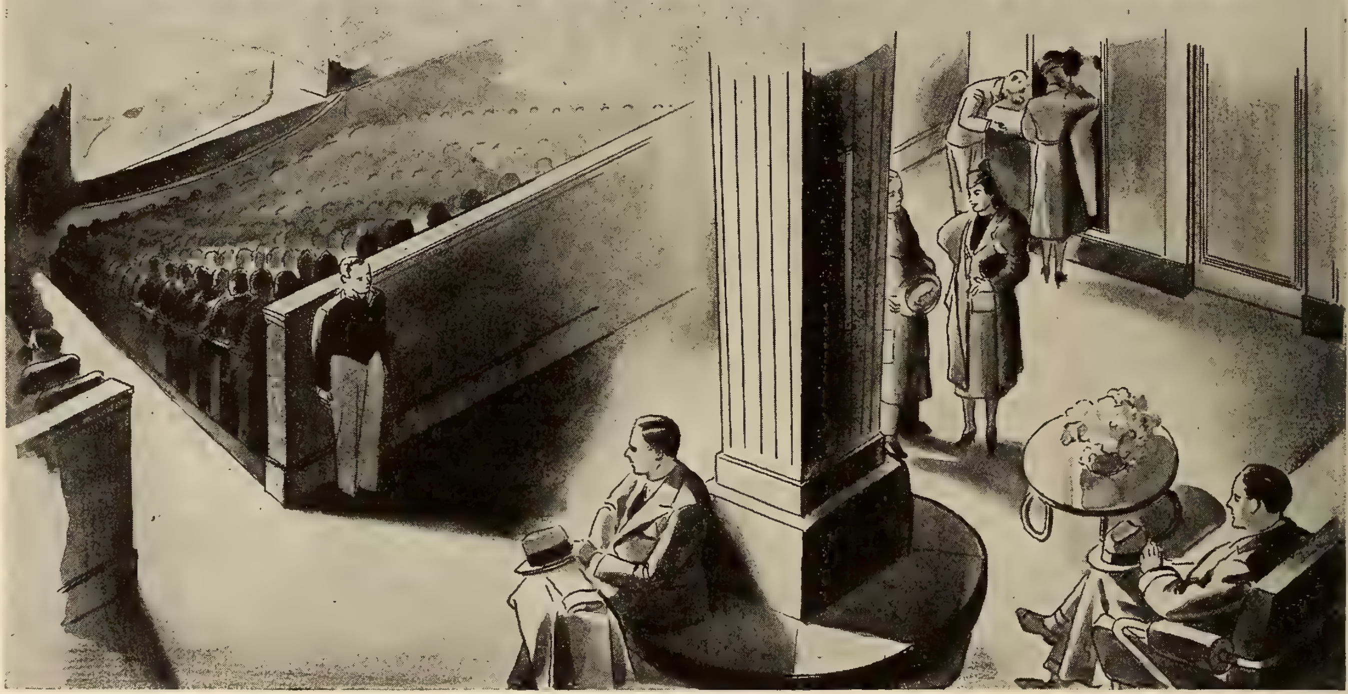

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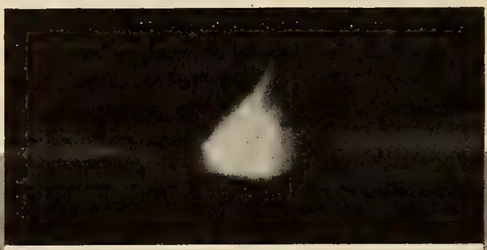

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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 41. NO. 152 NEW YORK, WEDNESDAY, JUNE 30, 1937 TEN CENTS

Columbia to Have 62 for Next Season

22 Westerns Included; 126 Shorts Planned

Los Angeles, June 29.—Columbia will release a total of 62 features during the 1937-'38 season, of which 40 will be regular features and 22 westerns, as well as four serials and 126 short subjects, Abe Montague, general sales manager, informed the company's annual sales convention at the Ambassador Hotel here today.

At least 15 will be specials, each to be produced with an elastic budget and unlimited production time. The 22 westerns will include three series, six starring Buck Jones, eight featuring Charles Starrett and eight "All-Story All-Star" westerns. The shorts lineup will comprise 10 series of single reel subjects and two series of two-reel comedies.

"Lost Horizon," the Frank Capra roadshow film, will be generally released on Sept. 1, and will be in addition to the 1937-'38 program. It was indicated in the announcement that all

(*Continued on page* 4)

Columbia in 2-Year Film Deal with FWC

Los Angeles, June 29.—Columbia has closed a deal with Fox West Coast for two years, Abe Montague, general sales manager, told the delegates to the annual sales convention at the Ambassador Hotel here today. Montague pointed to the deal as a departure in Columbia's sales policy. Columbia's product deals up to this time have been for one year only.

Denver Pooling Deal With RKO Gets Chill

Denver, June 29.—Although there has been some talk that RKO will pool the Orpheum with Fox Intermountain in the downtown section, latest indications are that nothing will come of a deal of this kind.

Nate J. Blumberg, operating head for the RKO circuit, was to have stopped over on his way from the coast to New York, but decided not to, implying that the circuit is not interested in a joint operating pact here. Blumberg, who is now in New York, is not planning a visit here, it is understood.

Leslie E. Thompson is due from Hollywood today. He attended the RKO convention and stayed over several days on business.

Use British Trade Opinions In Formulating Quota Plan

By BRUCE ALLAN

London, June 29.—The Board of Trade now has the written or verbal comments of all trade bodies on the draft of a quota plan. Both the Kinematograph Renters' Society and the Film Group of the Federation of British Industries support a cost clause.

While there has been no official statement, it is known that the former practically reaffirms its original proposals to the Moyne Committee for liberty of Americans to make a few big pictures. It wants a 10 per cent quota and revision of the double quota proposal to an arithmetical basis, instead of treble cost for double exemption and no £45,000 limit.

The F.B.I. generally favors the Government draft and probably reaffirms its optional reciprocity proposal, which the K.R.S. does not oppose.

The Cinematograph Exhibitors' Ass'n adheres to its quality test plan to limit imports and exhibitors' footage requirements. It insists the quota is too high and a three to two ratio for the total British output to theatres should be maintained, based on pro-

(*Continued on page* 2)

Para. to Seek Time In Zukor Pact Action

Paramount, through its attorneys, Simpson, Thacher & Bartlett, will ask additional time in N. Y. Supreme Court next week in which to file answers to the action brought by A. Ella Heyan, a stockholder, to enjoin the company from putting Adolph Zukor's new employment contract into effect. The contract was approved by

(*Continued on page* 10)

Building Active in West Indies—Gould

Considerable theatre building is under way in the West Indies with United Theatres circuit leading the move, David Gould, M-G-M manager in Puerto Rico, said yesterday. He is here for medical treatment and plans to remain about a month.

United has just completed a new 1,100-seat house at Caguos, and has under construction a 1,000-seat house at Guayama, which is nearly finished. In addition to these, the circuit is contemplating a number of other theatres to add to the 18 which are now being operated.

The Marti interests have just built four new units in the city limits of San Juan with others planned. The United group represents the largest theatre circuit in the West Indies.

Another One

Many of the Loew theatres are decorated with cutouts of heads of Groucho, Harpo and Chico for runs of "A Day at the Races." They're all over the lobbies.

That's only three," remarked one manager.

"Is there another?," someone asked him.

"Sure. Screeno."

Wood Asks Strike Against Paramount

Washington, June 29.—Branding Paramount guilty of "unfair, indecent and unethical business practices" in allegedly removing from the 1936-'37 program six features said to have been promised, and placing them on the 1937-'38 program, P. J. Wood, secretary of the I. T. O. of Ohio, today called for a strike against Paramount by exhibitors to begin in August and to continue, if satisfaction is not obtained, through the 1938 season. Also discussed was the feasibility of lawsuits in areas where victory seems assured.

Wood's address was the highlight

(*Continued on page* 10)

Admission Raises Opposed by Kincey

Prospects of increasing admissions in the southeastern territory are virtually non-existent, H. F. Kincey, co-operator with R. B. Wilby of one of the largest circuits in the south, stated yesterday.

Kincey, who arrived in New York Monday for conferences with Y. Frank Freeman, Paramount theatre head, said that in his opinion grosses in the southeast would not benefit

(*Continued on page* 10)

Artists Apologize; Studio Row Closed

Hollywood, June 29.—The last obstacle to the settlement of the strike instituted by the painters' and scenic artists' locals of the Painters' Brotherhood was removed shortly after midnight last night when the scenic artists local issued a statement apologizing to the I.A.T.S.E. for attacks

(*Continued on page* 2)

Film Boards Close Today In Many Keys

New York, Philadelphia To Be Continued

National headquarters of the Film Boards of Trade here and local Film Board offices in at least 25 exchange centers are being closed today by decision of distribution companies earlier this month. The shutdown marks the end of the Film Boards of Trade as a national organization after 22 years of service to the distribution end of the industry.

The number of key cities in which Film Board representatives will be maintained still is undetermined. It is certain only that secretaries will continue in New York and Chicago, but several other centers still are in the running. Among these are Boston, Los Angeles, Seattle, Detroit and Kansas City. It is apparent, however, that of the 31 cities which have maintained the Film Board secretaries up to this time, fewer than a half dozen will continue to do so.

Individual distribution companies and their branch offices will determine within the next week the exact number of board representatives who will remain. The decisions will rest largely upon the reports and recommendations of branch managers to their home offices on the need of Film

(*Continued on page* 10)

Pennsylvania Reply Defends Chain Levy

Harrisburg, Pa., June 29.—In the fight to test the constitutionality of the recently enacted Pennsylvania law which imposes a sliding scale of taxes on chain theatres and chain stores doing business in the state, Attorney General Charles J. Margiotti's answer to the separate proceedings opposing the tax started in the Dauphin County Court by the Ameri-

(*Continued on page* 2)

Anti-Trust Suit in Texas Set Sept. 20

Dallas, June 29.—Trial of a case filed under provision of the Sherman anti-trust laws against Karl Hoblitzelle, the Interstate circuit and a number of distributors has been set for Sept. 20 by Federal Judge W. H. Atwell.

Assistant U. S. District Attorney

(*Continued on page* 10)

Radio News—Page 9

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

Vol. 41 June 30, 1937 No. 152

Martin Quigley
Editor-in-Chief and Publisher
MAURICE KANN, *Editor*
J. M. JERAULD, *Managing Editor*
JAMES A. CRON, *Advertising Manager*

Published daily except Sunday and holidays by Quigley Publishing Company, Inc., Martin Quigley, president, Colvin Brown, vice-president and treasurer.

Publication Office: 1270 Sixth Avenue at Rockefeller Center, New York. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted 1937 by Quigley Publishing Company, Inc. Address all correspondence to the New York office. Other Quigley publications: MOTION PICTURE HERALD, BETTER THEATRES, TEATRO AL DIA, INTERNATIONAL MOTION PICTURE ALMANAC and FAME.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year $6 in the Americas, and foreign $12. Single copies: 10 cents.

Gluckman a Winner In Golf Tournament

Henry Gluckman, New York and Philadelphia franchise holder for Republic, yesterday was awarded the prize contributed by Quigley Publications at the second annual golf tournament conducted by the Monday Knighters at the Elmsford Country Club, White Plains.

Harry Schiffman won a set of golf clubs and bag, Henry Brown a traveling bag and Leo Justin a rug. Each entrant was the recipient of at least two gifts presented by various film and equipment companies.

Roadshowing of Two Planned by Goldwyn

Hollywood, June 29.—"Dead End" and "Hurricane" will be roadshown by Samuel Goldwyn, with the former film slated to follow the release of "Stella Dallas." George J. Schaefer left for New York tonight by plane to complete arrangements.

It is believed here that the roadshowing of the films may meet with exhibitor opposition in view of the fact that "Dead End" had been listed on the regular contract.

British Trade Aids In Quota Planning

(*Continued from page* 1)

gram demands and in competitive areas.

It also recommends official arbitration and wants any double or greater quota concessions to distributors to be extended to exhibitors on the same films and provision of maintenance of British control of British theatres.

Independent producers and distributors say a cost clause would cause heavy unemployment by eliminating small companies and create a monopoly. They ask for its withdrawal or modification. And they insist that the shorts quota should be 20 per cent.

Pennsylvania Reply Defends Chain Levy

(*Continued from page* 1)

can Stores Co., the Great Atlantic & Pacific Tea Co., and the Woolworth Co. today was made public. The taxes range in amounts from $1 to $500 per theatre or store, according to the number of units in the chain under one management.

The Attorney General's answer denies the allegations of the chain stores. To the chief objections of the chains that the law is discriminatory because it exempts newsstands and is confiscatory because it imposes an excessive burden on the large chain stores, he replied that it was entirely within the power of the Legislature to exclude the newsstands and impose the graduated tax.

The newsstands, the Attorney General replied, are naturally and reasonably different from the large chains.

Admitting certain basic facts on the operation and organization of the stores, Margiotti insists that the companies must prove the number of stores they operate within the state and that it will be necessary to close some of these stores because of the imposition of the tax. He disagrees with the allegation of the companies that the system consists of single stores, charging that the method employed by the chain stores permits economy in operation and management not attainable by single stores or in small groups of stores.

Flash Preview

"The Life of Emile Zola"—An outstanding picture — probably Paul Muni's best. The story of Zola, champion of justice and friend of the poor; the background of the famous Dreyfus case, performances, direction and production all combine to build a surefire box-office hit.

This film will be reviewed in full in Motion Picture Daily *tomorrow.*

Rites for J. J. Moran

Funeral services will be held this morning for John J. Moran, father of Mae Moran, G. B. assistant cashier. Moran died suddenly on Sunday. He is survived by his widow and three children, John, Jr., Mae and Thomas.

Dead Infant in Theatre

New Orleans, June 28.—The body of a baby girl about three days old was found smothered to death in a shirt box beneath a seat in the Lyceum here this morning.

Artists Apologize; Studio Row Closed

(*Continued from page* 1)

made upon it by the defunct F.M.P.C. and announcing the withdrawal of Charles Lessing, F.M.P.C. leader, from sole nomination as president of the local.

Lessing's nomination and apparently assured election were held by Pat Casey, producers' representative; George Browne, I.A.T.S.E. president, and William Bioff, his aide, as a breach of the verbal agreement reached when the strike ended and the men returned to work.

Today's statement said that Lessing would return to his New York home. At a meeting July 6 the scenic artists' local will nominate from the floor for the presidency. The decision on Lessing's retirement from the local labor scene followed a conference participated in by Charles Elrod, business agent, and Pridgeon Smith —both of the scenic artists' local— with Bioff and Casey.

The painters' local at a meeting last night refused the producer offer of a 10 per cent raise, holding out for a $1 per day increase. They also agree to submit to arbitration. Officers elected were: Jack Holen, president; Harry Bogart, vice-president; William Ball, secretary, and Herbert Sorrel, business representative.

New K. C. Demands Presented

Kansas City, June 29.—Counter demands have been presented to exchange managers by the new I.A.T.S.E. exchange employes' union which is refusing to accept the agreement reached in New York. The demands have been sent to New York exchange managers.

The scale sought is: Head shippers, $37.50; assistants, $30; others, $25; head inspectresses, $26; inspectresses, $23; poster clerks, $30; others, $25. The scales agreed upon in New York were: Head shippers, $35; assistants, $28; others, $20; head inspectresses, $23.50; inspectresses, $18; head poster clerks, $28; assistants, $23; others, $20.

Halt WPA Strike Action

Strike action by 11 A. F. of L. theatrical unions in protest against the proposed 30 per cent reduction on July 15 of personnel employed on Federal Theatre projects was deferred yesterday by heads of the unions at a joint meeting at Actors Equity Ass'n headquarters.

The meeting voted to petition an immediate hearing in Washington with either Harry Hopkins, W.P.A. administrator, or Aubrey Williams, his assistant, at which Hallie Flanagan and William Farnsworth, directors of the Federal Theatre Project, would be asked to be present. The unions agred to take no action pending the outcome of the meeting.

Resume Picketing in K. C.

Kansas City, June 29.—Picketing has been resumed by rival operators' unions here as a result of the failure of a weekend conference.

Steve Trilling Promoted

Steve Trilling, local talent head for Warners, has been promoted to direct the company's casting department at the coast studios. He succeeds Max Arnow, resigned. Trilling left last night to assume his new duties.

◀ *Purely Personal* ▶

Claire E. Hilgers, managing director of RKO in France, who attended the coast convention, will sail today on the *Hamburg* for Havre. His wife and children will follow on the *De Grasse* Aug. 6.

●

J. Burgi Contner of Producers' Service Studios, who photographed the Braddock-Louis fight in Chicago, flew back to New York after stops in Detroit and Cleveland on business.

●

Rene Huisman, president of Best Film Co., leaves tomorrow for a week's vacation of hunting and fishing in Canada. Shortly after his return he will leave for Europe.

●

Sam Burger and I. Frey of Loew's will sail today on the *Normandie.* David Bernstein, vice-president and treasurer of the same company, also will be a passenger.

●

Ed Finney will supervise camera shots in Washington for scenes in "Tex and the Boy Scouts" for Grand National.

●

William C. Gehring, central division sales manager for 20th Century-Fox, returned yesterday from Chicago.

●

William F. Rodgers, general sales manager of M-G-M, left Salt Lake City for San Francisco yesterday.

●

Frank Albertson flew to the coast yesterday via American Airlines for a role in a U. A. picture.

●

Sam Eckman is planning to return to England on the *Ile de France* on July 7.

●

Douglas Shearer has returned to the M-G-M studios after a short visit here.

●

Tom Connors is due back from a tour of M-G-M exchanges.

●

Edmund Lowe will leave for the coast in a few days.

●

Y. Frank Freeman leaves Thursday for Dallas.

The All-Year Route to CALIFORNIA

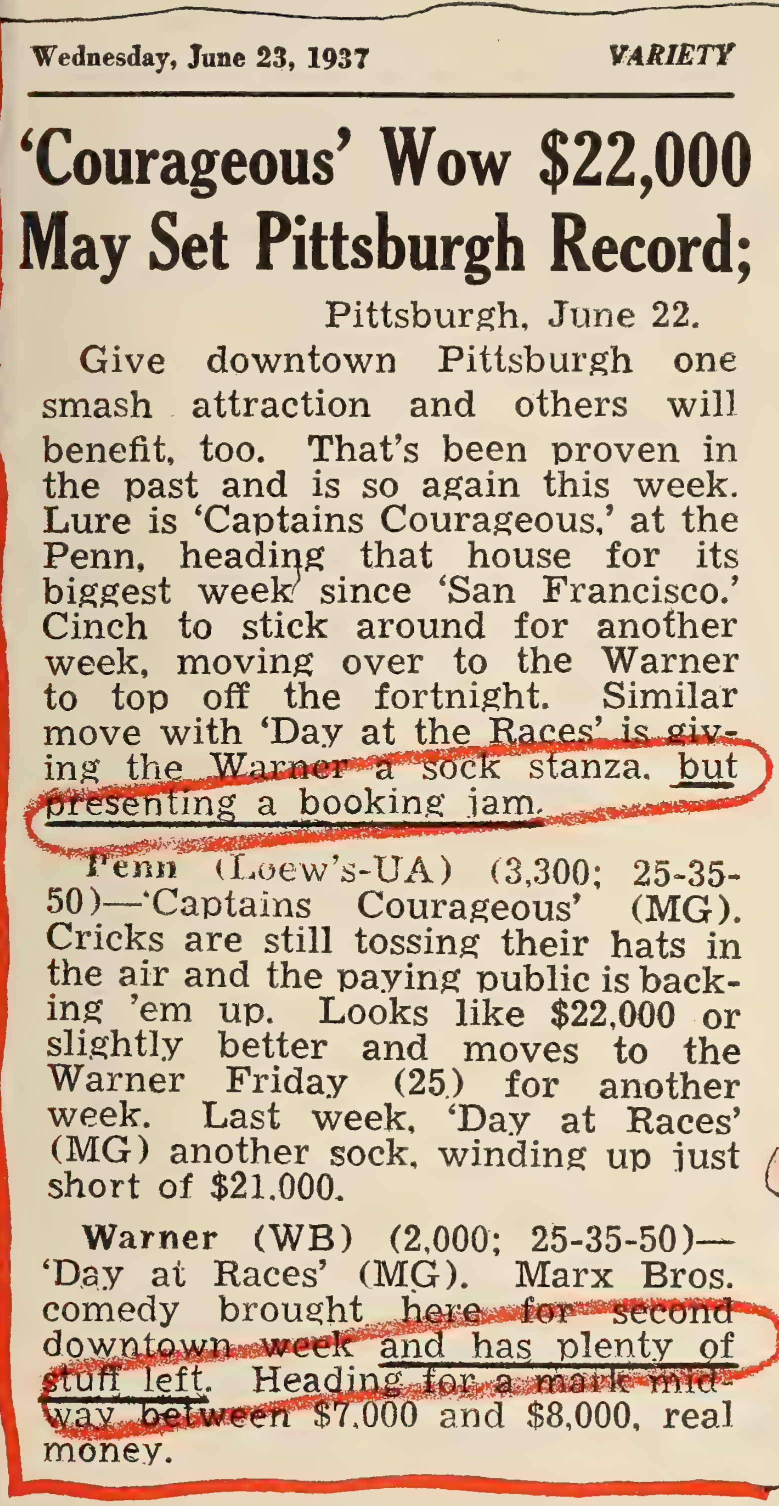
Just a cool over-night journey on the lower-ground-level, ALL-YEAR Transcontinental Route. Two Overnight Schedules in 14-berth Flagship Skysleepers:

THE MERCURY
3 stops only
Leaves New York 5:10 pm.
Standard time
Arrives Los Angeles 7:30 am.

THE SOUTHERNER
5 stops only
Leaves New York 8:40 pm.
Standard time
Arrives Los Angeles 11:41 am.

Call your travel agent or Phone VAnderbilt 3-2580
Ticket Office—45 Vanderbilt Ave.

AMERICAN
AIRLINES INC.



Wednesday, June 23, 1937 *VARIETY*

'Courageous' Wow $22,000 May Set Pittsburgh Record;

Pittsburgh, June 22.

Give downtown Pittsburgh one smash attraction and others will benefit, too. That's been proven in the past and is so again this week. Lure is 'Captains Courageous,' at the Penn, heading that house for its biggest week since 'San Francisco.' Cinch to stick around for another week, moving over to the Warner to top off the fortnight. Similar move with 'Day at the Races' is giving the Warner a sock stanza, but presenting a booking jam.

Penn (Loew's-UA) (3,300; 25-35-50)—'Captains Courageous' (MG). Cricks are still tossing their hats in the air and the paying public is backing 'em up. Looks like $22,000 or slightly better and moves to the Warner Friday (25) for another week. Last week, 'Day at Races' (MG) another sock, winding up just short of $21,000.

Warner (WB) (2,000; 25-35-50)—'Day at Races' (MG). Marx Bros. comedy brought here for second downtown week and has plenty of stuff left. Heading for a mark midway between $7,000 and $8,000, real money.

JAM!

From VARIETY

"Variety reports that 'Day at the Races', after two weeks had plenty of stuff left! Be sure to take plenty of my EXTRA TIME box-office tonic to avoid booking jams and loss of revenue."

EXTRA TIME
Good for M-G-M's SUMMER HIT LINE-UP!

Ask Doc Leo!

HOT WEATHER? WHO CARES!

MARX BROS.
"DAY AT THE RACES"
★
"CAPTAINS COURAGEOUS"
★
CLARK GABLE • MYRNA LOY
"PARNELL"
★
ROBERT TAYLOR • ELEANOR POWELL
and a Screenful of Stars in
"BROADWAY MELODY OF 1938"
★
WILLIAM POWELL • LUISE RAINER
"THE EMPEROR'S CANDLESTICKS"
★
"BETWEEN TWO WOMEN"
Franchot Tone • Virginia Bruce • Maureen O'Sullivan
★
"THE GOOD EARTH" at Popular Prices
★
JEANETTE MacDONALD
"THE FIREFLY"
Allan Jones • Warren William

And other Big Ones!

Columbia to Have 62 for Next Season

(Continued from page 1)

Capra productions will be released as specials beyond the regular program, although there was no indication as to what he will produce. Capra was announced as under exclusive contract to Columbia for three more pictures. Cohn stated that they would be sold under separate contracts.

Montague informed the delegates that Columbia may follow the lead of several other majors and put exchange accessories on a rental basis in opposition to the poster agencies. Final decision will be made at the October regionals.

Among the leading players who will appear for Columbia for the first time next season are Joe E. Brown, Madeleine Carroll, Gloria Swanson, Francis Lederer, Don Ameche, Frances Drake, Luli Deste, Dolly Haas and Wyn Cahoon.

Twenty Titles Definite

The outline of new product included only 20 titles already set. Among the most important properties were "The Awful Truth," co-starring Irene Dunne and Cary Grant; "You Can't Take It With You," the George Kaufman-Moss Hart Pulitzer prize play; "I'll Take Romance," starring Grace Moore; "Paris on Broadway," planned as an elaborate musical to be produced by Oscar Hammerstein; "It's All Yours," featuring a new team, Madeleine Carroll and Francis Lederer.

"Nobel," a film based on the life of the donor of the Nobel Prize, to be produced by Robert Riskin, and "Miss Quis," from the Broadway play by Ward Morehouse and Peggy Wood are other outstanding productions planned on the new lineup.

Joe E. Brown will appear in two comedies to be produced by David L. Loew; another will be produced by Frances Marion from a story by Courtney Riley Cooper and Frank R. Adams; Gloria Swanson will star in "The Second Mrs. Draper," also to be produced by Frances Marion, and Edward G. Robinson will star in one film. Jack Holt will appear in four action features. Donald Grayson will appear as a singing cowboy in the Charles Starrett westerns.

The four serials will include: "Jungle Menace," starring Frank Buck and Sasha Siemel, written by Ferrin Fraser and directed by George W. Melford; "The Adventures of the Mysterious Pilot," starring Frank Hawks, written by Robert Newman; "The Secret of Treasure Island," from the *Argosy* Magazine serial by L. Ron Hubbard, and "The Great Adventures of Wild Bill Hickok."

The two-reel subjects, totaling 26, will include eight comedies featuring the Three Stooges, and 18 all star comedies, with the casts headed by Andy Clyde, Charlie Chase and Walter Catlett.

Juvenile Programs Set

In addition the company will continue the "Happy Hour Entertainments," juvenile programs, which will include 16 new units.

The properties thus far set, from which the 1937-'38 program will be developed, and the assignments of player, director and producer as disclosed, follow:

"The Awful Truth," co-starring Irene Dunne and Cary Grant, from the stage play by Arthur Richman, directed by Leo McCarey, screenplay by Vina Delmar and Dwight Taylor.

"You Can't Take It With You," Pulitzer prize play by George Kaufman and Moss Hart.

One Edward G. Robinson production, as yet untitled.

Two Joe E. Brown comedies, as yet untitled, to be produced by David L. Loew.

One Frances Marion production, as yet untitled, story by Courtney Riley Cooper and Frank R. Adams.

"I'll Take Romance," starring Grace Moore and featuring Melvyn Douglas, musical romance adapted by Jane Murfin and George Oppenheimer, directed by Edward H. Griffith, produced by Everett Riskin.

"Paris on Broadway," elaborate musical written and to be produced by Oscar Hammerstein.

"Penitentiary," expose of prison life, written by Courtney Riley Cooper.

"It's All Yours," starring Madeleine Carroll and Francis Lederer, as a new romantic team, story by Adelaide Heilbron, directed by Elliott Nugent, screenplay by Mary McCall, Jr., featuring Grace Bradley, Mischa Auer, J. C. Nugent and Connie Boswell, produced by William Perlberg.

"Grand' Gesture" (tentative title), musical comedy from the story by Alex

(Continued on page 10)

What They're Down For

Los Angeles, June 29.— Player, director and producer assignments, thus far set in the schedule of features for the 1937-'38 Columbia program, are as follows:

Mischa Auer—Featured in "It's All Yours."
Charles Arnt—In "It Happened in Hollywood."
Herbert Ashley—"Life Begins with Love."
Joe E. Brown—Starred in two unnamed productions.
William Blakewell—Featured in "Jungle Menace."
Frank Buck—Co-starred in "Jungle Menace" with Sasha Siemel.
Billy Burrud—Featured in "It Happened in Hollywood."
Connie Boswell—In "It's All Yours."
Grace Bradley—Featured in "It's All Yours."
Granville Bates—Featured in "It Happened in Hollywood."
Ronald Colman—Starred in "Lost Horizon."
Wyn Cahoon—Featured in "The Awful Truth."
Madeleine Carroll—Featured with Francis Lederer in "It's All Yours."
Richard Dix—Starred in "It Happened in Hollywood."
Reginald Denny—Featured in "Jungle Menace."
Melvyn Douglas—Featured in "I'll Take Romance."
Irene Dunne—Co-starred in "The Awful Truth," with Cary Grant.
James Donlan—Featured in "It Happened in Hollywood."
Edith Fellows—Featured in "Life Begins with Love."
Cary Grant—Co-starred with Irene Dunne in "The Awful Truth."
Donald Grayson—Featured in Charles Starrett's western series.
Lumsden Hare—"Life Begins with Love."
Jack Holt—Starred in four action pictures.
Edward Everett Horton—Featured in "Lost Horizon."
Charlotte Henry—Featured in "Jungle Menace."
John Howard—Featured in "Lost Horizon."
Capt. Frank Hawks—Starred in "The Adventures of the Mysterious Pilot."
Sam Jaffe—Featured in "Lost Horizon."
Isabell Jewell—Featured in "Lost Horizon."
Buck Jones—Starred in a series of six westerns.
Victor Kilian—Featured in "It Happened in Hollywood."
Francis Lederer—Co-starred with Madeleine Carroll in "It's All Yours."
Leona Maricle—"Life Begins with Love."
Margo—Featured in "Lost Horizon."
Thomas Mitchell—Featured in "Lost Horizon" and "Life Begins with Love."
Douglass Montgomery—Featured with Jean Parker in "Life Begins with Love."
Grace Moore—Starred in "I'll Take Romance."
J. C. Nugent—Featured in "It's All Yours."
Franklyn Pangborn—Featured in "It Happened in Hollywood."
Jean Parker—Featured with Douglass Montgomery in "Life Begins with Love."
Edward G. Robinson—Starred in an untitled production.
Esther Ralston—Featured in "Jungle Menace."
Gloria Swanson—Starred in "The Second Mrs. Draper."
Charles Starrett—Starred in a series of eight westerns.
Sasha Siemel—Co-starred with Frank Buck in "Jungle Menace."
John St. Polis—Featured in "Jungle Menace."
Fay Wray—Featured in "It Happened in Hollywood."
H. B. Warner—Featured in "Lost Horizon.
Jane Wyatt—Featured in "Lost Horizon."
Robert Warwick—Featured in "Jungle Menace."

Directors

Frank Capra—"Lost Horizon."
Edward H. Griffith—"I'll Take Romance."
Marion Gering—"I Married An Artist."
Harry Lachman—"It Happened in Hollywood."
Leo McCarey—"The Awful Truth."
Ray McCarey—"Life Begins with Love."
George W. Melford—"Jungle Menace."
Elliott Nugent—"It's All Yours."

Producers

Sidney Buchman—"For Tonight Only," "Absent Without Leave" and "I Married an Artist."
Frank Capra—"Lost Horizon."
Myles Connolly—"Life Begins with Love," "Streamlined" and "Cape of Good Hope."
David L. Loew—Two Joe E. Brown productions.
Frances Marion—"The Second Mrs. Draper" and another so far untitled.
William Perlberg—"It's All Yours."
Everett Riskin—"I'll Take Romance," "Nobel."

Columbia Men Alight at Pasadena

Conventionites greeted at Sante Fe station by President Harry Cohn. Among those in the group, left to right, are: Irving Briskin, Al Seligman, Louis Rosenfeld, Tom O'Toole, Jack Cohn, Joseph H. Seidelman, Joe Friedman, William Perlberg, A. Montague, Maurice Grad, Louis Astor, Sam Galanty, Harry Weiner. At the extreme right: Sam Moscow and David Loew.

DIETRICH
+
DONAT
=
DOUGH

NO WONDER

OF CH

IT'LL BE EASY TO TURN THIS SYMBOL

From the book by
JAMES HILTON, author of
"LOST HORIZON" and
"GOODBYE, MR. CHIPS"
Directed by
JACQUES FEYDER

KNIGHT WIT

"ANOTHER FEATHER IN THE CAP OF ALEXANDER KORDA!

Will make good with all classes of audiences who have been drawn into the picture houses by the two marquee names!"—*Variety*

●

"TRIUMPH OF ALEXANDER KORDA'S . . . Possessed of every hallmark of greatness with its powerful and hauntingly moving story . . . Performances by the players plus exquisite mounting makes the production unforgettable . . . The picture qualifies as an unquestioned landmark"! —*Hollywood Reporter*

●

"ALEXANDER KORDA HAS PUT ALL THE RESOURCES BEHIND THIS PICTURE, which starts with the advantage of offering Marlene Dietrich and Robert Donat in a James Hilton story . . . It is essentially an actional romance with considerable originality of setting, very good acting by leads and supports alike, excellent suspense value and an unusual climax"!

—*Motion Picture Daily*

C RY INTO YOUR BADGE OF EXPERT SHOWMANSHIP!

Marlene **DIETRICH**

Robert **DONAT**

in

HOUT ARMOR

WORLD PREMIERE RADIO CITY MUSIC HALL JULY 8th

Released thru UNITED ARTISTS

NOW ON THE PRESS

MOTION PICTURE ALMANAC

1937-38 EDITION

THREE DOLLARS THE COPY

QUIGLEY PUBLICATIONS
ROCKEFELLER CENTER, NEW YORK

◀ Radio Personals ▶

NILES TRAMMELL, NBC vice-president from Chicago, is visiting Radio City headquarters for a few days. . . . Bob Schmidt, Mutual's sales promotion manager, will sail for Europe aboard the *Normandie* today. . . . He will sojourn for a month. . . . Maurice Coleman, general manager of WATL, Atlanta, is visiting in the city. . . . The Vass Family will appear with Ben Bernie at Manhattan Beach during the week of July 3. . . . Jerry Danzig of Mutual's special event staff leaves for the coast July 12 to conduct the "Let's Visit" program from that area. His partner, Dave Driscoll, will alternate in conducting the program from California. . . . Mischa Levitski will appear on Ben Bernie's show July 27. The booking was through the Herman Bernie office. . . . Phil Hennessey, NBC's attorney in Washington, leaves on a vacation Friday.

✚

George Kojac will be Dick's Fishell's guest on WMCA this evening. . . . Duke Ellington's band will appear on the CBS "Swing Session" July 3, at which time the program shifts over to a new time schedule. . . . The National Music League's "Music and You" series fades from the air after tonight's WOR broadcast. . . . Free tickets to Loew theatres are being offered on WHN's "Airfinds" program. . . . There's a movement afoot to bring back to the airwaves one of the early favorites, "Arabesque." . . .

✚

St. Louis Town Pump

ST. LOUIS, June 29.—Jerry Hoekstra, public affairs director of KMOX and his missus, known professionally as Gladys Post, will vacation at their farm in Michigan. . . . Vic Rugh of the KMOX staff has just about recovered from the arrival of a girl baby at his domicile. . . . And the rest of the staff have just about recovered from the cigars he passed out. . . . Mike Zuzenak, who writes arrangements for Ben Feld's, is vacationing in New York. . . . Nancy Peck, secretary to Ken Church, sales manager of KMOX, has left the station to become the bride of Gage Kent. . . . Also, Larry Neville, continuity, and Grace Docksteader of the general office at KMOX will be married at a future date, while Harry Flannery, commentator, has revealed he plans to marry in July. . . . Verna Burke, who has toiled for WJZ for the past several years, is back in town at the Biltmore Country Club.

✚

San Francisco Town Pump

SAN FRANCISCO, June 29. — Karl Barron, formerly of WIP, Philadelphia, has joined the KYA announcing staff . . . Tenor Irving Kennedy has resigned from KPO, after eight years. . . . Decision to drop John Nesbitt's Tuesday commentary, coast-to-coast, effective July 27, has been announced by NBC here. . . .

Six Operas for NBC-Blue

CINCINNATI, June 29.—Six of the 15 operas to be presented at the Cincinnati Zoo will be broadcast over WLW and the NBC-blue network. The first will be July 17, from 9 to 10 P. M., E.S.T.

Announcers' Guild To Take in Others

Expansion of the American Guild of Radio Announcers and Producers to include all skilled crafts engaged in radio has been launched by the guild, according to its president, Roy S. Langham. The campaign will open guild membership rolls to all regularly employed and free lance announcers, assistant directors, directors, producers, continuity and script writers, sound effects technicians, newscasters, engineers, radio actors and singers.

The guild announces, however, that it is not its desire to compete actively for membership with other bona fide labor organizations in radio.

"Our organization is independent of the A. F. of L. and C. I. O.," stated Langham, "but we will cooperate in any justifiable efforts of other labor unions to obtain better working conditions for persons employed in radio. The guild is primarily interested in raising wages, adjusting hours and affording greater security to radio employees. We have no quarrel with anybody except employers who won't admit the depression is over, that living costs have increased and that we have a Wagner Act on our statute books."

The action of the guild in opening its membership rolls, explained Langham, paves the way for radio employees who desire organization, but found no suitable niche for their crafts in other labor organizations. Since the guild was formed, he said, it has been contacted by numerous groups in other skilled crafts desiring to adopt guild standards. After the success attained by the guild in negotiations at WABC and WMCA, he said, the guild felt that it could not exclude them any longer.

Marry with Quaker Rite

CINCINNATI, June 29.—Richard A. Ruppert, of the WKRC traffic department, and Doris E. McCormack, were married here "without benefit of clergy." The couple are Quakers, in which faith there are no ministers. The bridal pair met at the altar. There was a few minutes of silence. They then pledged themselves to each other and signed the marriage contract which was read by the clerk of the meeting to the relatives and friends present. Six persons signed the contract as witnesses.

Legislative procedure absolves Quakers from swearing to the truth of their statements, and, although the marriage is recorded, there was no license.

Mutual Issuing Book

The Mutual network is now completing publication of a new promotional book titled "Along Different Lines," to be issued July 8 to the industry generally. The book will contain 45 pages, and it will be the biggest and most ambitious sales promotion effort ever attempted by the network.

David McCosker Here

David McCosker, of the executive staff of Warner Bros. Broadcasting Corp., is here on a special visit to contact national advertisers in behalf of the Warner station KFWB.

Lederer, Carroll for "Hotel"

Francis Lederer and Madeleine Carroll will be offered in preview scenes from "It's All Yours," on "Hollywood Hotel" July 9, over CBS.

You're Telling Us

NBC will broadcast a description of the Indian nations' powwow ceremonies from Flagstaff, Ariz., July 3. In connection with the broadcast, Gladwell (Tony) Richardson, Flagstaff's official host for the powwow, sounded out Chief-Buffalo-With-Great-Horns about this radio business.

"White Man's crazy!" was the chief's emphatic response.

FCC Gets Petitions For 2 New Stations

WASHINGTON, June 29.—Receipt of applications for two new broadcasting stations was made known today by the F. C. C.

Both applications were for 100-watt daytime stations, the Sam Houston Broadcasting Ass'n., Huntsville, Tex., seeking use of the 1,500 kilocycle channel, and Carl Latenser, Atchison, Kan., asking to operate on 1,420 kilocycles.

"Passing Parade" Renewed

The Duart Sales Co. has renewed John Nesbitt's "Passing Parade of Today" for 52 weeks, effective July 25. The program is heard in two sections—over the NBC-Pacific Red network Sundays from 9 to 9:15 P.M., E.D.S.T., with a repeat for the cast over KOA, Denver; KDYL, Salt Lake City; WMAQ, Chicago; WEAF, New York; and KYW, Philadelphia.

The Tuesday "Passing Parade of Yesterday" has not been renewed, and the present indication is that it will be canceled as soon as its present contract period expires. The Howard E. Williams Co. of San Francisco is the agency.

Fels-Naphtha Adds Stations

The Fels-Naptha Co. has lined up an ambitious network schedule for its current attraction, "Tom, Dick and Harry," now heard only in Chicago and Cincinnati. Beginning July 19, the program will be heard Monday, Wednesday and Friday from 1:15 to 1:30 P.M., over the following stations: WGN, Chicago; WLW, Cincinnati; KSO, Des Moines, KOIL, Omaha; WMT, Cedar Rapids; and the 10 stations of the Don Lee network in California. Young & Rubicam is the agency; the network is Mutual's.

Green Sets WMCA Series

David E. Green, a well known local press agent, will start a series of his own on WMCA Friday. The series will be titled "Success Stories," with Green interviewing now prominent personalities who started in life as poor youngsters. Green's first subject will be Lucius S. Boomer, president of the Waldorf. The series will be heard Fridays from 8:15 to 8:30 P.M.

"Blue Velvet" Back July 6

Mark Warnow's "Blue Velvet" series will return to CBS July 6, and weekly thereafter. The program will feature Warnow's orchestra and Hollace Shaw as permanent vocalist, and guest artists each week. The initial guest will be Del Casino. The time is 10:30 to 11 P.M., E.D.S.T., Tuesdays.

CBS to Handle AAU Meet at Milwaukee

Complete radio coverage of all outstanding events of the National A. A. U. track and field championships at the Marquette University stadium in Milwaukee, will be handled exclusively by NBC in a series of eight broadcasts over the NBC-Red network from July 1 through July 3.

Bill Stern, NBC sports commentator, and Russ Winnie, sports announcer for WTMJ, NBC affiliate at Milwaukee, will describe the feature events of the meet during five broadcasts on July 3.

The series will open July 1, when Stern will interview leading coaches and athletes in the studios of WTMJ, over the NBC-Red network. Stern also will present Conrad Jennings, director of athletics at Marquette and director of the A. A. U meet, and Dan Ferris, secretary and treasurer of the A. A. U.

The following day Stern will give a resume of the afternoon junior events, trials and finals from the Stadium from 6:15 to 6:30 P. M., E.D.S.T., and at 11:30 P. M., E.D.S.T., over the same network he will summarize the evening junior events.

Jones Joins Radio Sales

ST. LOUIS, June 29.—Merle Jones, assistant general manager of KMOX, has been named assistant manager of Radio Sales, Chicago, with headquarters at WBBM. He will succeed Bill Williamson, who has been transferred to Cincinnati to become commercial sales manager for WKRC. Bob Dunville is being transferred from the sales department of KMOX to fill the vacancy caused by the advancement of Jones, while Bob Simpson, who recently came to KMOX from KSD, will fill Dunville's post in the sales department.

Tyrone Power Is Signed

Rumored as being considered for the past two months, Lennen & Mitchell has actually signed Tyrone Power for the lead role in a new script series to succeed the musical "Rippling Rhythm" program, beginning some time in August, it has been learned. The program will emanate from Hollywood when Power takes over. The Jergens-Woodbury Co. will continue as the sponsor.

Sign Warden Lawes Again

The William R. Warner Co., for Sloan's Liniment, has signed to return Warden Lewis E. Lawes to the NBC airways beginning Oct. 18. The contract is for 26 weeks over the Blue network. The old program title, "20,000 Years in Sing Sing" will be abandoned. Cecil, Warwick & Legler is the agency. The program has been off the air for the summer.

Renew "Road to Nowhere"

Success of the Script Library's "Road to Nowhere" on WBNS, Columbus, has brought about a renewal after the original 13 weeks broadcast, with the sponsor asking for 39 additional episodes. John Fleming is the author.

WHN and Katz Split

By mutual consent, WHN and the Joseph E. Katz Co., station representatives, severed their relations as of yesterday. WHN has not yet selected a successor company as national representative.

Film Boards Close Today In Many Keys

(*Continued from page* 1)

Board representation in individual localities. From these the number of distributors who desire the continuance of a secretary in any given exchange center will be determined and the final decisions made.

Major distributors, thus far, are of one mind on the continuance of secretaries in New York and Chicago only. Louis Nizer is secretary of the New York board and Emma Abplanalp of the Chicago board. In other cities where all distribution companies involved are not agreed upon the further need for a secretary the cost to those companies which desire one will be figured proportionately. Where the cost to individual companies is acceptable under such circumstances it would be contributed only by those which agree to participate.

According to the list supplied by the M.P.P.D.A., Film Board secretaries have been maintained by the distribution companies up to today in Albany, Atlanta, Boston, Buffalo, Butte, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Haven, New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, St. Louis, Salt Lake City, Seattle, San Francisco and Washington.

Anti-Trust Suit in Texas Set for Sept. 20

(*Continued from page* 1)

John Erhard said that stipulations would be filed by attorneys for both sides prior to the trial date so that Judge Atwell might rule on them by the time the case comes to trial in September.

In addition to Interstate and Hoblitzelle, 20th Century-Fox, Paramount, Texas Consolidated Pictures, M-G-M and other distributors are named as defendants.

SETOA Reelects Moore

BIRMINGHAM, June 29.—After advocating Government regulation of the industry and voting not to buy pictures prior to Oct. 1 from companies which refuse to eliminate the score charge, the Southeastern Theatre Owners' Ass'n reelected its president, Milton C. Moore, and its vice-presidents: Bill Griffin, Tom Brandon, J. H. Thompson and Hugh Manning. Mrs. H. T. Wood is secretary and R. B. Wilby, treasurer.

The company that imported and exploited "Cloistered"

BEST FILM COMPANY

723 SEVENTH AVENUE

announces

it is opening branches in

LONDON, PARIS and WARSAW

Rene Huisman, President, is seeking American product for distribution in European countries.

Admission Raises Opposed by Kincey

(*Continued from page* 1)

from higher admission levels, as attendance would be curtailed in proportion to the amount of increase in scales. Wilby-Kincey operations comprise 105 theatres in Alabama, North and South Carolina, Virginia, West Virginia and Georgia.

Kincey returned to Charlotte, his headquarters, yesterday.

Para. to Ask Time In Zukor Pact Suit

(*Continued from page* 1)

the company's stockholders after the action had been brought.

Paramount's answer is due July 7. The company's attorneys will ask for three week's additional time, it was indicated.

To Aid in Fox Action

Milton C. Weisman, receiver of Fox Theatres Corp., was authorized by Circuit Judge Martin T. Manton in the U.S. District Court yesterday to contribute $5,000 toward the legal expenses for the prosecution of a $15,000,000 suit against William Fox in New Jersey for alleged illegal transfer of assets to the All-Continent Corp. Weisman stated in his petition that other creditors of Fox have previously contributed $57,566 toward legal expenses and he felt the receivership should pay its share.

20th-Fox Asks Dismissal

Twentieth Century-Fox yesterday in the U. S. District Court filed a general denial in answer to the suit of F. Kay Kaplan who charges infringement of a cover design in the August, 1929, issue of *Theatre Magazine,* which is alleged to have been used as a scenic effect in the picture, "George White's Scandals of 1935." The answer denied that the design was an original and asserts it was copied from a design originated by a French artist. Dismissal of the suit with costs is asked.

Dismisses De Forest Suit

The suit of the DeForest Phonofilm Corp. and DeForest Phonofilm, Inc., against Fox Film Corp., Fox-Case Corp., Zoethone Picture Corp. and William Fox for alleged infringement of patents covering methods for recording and reproduction of sound was dismissed by Judge John C. Knox in the U. S. District Court yesterday because of failure of the plaintiff to prosecute the action.

Napoli Action Dismissed

Federal Judge John C. Knox yesterday dismissed the action of Alfredo Bascetta against the Napoli Film Corp. and Michael Orlando because of failure of the plaintiff to prosecute the action. Bascetta sued for an injunction and an accounting of the profits of the film "Zappapore" because of alleged infringement of his song, "Pease Mio" in the picture.

Study Mae West Ruling

Supreme Court Justice George H. Furman yesterday reserved decision on an application of Irving S. Richter, a play broker, to compel Mae West to come to New York to answer questions in a breach of contract suit against her and Mark Linder, a playwright.

Wood Asks Strike Against Paramount

(*Continued from page* 1)

of the protest meeting of approximately 20 independent exhibitor leaders from various parts of the country who gathered at the Carlton Hotel here today at Wood's call. Wood urged a "sit-down" strike, particularly of Paramount's 4,000 exhibitor customers, which, he declared, would cost the company $8,000,000 to $10,000,000 next year.

It was decided at today's meeting to bring a test case to determine the exhibitors' rights, and also to declare a national date strike effective in August, a non-buying strike on 1937-'38 product and to appoint Wood national clearing agent for information on the situation.

Wood cleared the conference room of trade press representatives on the ground that he feared to be misquoted. The meeting developed into a conference predominantly Allied.

Wires pledging support were received from independent theatre groups of Iowa, southern California and New England. Ed Kuykendall, president of the M.P.T.O.A., acknowledged the session but wired his regrets.

The pictures which Wood accuses Paramount of listing on the 1936-'37 worksheet, but not delivering, are: "High, Wide and Handsome," "Souls at Sea," "Artists and Models," "one with Marlene Dietrich with Ernst Lubitsch directing," "Spawn of the North" and "The Count of Luxemburg."

In his address Wood contends that theatre owners who signed the 1936-'37 Paramount contract were "given to believe that Paramount would release between 60 and 65 features, but according to recent announcement this amount will be cut to 53." Wood declared he was more concerned with the possibility that other major distributors "will also show their disregard of the rights of exhibitors and attempt to do likewise," than with Paramount's act in withholding the six films.

In addition to Wood, the following attended the meeting: Abram F. Myers and Charles H. Olive, Washington; Herman A. Blum, Baltimore; Fred Herrington and M. A. Rosemberg, Pittsburgh; Dave Barrist, Charles Segal and Lewen Pizor, Philadelphia; Edward Levy, New Haven; Sidney E. Samuelson and Lee Newbury, New Jersey; Nathan Yamins, Fall River; H. M. Richey, Detroit; Aaron Saperstein, Chicago; Leo F. Walcott, Iowa; Fred Wehrenberg, St. Louis; Martin G. Smith, Toledo; George Erdmann, Cleveland; Dave Gilman, Minneapolis.

Support P. J. Wood's Stand

BOSTON, June 29.—Arthur K. Howard, business manager of Independent Exhibitors, Inc., today wired P. J. Wood in Washington as follows:

"You can count on the enthusiastic support of the independent exhibitors of New England on any plan devised at your meeting to penalize Paramount for its unfair and unethical withdrawal of numerous box-office pictures from the 1936 contract for the express purpose of reselling them at increased prices for 1937."

Pathe Directors Meet

Pathe's board of directors yesterday held a routine meeting. O. Henry Briggs, president, presided.

Columbia Plans 62 For '37-'38 Season

(*Continued from page* 4)

Rackowe, adapted by Stephen Morehouse Avery.

"Nobel," based on the life of Alfred Bernhard Nobel, donor of the Nobel Prize, produced by Robert Riskin.

"The Second Mrs. Draper," starring Gloria Swanson, from the novel and *McCall* Magazine serial by Noel Pierce, to be produced by Frances Marion.

"Miss Quis," from the Broadway play by Ward Morehouse and Peggy Wood.

"It Happened in Hollywood," starring Richard Dix and Fay Wray, from the story by Myles Connolly, Harry Lachman, director; cast featuring Charles Arnt, Granville Bates, James Donlan, Franklin Pangborn.

"For Tonight Only," from the *Cosmopolitan* Magazine story by Oscar Schisgall, screenplay by Lee Loeb and Harold Buchman, produced by Sidney Buchman.

"Absent Without Leave," marital comedy by Stefan Bekeffi, adapted by Samson Raphaelson, produced by Sidney Buchman.

"I Married an Artist," from the *Saturday Evening Post* story by B. Avery Strakosh, adapted by Gladys Lehman and Delmar Daves, directed by Marion Gering, produced by Sidney Buchman.

"Life Begins with Love," from the comedy by Dorothy Bennett, featuring Jean Parker and Douglass Montgomery, directed by Ray McCarey, screenplay by Thomas Mitchell, cast featuring Edith Fellows, Leona Maricle, Lumsden Hare and Herbert Ashley, produced by Myles Connelly.

"Streamlined," from the story by Joseph Dineen. Adapted by Donald Henderson Clarke and Richard Wormser, produced by Myles Connolly.

"Cape of Good Hope," from the European stage play by Ladislaus Bus-Fekete, produced by Myles Connolly.

"The Night Before," from the *Saturday Evening Post* story by Paul Gallico. Screenplay by Eugene Solow.

"College Hero," from the *Saturday Evening Post* story by Corey Ford. Screenplay by Eugene Solow.

"There's Always a Woman," from the *American Magazine* story by Wilson Collison. A murder mystery screenplay by Gladys Lehman and Joel Sayre.

Four Jack Holt Productions.

The company has 17 pictures in various stages of production, the convention has been informed.

Delay W-K-Para. Pact

Signing of the new one-year Wilby-Kincey circuit operating agreement with Paramount was delayed for four weeks due to the departure yesterday of R. B. Wilby, who sailed on the *Statendam* for a European vacation. The pact will be signatured on his return late in July, according to Y. Frank Freeman, Paramount theatre head.

Wall Street

Fractional Board Gains

	High	Low	Close	Net Change
Columbia	28½	28½	28½	— ½
Consolidated	2¾	2¾	2¾	.....
Consolidated, pfd.	10¼	10	10⅛	— ⅜
Eastman	172¾	171¾	172¾	+ ¾
Loew's	75	73¾	74½	+ ⅝
Loew's, pfd.	106	106	106	+ ½
Paramount	17⅞	17⅜	17½	.....
Paramount 1 pfd.	122¼	121	122¼	+ ¼
Paramount 2 pfd.	16½	16½	16½	+ ⅜
Pathe Film	6½	6½	6½	.....
RKO	7¼	7¼	7¼	— ¼
20th Century-Fox	31⅜	30¾	31	— ¾
Universal, pfd.	63	63	63	.....
Warner Bros.	12⅛	11¾	12	.....

Technicolor Curb Rise

	High	Low	Close	Net Change
Grand National	2	2	2	.....
Sentry Safety	½	½	½	.....
Sonotone	1½	1½	1½	.....
Technicolor	28¼	27¼	27⅝	+ ⅝

Warner Bonds Off 1⅛ Points

	High	Low	Close	Net Change
Keith B. F. 6s '46	99⅛	99⅛	99⅛	— ⅝
Paramount Pict. 6s '55	99¾	99¾	99¾	.....
Paramount '47	88	88	88	— ¼
RKO 6s '41 pp.	107¼	107¼	107¼	+ ¼
Warner Bros. 6s '39 wd	94	93½	93½	—1⅛

(Quotations at close of June 29)

"SLAVE SHIP" STAND-OUT HIT ON ALL FRONTS!

More than maintaining its sizzling first-week pace in hold-over stanzas at **NEW YORK, BOSTON, BALTIMORE!** Set for second week in **KANSAS CITY!** Beating "Wake Up and Live" at Capitol, **RICHMOND!** Topping "On the Avenue" in **DENVER!** Making great boxoffice news with every new opening!

20th CENTURY FOX
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OF YOUR FUTURE

MARION DAVIES

Comes Bob-Bob-Bobbing Along with

BOB MONTGOMERY

In happy response to more preferred play-date requests* than she's ever had before, for

"EVER SINCE EVE"

Completely Covered with Laugh-Insurance by
FRANK McHUGH • PATSY KELLY • ALLEN JENKINS
Directed by Lloyd Bacon • A COSMOPOLITAN PRODUCTION • A First National Picture
Screen Play by Lawrence Riley, Earl Baldwin, and Lillie Hayward
from a story by Margaret Lee and Gene Baker

22 million moviegoers are reading the nationally syndicated newspaper serialization every day for 21 days as part of the big Cosmopolitan backing for this joyous July hit from

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